

# Exploring Local Perspectives in Hospitality and Tourism Growth in Quirino Province

Jonathan Tariga

Quirino State University: Diffun, Quirino, Philippines.

Email: [jonathan.tariga@qsu.edu.ph](mailto:jonathan.tariga@qsu.edu.ph)

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## Abstract

**Purpose of the study:** This study examines the development of Hospitality and Tourism in Quirino Province, including social, cultural, economic, and environmental effects, with a focus on local perspectives.

**Methodology:** It uses the community-based tourism (CBT) framework to evaluate residents' perceptions of the effects of tourism, both positive and negative and assesses the attitudes of 200 residents towards tourism and its socio-cultural impacts through a structured questionnaire.

**Main Findings:** The preliminary findings suggest that individuals have a favorable outlook on different aspects of life, particularly emphasizing the importance of preserving culture and raising awareness about heritage.

**Applications of the study:** The study provides valuable insights for policymakers, tourism planners, and community leaders in promoting sustainable tourism practices in Quirino Province.

**Novelty/Originality of the study:** This unique and innovative study examined and assessed the local viewpoint on the development of hospitality and tourism in the province of Quirino.

## INTRODUCTION

Tourism development plays a significant role in shaping the social, cultural, economic, and environmental landscapes of local communities (Shukor et al, 2017; Pedrana, 2013; Mezei, 2009). As destinations strive to attract more visitors and generate revenue, it becomes crucial to understand the impacts of tourism development from the perspectives of the local community (Yacob et al, 2021; Chin et al, 2014; Seraphine et al, 2018).

Quirino Province, located in the northern region of the Philippines, has recently experienced a surge in tourism activities, leading to potential changes within the community. This research aims to investigate into the local perspectives and assess the effects of tourism development in Quirino Province through the lens of community perceptions.

Quirino Province, known for its lush natural landscapes, rich cultural heritage, and warm hospitality, has become an emerging tourist destination. The provincial government and local stakeholders have actively promoted tourism as a means to drive economic growth, provide employment opportunities, and enhance the overall quality of life for the local population. However, as tourism develops and visitor numbers increase, it is crucial to examine how these changes are perceived and experienced by the local community.

### *Community-Based Tourism and Local Perspectives*

Community-based tourism (CBT) has gained significant attention in recent years as a means to empower local communities and promote sustainable development. CBT initiatives emphasize the active participation of community members in decision-making processes, ensuring that tourism development aligns with their interests, needs, and cultural values (Anuar & Sood, 2019). Previous studies have highlighted the importance of understanding local perspectives within CBT frameworks, as it allows for a more comprehensive assessment of the impacts of tourism development on community well-being (Oka et al., 2021). By exploring local perspectives, this research contributes to the growing literature on community-based tourism and its effects on local communities.

The impacts of tourism development on local communities have been widely studied, providing insights into both positive and negative consequences. Positive impacts may include increased employment opportunities, income generation, infrastructure development, cultural preservation, and improved standards of living (Mowforth & Munt, 2015). However, negative impacts such as overcrowding, environmental degradation, social and cultural disruptions, and unequal distribution of benefits have also been documented (Gössling et al., 2020; Hugo, 2020; Cushing et al, 2015). Understanding these impacts through the lens of community

perceptions is crucial for effective tourism planning, ensuring that sustainable practices are implemented to maximize benefits and minimize drawbacks.

The concept of community perceptions has been recognized as a key component in assessing the sustainability of tourism development. Studies have shown that local perceptions can significantly influence the success or failure of tourism initiatives (Kayat et al, 2016; Lee, T., & Jan, F., 2019; Dangi, T., & Jamal, T., 2016). Community acceptance, support, and participation are crucial for the long-term viability of tourism projects (Idziak et al, 2015; Khazaei et al, 2015; Matiku et al, 2020). By examining community perspectives on the effects of tourism development in Quirino Province, this research contributes to the understanding of sustainable tourism practices by incorporating the voices of the local community into decision-making processes.

Numerous studies have explored destination community perspectives in the context of tourism development. These studies have highlighted the diverse attitudes, beliefs, and values held by local residents towards tourism (Moghavvemi et al, 2017; Woo, E., Kim, H., & Uysal, M., 2015). Some residents may view tourism as an opportunity for economic growth and cultural exchange, while others may express concerns about the preservation of local traditions, over-reliance on tourism, and socio-cultural disruptions (Chong, 2020; Gannon et al, 2020; Özel, Ç., & Kozak, N. 2017). Understanding these perspectives provides valuable insights into the complex interplay between tourism development and local communities, helping to shape more inclusive and sustainable tourism strategies.

