



THE TOURISM BUSINESS INDUSTRY OF THE MUNICIPALITY OF TANAY, RIZAL, PHILIPPINES: AN ASSESSMENT ON HUMAN RESOURCE AND A PROVINCE-WIDE MARKET RESEARCH

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ABSTRACT

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This study assessed the Tourism Industry of the Municipality of Tanay, Rizal as an emerging Ecotourism destination with emphasis on the marketability of tourism products, expertise of human resource, and the tourism development initiatives of the local government. Results show that with the success of Palaya Nature Farm, the Municipality has a potential to become a center of farm tourism in the province. The province has been determined as a primary market for boutique hotels with affordable rates and offers resort type amenities. It was also found out that the market prefers tourism businesses located in commercial zones where restaurants, tourism destinations, and hotels are near to each other. People in the province are adventurous and are into nature-based destinations, while in regards of restaurants, casual dining that offers Korean and/or Filipino cuisines are preferred. Travel agencies are also likely to succeed in the province as the market favors seeking assistance for their travels than preparing it on their own. Given the importance of the human resource in the success of the Industry as primary provider of the service, it was found out that intensive training and education is needed for the local community of Tanay, Rizal, as it shows that the level of expertise they have towards the industry operations is poor.

Contribution/Originality: This study documents the municipality of Tanay, Rizal as a potential farm tourism destination, the need to strengthen the local community through intensive training and education, and the role of consumers toward the success of the tourism business industry.

1. INTRODUCTION

As defined by the United Nations World Tourism Organization (UNWTO), a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

The Municipality of Tanay is one of the thirteen towns and one component city that comprise the province of Rizal, and is located 54 kilometers away southeast of Metropolitan Manila, the country's economic hub. Based on public records of the Provincial Government of Rizal published in tanay.gov.ph, the province' official website, the municipality is the agricultural and commercial center of the eastern portion of the province, and that as part of the

Sierra Madre Mountain range and one of the coastal towns surrounding Laguna de Bay, it has been fully conscious of the need to enforce environmental protection programs, in addition to the mandate from the environmental laws; Clean Air Water Act of 1999, Toxic Substance and Hazardous Water Control Act, Ecological Solid Waste Management Act, and Environmental Education Act of 2008 among others, thus, considering it as an Ecotourism inclined town. The provincial government further informed the public through the same website that the Municipal Environment and Natural Resources Office under Engr. Carlos Inofre, Jr have long been championing programs that put emphasis on caring for the environment. And in terms of public security, the Philippine National Police has been continually ensuring that policies and programs are being implemented to address peace and order issues in the municipality, which have always been indispensable condition for travel and tourism, [Kovari \(2011\)](#). As a matter of fact, under Tanay PNP Chief Bartolome O. Marigondon, a Local Anti-Criminality Action Plan was put in place, which called for the mandatory placement of closed circuit television (CCTV) system for business establishments with over P500, 000 in capital.

Tourism demand is a broad term that covers the factors governing the level of demand, the spatial characteristics of demand, different types of demand and the motives for making such demands. According to [Tunney \(2004\)](#) demand is the amount of a product or service that people are willing and able to buy for a specific price during some specified period of time. Individuals called "tourists" generate tourism demands. This happens in a particular place called a "tourism destination". The scale and the magnitude of demand differ with time and sometimes with seasons. Time demand for tourism services either advances or changes. According to [Poon \(1993\)](#) such changes could be due to the emergence of the so-called "new tourists". These tourists want to experience something new and expect high quality service and value for their money. Another important issue that has arisen is the seasonality in tourism, which has negative and positive implications; there is much loss of potential and underutilization of facilities during low seasons, while peak seasons brings too much pressure on resources due to congestion, [Alshuqaiqi and Omar \(2019\)](#).

Tanay as a town focusing on agricultural development over mass tourism development and with a potential farm tourism attraction is considered as a rural area. Among the various types of tourism, ecotourism has a potential to promote rural tourism growth and truly engage visitors to the area, [Jefferies \(2017\)](#). Community involvement as an addition in relation to nature conservation which includes public participation in decision-making, and access to biological resources among other is also essential to ecotourism development, [Nsukwini and Bob \(2016\)](#). However, proper implementation of ecotourism to be fully achieved shall have a community with access to education and better employment opportunities since there is a significant relation between education and income level of people, and their willingness to participate on such initiative, [Rifky, Irfeey, and Althaf \(2018\)](#).

According to [Cobbinah, Black, and Thwaites \(2013\)](#) tourism has been identified as a major sector in safeguarding a sustainable future, however, tourism if not properly managed can be detrimental. It may contribute to the high living cost within the community, may push out local businesses, and raise costs for local residents, [Muchapondwa and Stage \(2013\)](#); [Rollins, Dearden, and Needham \(2016\)](#). Positive implications of Tourism includes promotion of equality and equity, improvements in the local community, increase number of destinations which could be a driver of socio-economic progress with creation of jobs, enterprises, and other revenue infrastructure development influence, [Uthem. \(2020\)](#). [Lenzen et al. \(2018\)](#) on the other hand, said that Tourism is bad for the planet, as it was found out that between 2009 and 2013, tourism's global carbon footprint has increased from 3.9 to 4.9 GtCO_{2e}, in which transportation, shopping, and food are significant contributors. The lead researcher Dr. Malik from the University of Sydney even told BBC News which was stated in the article written by [Quinn \(2018\)](#) that tourism is responsible for up to 80% of emissions in places like the Maldives and the Seychelles. [Zhuang, Yao, and Li \(2019\)](#) argues that tourism has played the role of an external force that has changed the traditional values and lifestyles of residents at tourism destinations.

