

PROVINCIAL PERSPECTIVE TOWARDS TOURISM INDUSTRY PRODUCTS IN CALAMBA CITY, LAGUNA, PHILIPPINES: A BASIS FOR BUSINESS PLANNING AND DEVELOPMENT

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ABSTRACT

In the Philippines, the Tourism Industry is considered as one of the backbones of the economy having 12.7% or 2.2 Trillion Pesos contribution to the Gross Domestic Product on 2018. In the latest list released by The Travel, on their website, the Philippines is even listed as one of the best countries to visit in Asia for Tourism alongside with Cambodia, Singapore, Japan, Indonesia, South Korea, Malaysia, Papua New Guinea, Bhutan, China, Thailand and Vietnam. With this stature the country has, some has claimed that it is one of the best countries to invest in, particularly businesses aligned to Tourism.

This study evaluated the City of Calamba, in the Province of Laguna, which is a first-class city, a lone district, and the richest city in the country nearest to the Central Region, Metropolitan Manila or National Capital Region to the local people. It is the catch basin of all types of traffic since it is in the busiest part of Region IV-A: CALABARZON, with main highways passing through it going to other neighboring provinces and the country's capital.

In Business Marketing and Management, which the tourism industry falls under having hotels, restaurants, tourism destinations, and other types of establishments considered as profit making entities, the customers or in formal way, the market is the first to be considered towards product development, though other resources such a manpower and finances among others are also essential. With this, the researchers through this study, determined and evaluated the preference of the provincial market towards tourism industry products and the level of expertise of the city's

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residents as primary resource of manpower. This study found out that the market prefers products and services that would establish an image of a summer-get away/ resort- inspired accommodations. It is also clear that the province is a primary market for travel agencies, most specially those who are offering out of the province travel packages, and despite of the nationwide-spread of a wrong mentality towards local products, residents of the province of Laguna still prefer Filipino cuisines. It is also evident based on the result of the study that the local government unit of the city should focus on training its people towards tourism industry aligned businesses operations if they really want Calamba to progress in terms of sustainable tourism. This study could be used by investors, the government, and the residents for further development.

Keywords: Tourism industry, Market, Laguna, Hotel Service, Sustainable tourism.

INTRODUCTION

Tourism product is the sum of the physical and psychological experience acquired by tourists from their travel to a destination. It is a composite product, as the combination of different services like tourist attraction, transportation, accommodation and of entertainment, which provide tourist satisfaction, (Malra, 2011). In the Philippines, the Department of Tourism have been eyeing to boost its marketing initiatives for ten tourism products since 2019, among these are nature-based tourism, cruise and nautical tourism; leisure and entertainment tourism; education tourism; sun and beach tourism; health, wellness, and retirement tourism; diving and marine sports tourism; meetings, incentives, conventions, and exhibitions (MICE) tourism; and farm tourism, (Talavera, 2020).

Calamba City, Province of Laguna, Philippines, is a first-class city and is located 54 kilometers south of the country's capital region-Metropolitan Manila. It is best known to be the Hometown of the Philippines National Hero; Dr. Jose P. Rizal, the Resort Capital of the Country for its Hot Spring Resorts and to have the worst road traffic situation in the province of Laguna (Ammang, 2015).

There are a number of tourism attractions in Calamba City including one of the tallest Jose Rizal Monuments in the world, (Bonquin, 2011), but Dr. Jose Rizal's Shrine is still the City's most visited attraction, with a tourist arrival of 1,022,631 visitors on 2016, (Cinco, 2017). The city has received positive recognitions from various entities, however, it is still faces social issues that pull down its image as an emerging City, such as but not limited to prostitution, (Jalandoni, 2019), and illegal drugs, (Cinco, 2019).

To further develop a city, Tourism planning is needed, (Stainton, 2019), that is why the researcher conducted this study. The local government unit of the City of Calamba is obviously having a difficult time in maximizing opportunities in the sector of tourism, not to mention lack of a sustainable tourism plan as of year 2019, reasons why this research would be a huge help.

This study identified existing Tourism attractions and potential attractions in the City of Calamba, has justified why such are considered as potential Attractions, and determined existing plans for tourism development. To examine the tourism industry development opportunities, this study determined the primary market for the city by identifying which district in the province has the highest percentage of people who prefer travelling locally than to travel to places beyond the province. It also determined the perceptions of the market in each district in the province towards tourism products; hotel, tourism attractions, travel service

providers, restaurants, transportation, to know what types of products are marketable in the city.