### *Sustainable Tourism Development in Quirino Province*

Quirino Province, with its rich natural and cultural assets, has significant potential for sustainable tourism development. While previous studies have focused on the tourism potential of Quirino, there is a dearth of research examining the community perspectives on the effects of tourism development. By addressing this research gap, the current study contributes to the sustainable development of tourism in Quirino Province, ensuring that the voices and concerns of the local community are acknowledged and incorporated into future tourism planning efforts.

Understanding community perceptions is essential as it allows for a comprehensive analysis of the multifaceted impacts of tourism development. It provides valuable insights into the social, cultural, economic, and environmental dimensions, shedding light on both positive and negative consequences. By exploring the local perspectives, this research seeks to capture the nuanced dynamics and complexities of tourism development in Quirino Province.

The assessment of community perceptions will involve engaging with residents, community leaders, tourism industry representatives, and other relevant stakeholders. Various qualitative research methods, such as interviews, focus group discussions, and observations, will be employed to gather data on how tourism development has influenced different aspects of community life. These aspects may include changes in local traditions, cultural identity, infrastructure development, employment opportunities, income distribution, environmental conservation, and the overall well-being of the community.

The findings of this study will contribute to the existing body of knowledge on the impacts of tourism development and provide practical insights for policymakers, tourism planners, and community leaders in Quirino Province. The research will bring out sustainable tourism practices and policies, ensuring that the benefits of tourism development are maximized while minimizing any adverse effects on the local community. Furthermore, the study will add to the broader academic literature on community-based tourism and provide a foundation for future research in similar contexts.

This study aims to explore local perspectives and assess the effects of tourism development in Quirino Province through community perceptions. By comprehensively understanding the community's views and experiences, this study seeks to contribute to the sustainable development of tourism in the province, foster community empowerment, and promote the well-being of Quirino residents amidst ongoing tourism growth.

### **Objectives of the Study**

The purpose of this research is to investigate citizens' attitudes towards tourism and the socio-cultural impact of tourism in Quirino Province.

**Specifically**, it intends to:

1. Determine the demographic profile of the respondents in terms of:
  - 1.1 Sex;

- 1.2 Age;
- 1.3 Employment Status; and
- 1.4 Highest Educational Attainment.
2. Evaluate the positive/negative impact of tourism on various aspects of life such as economic, social, environmental & infrastructure, and services and quality of life;
3. Assess the positive/negative impacts of tourism in Quirino Province as a whole;
4. Assess the contribution of tourism to the economic welfare of local residents.

## RESEARCH METHODOLOGY

The study utilized a structured questionnaire that began with demographic questions (sex, age, employment status and highest educational attainment) and included questions about employment in tourism. Additionally, the questionnaire consisted of 25 questions aimed at gauging attitudes towards the socio-cultural impact of tourism, rated on a five-point Likert-type scale.

### Research Participants

A study involving 200 residents from Quirino was carried out, employing quantitative research methods. The study aimed to gather quantitative insights into residents' behaviours, attitudes, and experiences related to specific topics. The process included survey development, distribution, and subsequent statistical analysis of the collected data to identify patterns and correlations. This approach provides a solid evidence base for informed decision-making and dependable conclusions.

### Instrument

The questionnaire includes three primary inquiries. The first one aims to evaluate the effects of tourism, both positive and negative, on society. The second question focuses on assessing the impacts of tourism, both positive and negative, on various aspects of life. Lastly, the third question aims to gauge the extent to which tourism contributes to the welfare of local residents. To ensure the robustness of the data collected, the instrument has undergone rigorous validation processes to ascertain its validity, ensuring that the questions accurately measure what they intend to evaluate. Additionally, reliability measures have been implemented to guarantee consistency and stability in the instrument's results over time, enhancing the trustworthiness of the findings.

### Data Gathering

Upon approval of the request to conduct the study, the researcher personally administered the questionnaire to the participants. Each participant was given structured questionnaire to collect their responses.