With these data presented as facts towards tourism planning and development, market research and assessing the drivers of the industry is highly recommended.

Several studies have justified the technicalities and the importance of having a Tourism Development Plan, but only a few have focused on the market or consumers which are considered as the basis of product development and the local community as the main source of human resource under the principles of ethical tourism planning. This study has filled that gap and serves as an addition to the said few researches.

2. METHODS AND ESTIMATIONS

A descriptive research method was used and a quantitative research treatment was applied. Respondents for this study are a total of 768 all from the province of Rizal. For the status of Tourism Planning and Development in the Municipality of Tanay, Rizal, the Tourism Officer was interviewed, for the perception of the Tourism Industry Market, out of the total population of 1,960,062, the sample population was computed, and was equally divided to the number of districts in the entire province for proper representation, and for the assessment on human resource, the sample was computed separately to determine the level of expertise of the local community of Tanay towards tourism operations as the main source of manpower. This study asked 192 local residents – respondents per district in the entire province of Rizal, the Tourism Officer of Tanay, Rizal, and 383 residents – respondents from the Municipality of Tanay, Rizal. Frequency and Percentage was used to determine the perception of the Tourism Industry Market towards Tourism Products, while Likert scale was used to determine the level of expertise of the local community towards Tourism Operations. The Competencies Proficiency Scale by the National Institutes of Health in Maryland, USA is the instrument used for the Likert scale. The said scale is used to measure one's ability to demonstrate a competency on the job. It captures a wide range of ability levels and organizes them into five steps: from "Ignorant" to "Expert". The sample sizes were computed through raosoft sample size calculator with 5% margin of error, 95% confidence level, and 50% response distribution. Data Gathering took a total of 2 months through printed questionnaires and an online survey that recorded a 100% response rate from the respondents. Results of this study are expected to be the same if the entire population was asked.

3. RESULTS

3.1. Status of Tourism Planning and Development

According to the Tourism Officer, the municipality is known as the Home of Nature and Adventure Destinations; when people hear "Tanay", they tend to think of nature based tourist attractions. The most popular tourist spots in Tanay, Rizal are Daranak Falls, Daraitan River and Regina Rica based on tourist arrival. The Tourism Officer also identified potential tourist attractions, however, all of these except for one are private-owned, thus, the local government has limited rights for any planning and development initiative.

The Palaya Nature Farm however among these potential tourism destinations is the only destination managed by the government. It is a 68-hectare farmland located at Brgy. Cayabu focused on agricultural production of Pitahaya (Dragon fruit) and varieties of other fruits and vegetables. A small portion of the land in addition has been reserved for a piggery, and poultry and cattle farm, thus, making it a potential Farm Tourism Destination. Unfortunately, the municipal Tourism Officer has not yet able to determine any plan inclined to Sustainable Tourism Development.

3.2. Perspective of the Provincial Market

The following graphs present the calculation of the respondents' response to the set of questions presented to determine the Perspective of each respondent about having Tourism products in Tanay, Rizal.

Problem no.1. Which between the two do you prefer more when it comes to travelling and having a vacation?

District 1 (Cainta, Rizal)

51% (49) said that they want to travel locally and 49% (47) of the respondents said they want to travel Interregional or Intraregional.

District 2 (Rodriguez, Rizal)

8% (8) said that they want to travel locally and 92% (88) of the respondents said they want to travel Interregional or Intraregional.

District 3 Lower Antipolo (Brgy. Cupang)

67% (64) said that they want to travel locally and 33% (32) of the respondents said they want to travel Interregional or Intraregional.

District 4 Upper Antipolo (Brgy.Dela Paz)

The respondents have equal answer the 50% (48) want to travel locally and the other 50% (48) want to travel Interregional or Intraregional.

Province of Rizal

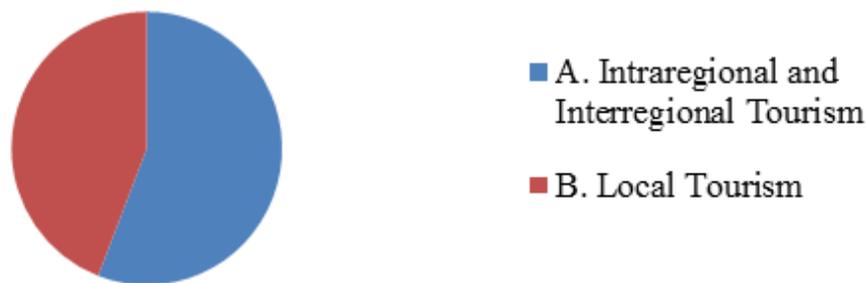


Figure-1. Provincial Market's perspective towards travel locations.

Figure 1 shows the preference of the market based on the overall response of respondents from Rizal when it comes to travelling. 44% (169) said that they want to travel locally and 56% (214) of the respondents said they want to travel Interregional or Intraregional.

Problem no.2. What is your preference towards Hotels in terms of various criteria?