The industry's businesses operations would not be successful without human resource, and since in ethical tourism planning, the local community is the priority, this study also determined the level of expertise of the local community in terms of tourism and hospitality industries operations and management, to know how ready is the city in terms of maximizing employment opportunities in the said field.

METHODOLOGY

This study used a descriptive research method and a quantitative research treatment. Quantitative approach was used to assess the tourism market's perspective towards tourism products, which shall lead to planning and development initiatives. Respondents for this study are a total of 770, covering the entire province of Laguna. For the status of tourism planning and development in the city, the tourism officer was asked, for the perception of the tourism industry market, out of the total population of 3,035,081, the sample size was computed and was equally divided to the number of the districts for proper representation, while from the total population of Calamba City, the sample population was computed separately to determine the level of expertise of the local community towards tourism operations as the main source manpower. This study asked 55 local resident-respondents per district, 1 Tourism Officer of Calamba City and 384 residents from Calamba City as main source of manpower. The respondents were chosen through a random selection.

Data were gathered through printed questionnaires and an online survey, which lasted for two (2) months, and were treated using frequency and percentage for the perception of the tourism industry market towards tourism products, and using Likert Scale and Mean for 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".

PRESENTATION OF DATA

The market's preference towards tourism industry products the data below represent the respondents' preference towards travelling within and outside the province of Laguna.

District 1

78% or 43 persons said that they prefer Intraregional and Interregional tourism and 22% or 12 persons said that they prefer local tourism.

District 2

56% or 31 persons answered that they preferred travelling or having vacation locally, while the 24 persons answered that they preferred Intraregional and Interregional tourism.

District 3

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65% or 36 persons prefer local tourism and 35% or 19 persons preferred Intraregional and Interregional tourism.

District 4

53% or 29 persons answered they prefer local tourism and 47% or 26 persons responded that they prefer Intraregional and Interregional Tourism.

Lone district of Biñan

64% or 35 persons answered that they prefer Interregional and Intraregional Tourism than the 36% or 20 persons who answered Local Tourism.

Lone district of Calamba

51% or 28 people answered that they prefer Local Tourism than the 49% or 27 who answered Intraregional & Interregional Tourism.

Lone district of Sta. Rosa

79% or 31 persons answered that they prefer Local Tourism than Intraregional and Interregional Tourism with 21% or 24 persons.

Total percentage of local resident respondents of Laguna, preference when it comes to travelling and having a vacation.

51% or 198 persons preferred Intraregional and Interregional Tourism and 49% or 187 persons preferred Local Tourism in the whole province of Laguna.

THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE TOWARDS HOTEL LOCATION

District 1

66% or 36 persons said that they are in favor for location that is near tourism destination, 16% or 9 persons of the results is in favor for along or near the beach location, while the 18% or 10 persons of the results is in favor for commercial zones and mountain side.

District 2

39% or 21 persons are in favor of along or near the beach location, 33% or 18 persons prefer a mountain side location, 17% or 9 persons responded that they want near tourism destination and 11% or 7 persons answered that they prefer commercial zone areas for hotels.

District 3

53% or 26 people are in favor of mountain side, 36% or 19 persons preferred along or near the beach, 9% or 5 people responded that they want commercial zones and 7% or 4 people answered that they prefer near tourism destination.

District 4

51% or 28 persons are in favor of along or near the beach, 26% or 14 persons prefer a mountain side location for hotels, 20% or 11 persons responded that they want commercial zones and 3% or 2 persons answered that they prefer near tourism destination.

Lone district of Biñan

49% or 27 peoples are in favor of along or near the beach, 29% or 16 people prefer a commercial zone for hotels, 20% or 11 people responded that they want mountain side and 2% or 1 people answered near tourism destination areas for hotels.

Lone district of Calamba

57% or 31 persons are in favor of mountain side, 31% or 17 persons prefer a along or near the beach location for hotels, 9% or 5 persons responded that they want commercial zones, and 3% or 2 persons answered that they prefer near tourism destination areas for hotels.

Lone district of Sta. Rosa

44% or 24 persons preferred along or near the beach location, 24% or 13 persons preferred commercial zones, 18% or 10 persons preferred mountain side, and a 14% or 8 persons said that they prefer near tourism destination.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO HOTEL'S LOCATION**

38% or 146 persons preferred along or near the beach, 30% or 115 persons answered mountain side and 16% or 62 persons answered near tourism destination and 16% or 62 persons preferred commercial zones in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS HOTEL ROOM RATES**

District 1

40% or 22 persons said that they prefer room prices between 2001-3000, 25% or 14 persons said that they prefer 1001-2000, 15% or 8 persons said that they prefer 1000 below room prices, 11% or 6 persons said that they preferred 4001-5000, 5% or 3 persons said that they preferred 5001 above room prices and 4% or 2 persons preferred 3001-4000.