### Data Analysis

Data were analysed using frequency count and percent for the demographic profile of the respondents

## RESULTS AND DISCUSSION

### Profile of the Participants

**Table 1:** Frequency and Percent distribution of the respondents in terms of Sex

Sex	Frequency	Percent
Male	70	35%
Female	130	65%
<b>Overall</b>	<b>200</b>	<b>100%</b>

Table 1 shows the sex distribution within a sample of 200 individuals. Among the sample, 70 individuals are males, accounting for 35% of the total, while 130 individuals are females, making up 65% of the total. This data underscores a notable sex imbalance within the sample. According to [Steinberg \(2021\)](#), data collection has sometimes overestimated the male population due to various reasons such as social biases or underrepresentation of females.

**Table 2:** Frequency and Percentage distribution of the respondents in terms of Age

Age	Frequency	Percentage
18-28	104	52%
29-39	40	20%
40-50	30	15%
51-61	20	10%
62 above	6	3%
<b>Overall</b>	<b>200</b>	<b>100%</b>

The data shows a population's age distribution. Majority of the respondents with 52%, are 18–28 years old. Age categories have decreasing percentages: 29-39 (20%), 40-50 (15%), 51-61 (10%), and 62+ (3%). The share of older people is the lowest in this distribution. On the other hand, 18-28 age group dominates the sample, indicating a young population. As age groups advance, representation declines, emphasizing the importance of age demographics for evaluating survey or research data. Comparing age distributions can help tailor tactics, policies, and goods to the requirements and preferences of different age groups in the surveyed population. [Gurtner \(2014\)](#), supported that the analysis of different age groups reveals that convenience and ease of use are more important among younger users than older individuals.

Table 3 revealed a 70-percent employment and a 30-percent unemployment among the sample of 200 individuals. This is in line with the previous research of [Calvo et. al, \(2015\)](#), that highlights the significant socioeconomic and psychological effects of employment. Extensive research has consistently emphasized the crucial importance of addressing unemployment for the overall well-being of societies and the maintenance of economic stability.

**Table 3:** Frequency and Percentage distribution of the respondents in terms of Employment

Employment Status	Frequency	Percentage
Employed	140	70%
Unemployed	60	30%
<b>Overall</b>	<b>200</b>	<b>100%</b>

The table 4 revealed the educational achievement of the respondents. As shown, 59% have completed a Bachelor's Degree, indicating a substantial representation with undergraduate education; 27% have pursued Graduate Studies, showcasing a noteworthy proportion with advanced academic qualifications; and 11% possess a Diploma or Certificate, indicating individuals with specialized training or technical expertise. A smaller fraction, 3%, comprise of education up to the Secondary School level. It is consistent in the study of [Smith & White \(2015\)](#), educational breakdown emphasizes a strong focus on higher education, highlighting a substantial number of individuals attaining at least a Bachelor's Degree. The presence of those with Graduate Studies underscores a tendency for further academic advancement.

**Table 4:** Frequency and Percentage distribution of the respondents in terms of Highest Educational Attainment

Highest Educational Attainment	Frequency	Percentage
Secondary School	6	3%
Diploma/Certificate	22	11%
Bachelor's Degree	118	59%
Graduate Studies	54	27%
<b>Overall</b>	<b>200</b>	<b>100%</b>

The table 5 presents the perceptions of individuals regarding the positive and negative impacts of tourism on various aspects of life within a community. The mean values provide an insight into the average perception for each aspect, while the standard deviation indicates the extent of variability in these perceptions. The community expresses a positive perception of tourism's impact on aspects such as requests for events and historical programs, various cultural facilities and activities, demand for cultural activities and programs, and opportunities to restore and protect historic structures. These aspects have mean scores above 4, suggesting a favourable view regarding tourism's influence.

However, some aspects like entertainment options in the area and attitudes of local residents towards tourists have lower mean scores, indicating a less positive perception. Particularly, the attitudes of local residents towards tourists have a relatively low mean score of 2.23, suggesting that there may be some negative sentiments or concerns within the community regarding tourists.

**Table 5:** Perception of the positive/negative impact of tourism on various aspects of life

Statement	Mean	Standard Deviation
Requests for events and historical programs.	4.00	0.549
Various cultural facilities and activities in the community.	4.03	0.753
Demand for cultural activities and programs	4.04	0.633
Awareness / Recognition of local culture and heritage	3.83	0.779
Entertainment options in the area.	3.40	0.992
Opportunities to learn about other people and cultures	3.95	0.624
Opportunity to restore and protect historic structures	4.25	0.630
Community life and welfare.	3.95	0.828
Attitudes of local residents towards tourists	2.23	0.895
Community spirit among local residents in developing tourism.	3.84	0.668