A. Location

District 1 (Cainta Rizal)

67% (64) of the respondents chose Commercial Zones. 19% (18) chose near tourism Destination. 14% (14) prefers in Mountain side.

District 2 (Rodriguez Rizal)

55% (53) of the respondents chose Commercial Zones. 19% (18) chose near tourism Destination. 26% (25) prefers in Mountain side.

District 3 Lower Antipolo (Brgy. Cupang)

60% (58) of the respondents chose Commercial Zones. 19% (18) chose near tourism Destination. 21% (20) prefers in Mountain side.

District 4 Upper Antipolo (Brgy.Dela Paz)

73% (70) of the respondents chose Commercial Zones. 18% (17) chose near tourism Destination. 9% (9) prefers in Mountain side.

Province of Rizal

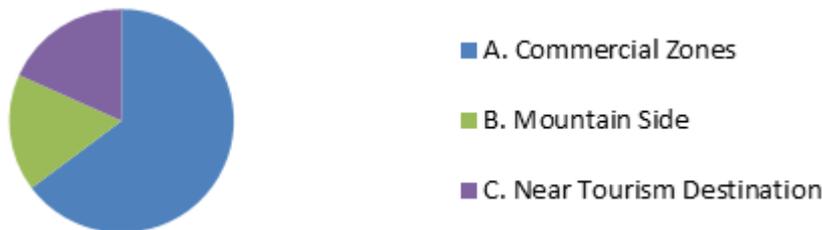


Figure-2. Provincial Market's perspective towards hotel location.

Figure 2 shows the preference of the market based on the overall response from respondents towards hotel location. 65% (248) of the respondents chose Commercial Zones. 18% (70) chose near tourism Destination. 17% (65) prefers in Mountain side.

B. Price

District 1 (Cainta Rizal)

48% (46) of the respondents is willing to spend between Php1001-2000. 37% (35) prefers paying Php1000 below. 9% (8) on the other hand could afford Php3001-4000. 4% (4) prefers Php2001-3000 worth of product. And 1% (1) favors Php4001 – 5000 above.

District 2 (Rodriguez Rizal)

38% (37) of the respondents is willing to pay between Php1001-2000. 8% (8) prefers Php1000 below. 8% (8) could afford Php3001-4000. 13% (13) is okay with Php2001-3000. 19% (18) for Php4001 – 5000 and 14% (14) said Php5000 above.

District 3 Lower Antipolo (Brgy. Cupang)

17% (16) of the respondents is willing to pay between Php1001-2000. 58% (56) prefers Php1000 below. 10% (10) could afford Php3001-4000. 5% (5) is okay with Php2001-3000. 8% (8) favors Php4001 – 5000 while 2% (2) can pay Php5000 above.

District 4 Upper Antipolo (Brgy.Dela Paz)

38% of the respondents is willing to pay between Php1001-2000. 42% prefers Php1000 below. 8% could afford Php3001-4000. 9% said yes to pay Php2001-3000. 3% is okay with Php4001 – 5000 while nobody favored paying Php5000 above.

Province of Rizal



Figure-3. Provincial Market's perspective towards rates of hotel products.

Figure 3 shows the preference of people of the entire province of Rizal towards hotels in terms of Products Prices-Room. 35% of the respondents are willing to pay between Php1001-2000. 36% could only afford Php1000 below. 9% can afford Php3001-4000. 8% prefers Php2001-3000. 8% for Php4001 – 5000, and 4% is okay with Php5000 above.

C. Service Standard

District 1 (Cainta, Rizal)

36% of the respondents want Luxury service. 42% of them want Boutique service. 9% prefers Economy service and 13% in Business service.

District 2 (Rodriguez Rizal)

11% of the respondents prefer Luxury service. 34% of them want Boutique service. 6% prefers Economy service and 49% in Business service.

District 3 Lower Antipolo (Brgy, Cupang)

34% of the respondents want Luxury service. 31% of them prefer Boutique service. 21% on Economy service and 14% likes Business service.

District 4 Upper Antipolo (Brgy.Dela Paz)

19% of the respondents want Luxury service. 63% of them prefer Boutique service. 16% on Economy service and 2% likes Business service.

Province of Rizal



Figure-4. Provincial Market's perspective towards hotel service standard.

Figure 4 shows the preference of the market based on the overall response of respondents towards hotel's service standard. 25% of the respondents prefer Luxury service. 42% of them want Boutique service. 13% likes Economy service and 20% prefers Business service.

D. Classification of Hotel

District 1 (Cainta, Rizal)

61% chose Resort type of hotel. 30% chose Residential type of hotel. 4% prefers Bed and Breakfast, while 2% likes Club type and 3% on Casino Hotel.

District 2 (Rodriguez, Rizal)

23% chose Resort type of hotel. 35% chose Residential type of hotel. 5% prefers Bed and Breakfast, while 10% likes Club type and 27% on Casino Hotel.

District 3 Lower Antipolo (Brgy. Cupang)

59% chose Resort type of hotel. 18% chose Residential type of hotel. 9% prefers Bed and Breakfast, while 10% likes Club type and 4% on Casino Hotel.

District 4 Upper Antipolo (BrgyDela Paz)

59% chose Resort type of hotel. 18% chose Residential type of hotel. 9% prefers Bed and Breakfast, while 10% likes Club type and 4% on Casino Hotel.

Province of Rizal

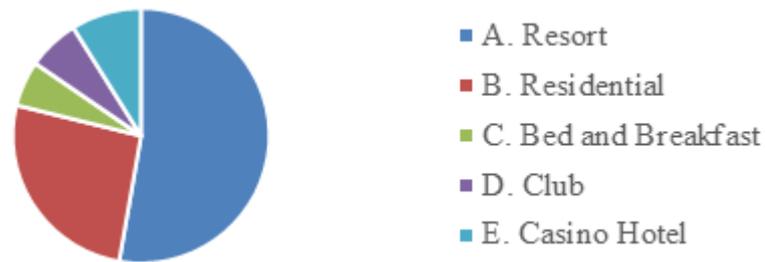


Figure-5. Provincial Market's perspective towards the classification of hotels.

Figure 5 shows the preference of the market towards hotel classification based on the response of the respondents from all parts of Rizal Province. 53% chose Resort type of hotel. 26% chose Residential type of hotel. 6% prefers Bed and Breakfast, while 6% likes Club type and 9% on Casino Hotel.

Problem no.3. What is your preference towards tourism destination in terms of various criteria?

A. Location

District 1 (Cainta Rizal)

87% of respondents want tourism destinations within Commercial Zones while 13% chose at the Outskirt of cities or Remote Areas.

District 2 (Rodriguez Rizal)

53% of respondents want tourism destinations within Commercial Zones while 47% chose at the Outskirt of cities or Remote Areas.

District 3 Lower Antipolo (Brgy. Cupang)

74% of respondents want tourism destinations within Commercial Zones while 26% prefers at the Outskirt of cities or Remote Areas.

District 4 Upper Antipolo (Brgy. Dela Paz)

98% of respondents want tourism destinations within Commercial Zones while 2% prefers at the Outskirt of cities or Remote Areas.

Province of Rizal

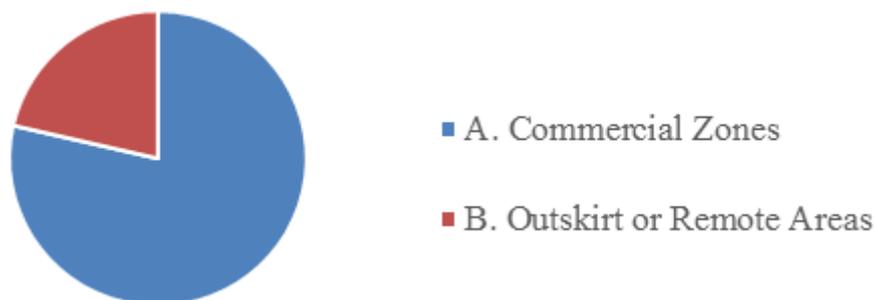


Figure-6. Provincial Market's perspective towards tourism destinations location.

Figure 6 shows the preference of the market towards location of tourism destinations based on the response of the respondents from all parts of Rizal Province. 79% of respondents want tourism destinations within Commercial Zones while 21% prefers at the Outskirt of cities or Remote Areas.

B. Activities

District 1 (Cainta Rizal)

31% of the respondents chose Adventure type of Activities. 38% chose Educational Activities, while 31% prefers Sightseeing/Relaxing kind of Activities.

District 2 (Rodriguez Rizal)

38% of the respondents chose Adventure type of Activities. 27% chose Educational Activities, while 35% prefers Sightseeing/Relaxing kind of Activities.

District 3 Lower Antipolo (Brgy, Cupang)

42% of the respondents chose Adventure type of Activities. 27% chose Educational Activities, while 31% prefers Sightseeing/Relaxing kind of Activities.

District 4 Upper Antipolo (Brgy.Dela Paz)

32% of the respondents chose Adventure type of Activities. 32% chose Educational Activities, while 36% prefers Sightseeing/Relaxing kind of Activities.

Province of Rizal



Figure-7. Provincial Market's perspective towards activities offered by tourism destinations.

Figure 7 shows the preference of the market towards activities offered in tourism destinations based on the response of the respondents from all parts of Rizal Province. 36% of the respondents chose Adventure type of Activities. 31% chose Educational Activities, while 33% prefers Sightseeing/Relaxing kind of Activities.

C. Types of Tourism Attraction

District 1 (Cainta, Rizal)

58% wants Nature based type of Attraction. 2% prefers Man Made Attractions. 37% likes Cultural and Heritage more, while 3% prefers Innovation inspired Attraction.

District 2 (Rodriguez, Rizal)

40% wants Nature based type of Attraction. 26% prefers Man Made Attractions. 12% likes Cultural and Heritage more, while 22% prefers Innovation inspired Attraction.

District 3 Lower Antipolo (Brgy. Cupang)

45% wants Nature based type of Attraction. 20% prefers Man Made Attractions. 24% likes Cultural and Heritage more, while 11% prefers Innovation inspired Attraction.

District 4 Upper Antipolo (Brgy.Dela Paz)

41% wants Nature based type of Attraction. 6% prefers Man Made Attractions. 49% likes Cultural and Heritage more, while 4% prefers Innovation inspired Attraction.