Table 6 shows the favourable perception of Quirino's residents regarding tourism's impact on their lives. The mean scores, averaging above 3.75 for most aspects, emphasize a positive outlook. The community particularly values the cultural and heritage aspects, recognizes tourism's role in demand for cultural activities, aware of local culture, and preserves historic

structures. In the study of [Schachner et al \(2021\)](#), the presence of entertainment options and opportunities to learn about diverse cultures gained positive responses. Although attitudes toward tourists received a slightly lower mean score, reflecting some concerns, the overall consistency in perceptions, as indicated by standard deviations, showcases a unified and optimistic stance. This optimistic outlook bodes well for sustainable tourism development, highlighting the need to build on these positive impacts while addressing any areas for improvement to ensure a harmonious and beneficial relationship between tourism and the community, [Nepal et al \(2019\)](#).

**Table 6:** Perception of the positive/negative impact of tourism on the residents of Quirino

Statement	Mean	Standard Deviation
Requests for events and historical programs.	3.86	0.673
Various cultural facilities and activities in the community.	3.93	0.701
Demand for cultural activities and programs	4.15	0.668
Awareness / Recognition of local culture and heritage	4.09	0.595
Entertainment options in the area.	4.10	0.783
Opportunities to learn about other people and cultures	3.77	0.783
Opportunity to restore and protect historic structures	3.99	0.740
Community life and welfare.	4.05	0.772
Attitudes of local residents towards tourists	3.78	0.760
Community spirit among local residents in developing tourism.	3.98	0.743

Table 7 outlines the community's perspective on tourism's contribution to the welfare of local residents. The mean scores, predominantly above 4, indicate a strong belief in tourism's positive influence on the residents' quality of life and the potential to attract more tourists through destination development. Moreover, the community shows a favourable inclination toward supporting future tourism development, acknowledging it as a strategy for economic diversification. [Suess & Mody \(2016\)](#) agreed on the greater reliance on tourism for economic stability and stronger community bonds contribute to positive views of tourism's economic and social effects, resulting in a greater willingness to contribute through higher taxes. Although slightly lower, the mean score of 3.99 for the overall impact of tourism development underscores the overall positivity surrounding tourism's influence on the community's well-being. The standard deviations suggest a consistent and confident perception, emphasizing the community's collective belief in tourism's potential to enhance their overall welfare and contribute to economic growth.

**Table 7.** Contribution of tourism to the welfare of local residents

Statement	Mean	Standard Deviation
Tourism development will positively improve the quality of life	4.12	0.756
Destination development should attract more tourists	4.04	0.748
Support for future tourism development	4.05	0.702
Tourism is the best strategy for economic diversification	3.83	0.709
The overall impact of tourism development is positive	3.99	0.674

### Proposed Community Based Tourism Plan for Quirino Province





**Figure 1: Proposed Community Based Tourism Plan**

## CONCLUSIONS AND FUTURE WORKS

The study provides valuable insights into the local perspectives on the effects of hospitality and tourism growth in Quirino Province. Based on the study, it can be inferred that residents have a generally positive perception of the impact on different aspects of life, with a particular focus on cultural preservation and heritage awareness. However, there are also areas of concern that require attention, such as the attitudes towards tourists. This indicates the importance of implementing specific measures to address any potential negative sentiments within the community. The research highlights the significance of including community perspectives in tourism planning processes to promote sustainable development.

Based on the findings of the study, it is evident that the population consists mainly of individuals between the ages of 18 and 28. This emphasizes the importance of implementing strategies that are specifically designed to cater to the unique preferences and expectations of this demographics. In addition, the study highlights the significance of taking into account factors like employment status and educational attainment when shaping community attitudes towards tourism.

Further research is needed to explore the changing attitudes of local communities towards the growth of tourism in Quirino Province. Examining the progress over time will offer valuable insights into the long-term viability of positive developments and the recognition of possible obstacles. Additional qualitative research methods, such as conducting in-depth interviews and organizing focus group discussions can provide a more comprehensive understanding of the various factors that shape community attitudes. Investigating the efficacy of focused interventions or strategies aimed at addressing specific community concerns would help in the development of sustainable tourism practices. In addition, by examining the influence of external factors like global events or economic shifts on local perceptions, a deeper understanding of the wider context in which tourism development takes place can be gained. In the coming years, it is crucial for research to focus on developing strategies that prioritize the needs and interests of the local community in Quirino Province, considering the ever-changing tourism industry.

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