Province of Rizal

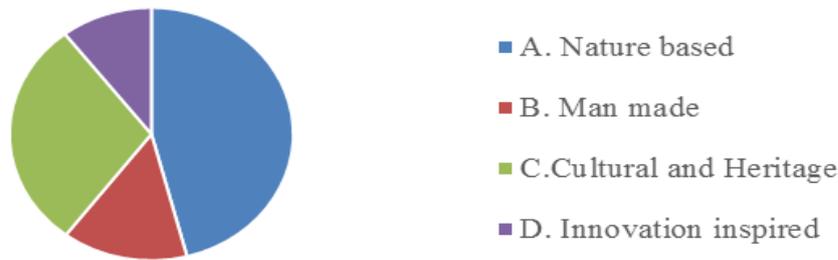


Figure-8. Provincial Market's perspective towards types of tourism destinations.

Figure 8 shows the preference of the market towards types of tourism destinations based on the response of the respondents from all parts of Rizal Province. 46% wants Nature based type of Attraction. 14% prefers Man Made Attractions. 29% likes Cultural and Heritage more, while 11% prefers Innovation inspired Attraction.

Problem no.4. Rate of Services (entrance fee with provisions of some activities)

District 1 (Cainta Rizal)

83% of the respondents could afford Php100 below entrance fee. 16% is willing to pay Php101-500 entrance fees. 1% is okay with Php501-1000 entrance fee, while zero chose Php1000 above entrance fee.

District 2 (Rodriguez Rizal)

25% of the respondents could afford Php100 below entrance fee. 33% is willing to pay Php101-500 entrance fees. 7% is okay with Php501-1000 entrance fee, while 35% chose Php1000 above entrance fee.

District 3 Lower Antipolo (Brgy, Cupang)

62% of the respondents could afford Php100 below entrance fee. 20% is willing to pay Php101-500 entrance fees. 12% is okay with Php501-1000 entrance fee, while 6% chose Php1000 above entrance fee.

District 4 Upper Antipolo (Brgy.Delapaz)

85% of the respondents could afford Php100 below entrance fee. 15% is willing to pay Php101-500 entrance fee, while zero chose both of Php501 – 1000, and above.

Province of Rizal



Figure-9. Provincial Market's perspective towards service rates in tourism destinations.

Figure 9 shows the preference of the market towards rate of services offered in tourism destinations based on the response of the respondents from all parts of Rizal Province. 63% of the respondents could afford only Php100 below entrance fee. 21% is willing to pay Php101-500 entrance fees. 5% is okay with Php501-1000 entrance fee, while 11% is willing to pay Php1000 above entrance fee.

Problem no.5. Are you likely to ask assistance from travel agencies when planning a vacation?

District 1 (Cainta Rizal)

38% of the respondents said yes they will ask the assistance of Travel agency, while 62% of the respondents said no.

District 2 (Rodriguez Rizal)

60% of the respondents said yes they will ask the assistance of Travel agency, while 40% of the respondents said no.

District 3 Lower Antipolo (Brgy. Cupang)

73% of the respondents said yes they will ask the assistance of Travel agency, while 27% of the respondents said no.

District 4 Upper Antipolo (Brgy.Dela Paz)

62% of the respondents said yes they will ask the assistance of Travel agency, while 38% of the respondents said no.

Province of Rizal



Figure-10. Provincial Market's perspective towards travel agencies.

Figure 10 shows the preference of the market towards dependence on travel agency services based on the response of the respondents from all parts of Rizal Province. 58% of the respondents said yes they will ask the assistance of Travel agency, while 42% of the respondents said no.

Problem no.6. What is your preference towards restaurant in terms of various criteria?

A. Location

District 1 (Cainta Rizal)

73% of the respondents prefer restaurants in Commercial Zones. 21% chose restaurants Near Tourism Destination, while 5% chose Mountain Side Restaurants.

District 2 (Rodriguez Rizal)

36% of the respondents prefer restaurants in Commercial Zones. 28% chose restaurants Near Tourism Destinations, while 36% chose Mountain Side Restaurants.

District 3 Lower Antipolo (Brgy. Cupang)

45% of the respondents prefer restaurants in Commercial Zones. 17% is more likely to eat at restaurants Near Tourism Destinations, while 38% chose Mountain Side Restaurants.

District 4 Upper Antipolo (Brgy.Dela Paz)

77% of the respondents prefer restaurants in Commercial Zones. 17% is more likely to eat at restaurants Near Tourism Destinations, while 6% chose Mountain Side Restaurants.

Province of Rizal

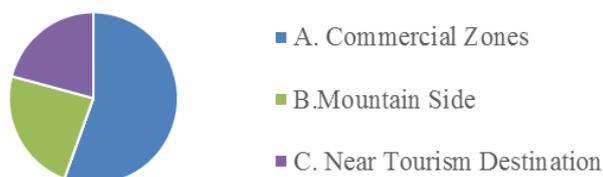


Figure-11. Provincial Market's perspective towards restaurant location.

Figure 11 shows the preference of the market towards location of restaurants based on the response of the respondents from all parts of Rizal Province. 56% of the respondents prefer restaurants in Commercial Zones. 21% is more likely to eat at restaurants Near Tourism Destinations, while 23% chose Mountain Side Restaurants .

B. Product Price (estimated meal expenses for 2-4 person per dine)

District 1 (Cainta Rizal)

37% of the respondents is willing to pay Php1000 and below. 48% is okay with Php1001-2000. 13% could afford Php2001- 3000, while both price ranges of Php3001-4000 and Php4001-5000 have 1% preference, and zero for Php5000 and above worth of meals.

District 2 (Rodriguez Rizal)

13% of the respondents is willing to pay Php1000. 32% is okay with Php1001-2000. 15% could afford Php2001- 3000. 8% is okay with Php3001-4000, while 19% is willing to pay Php4001-5000, and the remaining 13% could afford Php5000 and above.

District 3 Lower Antipolo (Brgy. Cupang)

52% of the respondents could afford Php1000 below. 20% is okay with Php1001-2000. 12% is willing to pay Php2001- 3000. 9% could afford Php3001-4000, while 4% is okay with Php4001-5000, and the remaining 3% considers Php5000 above priced meals.

District 4 Upper Antipolo (Brgy.Dela Paz)

23% of the respondents want Php1000 below price of meals. 52% wants Php1001-2000. 20% choose Php2001- 3000. 5% on Php3001-4000 and no one choose Php4001-5000 above meals.

Province of Rizal

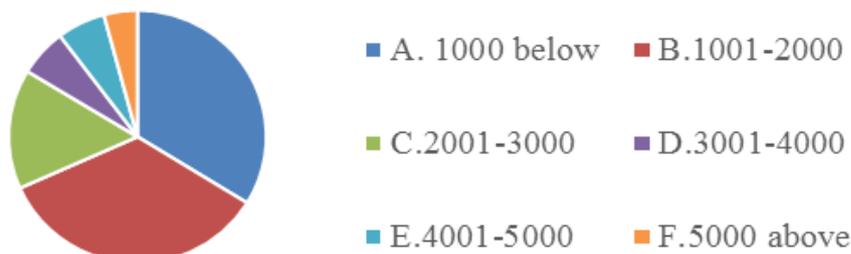


Figure-12. Provincial Market's perspective towards rates of products offered by restaurant.

Figure 12 shows the preference of the market towards restaurants' product prices for 2-4 persons per dine based on the response of the respondents from all parts of Rizal Province. 34% respondents said they are could only afford Php1000. 35% said they are willing to pay Php1001-2000. 15% is okay with Php2001- 3000. 6% considers Php3001-4000, while 6% could afford Php4001-5000, and the remaining 4% said that they are okay with Php5000 above priced meals.

C. Service Standard

District 1 (Cainta Rizal)

19% of the respondents prefer a fine dining type of service. 61% wants Casual Service. 12% gets attracted to restaurants offering Buffet Service, while 8% prefers Fast food.

District 2 (Rodriguez Rizal)

25% of the respondents prefer a fine dining type of service. 34% wants Casual Service. 13% gets attracted to restaurants offering Buffet Service, while 28% prefers Fast food.

Lower Antipolo (Brgy. Cupang)

32% of the respondents prefer a fine dining type of service. 25% wants Casual Service. 19% gets attracted to restaurants offering Buffet Service, while 24% prefers Fast food.

Upper Antipolo (Brgy. Dela Paz)

25% of the respondents prefer a fine dining type of service. 55% wants Casual Service. 15% gets attracted to restaurants offering Buffet Service, while 5% prefers Fast food.

Province of Rizal

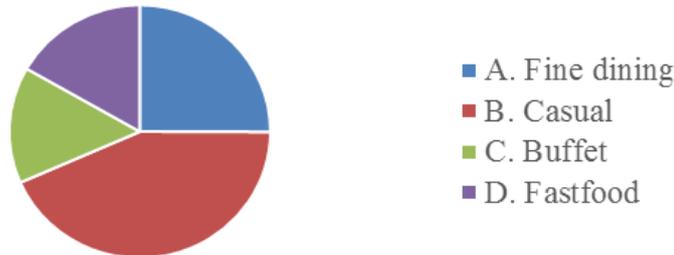


Figure-13. Provincial Market's perspective towards restaurant's service standards.

Figure 13 shows the preference of the market towards restaurants' service standard based on the response of the respondents from all parts of Rizal Province. 29% of the respondents prefer a fine dining type of service. 43% wants Casual Service. 15% is more likely to eat at restaurants offering Buffet Service, while only 17% prefers Fast food.

D. Type of Cuisine

District 1 (Cainta Rizal)

64% of the respondents prefer Filipino cuisine. 26% wants Korean Cuisine. 1% prefers Chinese Cuisine. 7% on the other hand enjoys Japanese Cuisine, and 2% likes Halal Cuisines. American and Italian Cuisines are not in demand with zero score.

District 2 (Rodriguez Rizal)

42% of the respondents prefer Filipino Cuisine. 15% wants Korean Cuisine. 5% prefers Chinese Cuisine. 9% on the other hand likes Japanese Cuisine, and 8% enjoys Halal Cuisines. 15% of the respondents like American Cuisine, while the remaining 6% prefers Italian Cuisine.

District 3 Lower Antipolo (Brgy. Cupang)

64% of the respondents prefer Filipino Cuisine. 15% wants Korean Cuisine. 4% is more likely to eat Chinese Cuisine. 5% enjoys Japanese Cuisine and 3% wants on Halal Cuisines. 8% of them however like American Cuisines, while only 1% finds Italian Cuisines fine.

District 4 Upper Antipolo (Brgy. Dela Paz)

54% of the respondents prefer Filipino Cuisine. 32% wants Korean Cuisine. 6% on the other hand likes Chinese Cuisine most. 5% prefer Japanese Cuisine and 2% loves American Cuisines. Halal and Italian cuisines is not in demand with a score of zero.

Province of Rizal

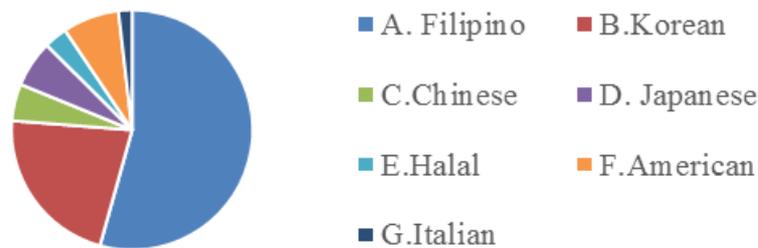


Figure-14. Provincial Market's perspective towards cuisines offered by restaurants.

Figure 14 shows the preference of the provincial market towards cuisines. 54% prefers Filipino Cuisine. 22% wants Korean Cuisine. 5% likes Chinese Cuisine. 6% prefers Japanese Cuisine and 3% likes Halal. 8% is more likely to eat at restaurants offering American Cuisine, while 2% to those offering Italian Cuisine.

Problem no.7. Which among means of transportation does the market prefers most?

District 1 (Cainta Rizal)

26% of the respondents said that they prefer to travel via Mass Transport. 48% prefers bringing their vehicle. 7% chose Taxi, and 19% said they are more convenient on Private Car Hire.

District 2 (Rodriguez Rizal)

58% of the respondents said that they prefer to travel via Mass Transport. 10% prefers bringing their vehicle. 13% chose Taxi, while 19% prefers Private Car Hire.

Distirct 3 Lower Antipolo (Brgy. Cupang)

25% of the respondents said that they prefer to travel via Mass Transport. 27% prefers bringing their vehicle. 24% chose Taxi, while 24% prefers Private Car Hire.

District 4 Upper Antipolo (Brgy.Dela Paz)

29% of the respondents said that they prefer to travel via Mass Transport. 35% prefers bringing their vehicle. 10% chose Taxi, while 26% prefers Private Car Hire.

Province of Rizal

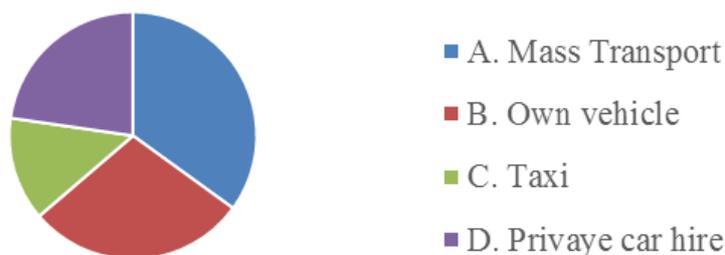


Figure-15. Provincial Market's perspective towards transportation means.

Figure 15 shows the preference of the provincial market towards transportation means. 35% of the respondents said that they prefer to travel via Mass Transport. 29% prefers bringing their vehicle. 13% chose Taxi, while 23% said they are more convenient on Private Car Hire.

3.3. Ability of the Tourism Business Industry Workforce

The tables 1 to 8 present the calculation of the respondents' response to the set of questions asked to determine the level of expertise the local community of Tanay has in terms of Tourism Industry operations.

Table-1. Expertise Level of the local community towards Hotel Front Office operations.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|-------------------------|----------|--------|--------------|----------|--------|-------|
| Front Office Operations | 136 | 89 | 79 | 52 | 27 | 383 |
| | 0.36 | 0.46 | 0.62 | 0.54 | 0.35 | 2.33 |

Table-2. Expertise Level of the local community towards Hotel Housekeeping.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|--------------------|----------|--------|--------------|----------|--------|-------|
| Hotel Housekeeping | 78 | 101 | 97 | 64 | 43 | 383 |
| | 0.2 | 0.53 | 0.76 | 0.67 | 0.56 | 2.72 |

Table-3. Expertise Level of the local community towards Food and Beverage, and Restaurant Kitchen operations.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|---|----------|--------|--------------|----------|--------|-------|
| Food & Beverage & Restaurant Kitchen Operations | 47 | 101 | 130 | 63 | 42 | 383 |
| | 0.12 | 0.53 | 1.02 | 0.66 | 0.55 | 2.88 |

Table-4. Expertise Level of the local community towards Tour Guiding.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|--------------|----------|--------|--------------|----------|--------|-------|
| Tour Guiding | 98 | 109 | 101 | 61 | 14 | 383 |
| | 0.2 | 0.57 | 0.79 | 0.64 | 0.18 | 2.38 |

Table-5. Expertise Level of the local community towards Tourism Marketing.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|-------------------|----------|--------|--------------|----------|--------|-------|
| Tourism Marketing | 107 | 112 | 108 | 49 | 7 | 383 |
| | 0.28 | 0.58 | 0.85 | 0.51 | 0.09 | 2.31 |

Table-6. Expertise Level of the local community towards Tour Planning.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|---------------|----------|--------|--------------|----------|--------|-------|
| Tour Planning | 103 | 112 | 109 | 50 | 9 | 383 |
| | 0.27 | 0.58 | 0.85 | 0.52 | 0.12 | 2.34 |

Table-7. Expertise Level of the local community towards Events Management.

| Subject | Ignorant | Novice | Intermediate | Advanced | Expert | Total |
|-------------------|----------|--------|--------------|----------|--------|-------|
| Events Management | 82 | 104 | 102 | 58 | 37 | 383 |
| | 0.21 | 0.54 | 0.8 | 0.61 | 0.48 | 2.64 |

Table-8. Expertise Level of the local community towards tourism businesses operations.

| Subject | Equivalent/ Mean Score | Level of Expertise |
|---|------------------------|--------------------|
| Hotel Front Office Operations | 2.33 | Novice |
| Hotel Housekeeping | 2.75 | Intermediate |
| Food and Beverage Handling and the Hotel and Restaurant Kitchen Operations. | 2.88 | Intermediate |
| Tour Guiding | 2.38 | Novice |
| Tourism Marketing | 2.31 | Novice |
| Tour Planning | 2.34 | Novice |
| Events Management | 2.64 | Intermediate |
| Total: | 2.51 | Novice |

4. DISCUSSION AND FINDINGS

4.1. Status of Tourism Planning and Development in the Municipality of Tanay, Rizal

It was found out that the Municipality of Tanay, though has been seen by the local government to correspond to ecotourism principles and secured that safety of the community and its people, have not yet totally able to embrace the concept of sustainable tourism development. It was further discovered that the municipality despite of having high potential of being a tourism hotspot with the presence of a number of potential tourist attractions would still have to undergo training, proper education, and guidance from experts due to the absence of a Tourism Plan, nevertheless, promoting the municipality as a farm tourism spot would be a great opportunity to the entire community.

4.2. *The Provincial Market Perspective towards Tourism Products*

Based on the result of the survey, most of the residents of Rizal preferred travelling Intraregional and Interregional rather than locally, which is an effect of the lack of exciting activities nearby places offer, and its location being only a few kilometers away from the capital region of the country.

In terms of accommodation, the local government and inventors should focus more on commercial zones since that is where the market prefers staying while having a vacation, near malls, parks, and markets, and highly accessible. However, marketable lodging establishments would only be those that offer minimal rate ideally between 1,000-2,000 Philippine Pesos a night. The provincial market is not too demanding however when it comes to the standard of services and the type of amenities offered by hotels since they are already satisfied with a boutique hotel ambiance, an economy approach of service, and amenities seen in resort properties.

Corresponding to the market's preference towards the location of lodging establishments, the market wants tourism destinations and restaurants within the same area, tourism destinations however should offer adventurous activities and still give a natural/ near to nature feeling, while restaurants that offers casual dining experience has a more chance to be successful in the municipality. Moreover, Tourism destinations needs to offer affordable rates ideally around 100-200 entrance fee with provision of some activities to win the heart of the local market, with the district 2 as an exemption since they are willing to pay more, while restaurants in order to be successful should offer reasonable product prices ideally between 1000-2000 Philippine pesos good for 2-4 persons and should offer either Filipino or Korean Cuisine.

The preference of the market to travel beyond the province than to travel locally was further justified since it was found out that the demand towards travel agencies in the province is high, however, the market prefers mass transport/commuting when travelling within the province.

4.3. *Expertise Level of the Local Community towards Tourism Businesses Operations*

Based on the principles of ethical Tourism Planning and Development, businesses small or big shall prioritize the local community when it comes to employment opportunities. This means that prior to inviting people outside the community to apply for a job in the establishment- Hotel, Restaurant, Tourism Attraction, and Travel Agency, the Human Resource Department or the Management shall first consider local residents. However, it was found out that the local community has a current expertise level of Novice (*level of experience is only gained in a classroom and/or experimental scenarios or as a trainee on-the-job. One is expected to need help when performing a skill, and he/she only understand and can only discuss terminology, concepts, principles and issues related to a job*) towards Overall Tourism Businesses Operations, thus, making it difficult for businesses to consider them for employment. On a positive note, the community when it comes to Food and Beverage Handling and Hotel and Restaurant Kitchen Operations has an expertise level of Intermediate, thus, making them trainable.

5. CONCLUSION

The researchers hereby conclude that the Municipality of Tanay is a great venue for ecotourism particularly Farm Tourism through the Palaya Nature Farm. The municipality may be visited by tourists but the number would increase if only the Local Government Office would be able to come up with a Tourism Plan. It was further determined that whatever activities public and private owned attractions are currently offering, though has a potential, are not enough or do not correspond to the needs and wants of the market since people still prefer travelling out of the province for vacation. The researchers suggest the application of the results of this study to secure the growth and the sustainability of the Tourism Business Industry of the Municipality. It is also recommended that the local government with the cooperation form private businesses should come up with a training plan for the local community towards the Tourism Business Industry Operations, which will also be beneficial to them by having a competitive source of manpower without the need to invest more on it since

transportation, cost of living adjustments, and relocation won't be a problem, and having the chance to know more of the local market since they would be able to have people working for them who are from the area. The researcher recommends the execution of further researches that will micro analyzed the results of this study; identify market segments and determine reasons or motivational factors towards the perspective of the market. A study on how Palaya Nature Farm would be a successfully Farm Tourism Destination is also highly recommended.

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