District 2

38% or 21 persons are 1000 below rate of hotels room, 33% or 18 persons chose the 1001-2000, 18% or 10 persons chose the 2001-3000 rate of hotel rooms, 6% or 3 persons chose the 3001-4000 rate of hotels room, and 5% or 3 persons chose the 4001-5000 rate of hotel room, no one preferred 5001 above rate.

District 3

44% or 24 people are 1001-2000 rate of hotel room, 42% or 23 people chose the 1000 below rate of hotel room, 7% or 4 people chose the 2001-3000 rate of hotel room, 5% or 3 people chose the 3001-4000 rate of hotel room, 2% or 1 person chose the 5001 above rate of hotel room, and no one preferred in 4001-5000 rate.

District 4

31% or 17 person chose the 1000 below of hotel room, 29% or 16 person preferred 1001-2000 rate of hotel room, 18% or 10 person chose the 2001-3000 rate of hotels room, 16% or 9 person chose the 3001-4000 rate of hotels room and 6% or 3

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person chose the 4001-5000 rate of hotels room, no one preferred in 5001 above rates.

Lone district of Biñan

46% or 25 persons, chosen the rate of 1000 below, 27% or 15 people answered 2001-3000 rate of hotels room and the rest is 9% or 5 persons answered each for the rates of 4001-5000, 3001-4000, 1001-2000 rate for hotel rooms, no one preferred in 5001 above rates.

Lone district of Calamba

42% or 22 persons 1001-2000 hotel room rate, 18% percent or 10 persons each for the rates of 1000 below and 2001 – 3000, 12% or 7 persons rate of hotel rooms preferred 3001 - 4000, 10% or 6 person answered the 4001-5000 rate of hotel rooms, no one preferred in 5001 above rates.

Lone district of Sta. Rosa

56% or 31 persons preferred 2001 - 3000 rates, 29% or 16 persons preferred 1001 - 2000 rates and 15% or 8 persons preferred 1000 below rates, no one preferred 3001 - 5001 above rates.

TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF LAGUNA, PREFERENCE WHEN IT COMES TO HOTEL'S ROOM PRICES

30%: 115 persons preferred 1001 - 2000, 29% or 112 persons preferred 1000 below rates, 26%: 102 persons preferred 2001 - 3000, 8% or 29 persons answered 3001 - 4000, 6% or 23 persons answered 4001-5000, and 1% or 4 persons answered in 5001 above rates in the whole province of Laguna.

THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE TOWARDS HOTEL SERVICE STANDARD

District 1

33% or 18 persons answered economy, 27% or 15 persons preferred luxury, also a 27% or 15 persons preferred boutique, and 13% or 7 persons answered business.

District 2

34% or 19 persons are in favor of luxury, the 66% or 36 persons for each said that they prefer business, economy and boutique service standard for hotel.

District 3

68% or 37 persons are in favor of economy service standard, 17% or 9 persons prefer a boutique, 12% or 7 persons prefer a luxury, and 3% or 2 person answered that they prefer business service standard.

District 4

38% or 21 people are in favor of economy service standard, 29% or 16 people prefer a boutique, 18% or 10 people responded that they want business, and 15% or 8 people chose the luxury service standard.

Lone district of Biñan

49% or 27 persons are in favor of economy, 29% or 16 persons prefer luxury, 20% or 11 persons responded that they want boutique, 2% or 1 person chose business service standard.

Lone district of Calamba

48% or 26 people are in favor of economy, 26% or 14 people prefer a luxury, 24% or 13 people responded that they want boutique, and 2% or 2 people answered that they prefer business service standard, no one preferred business service standard.

Lone district of Sta. Rosa

56% or 31 persons answered economy, 29% or 16 persons preferred luxury, 15% or 8 persons answered boutique and no one preferred business service standard.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO HOTEL'S SERVICE
STANDARD**

45% or 172 persons answered that they prefer economy hotel service standard, 24% or 95 persons preferred luxury, 22% 84 persons preferred boutique, and a 9% or 34 persons answered business in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS HOTEL TYPES**

District 1

44% or 24 persons preferred resort type, 27% or 15 persons answered club type, 16% or 9 persons preferred bed and breakfast type, 11% or 6 persons preferred residential type, and 2% or 1 person answered casino hotel.

District 2

62% or 34 persons are in favor of resort, 38% or 21 persons chose that they prefer bed and breakfast type of hotels and no one preferred in residential, club and casino hotel, no one preferred residential, club and casino hotel types.

District 3

58% or 32 people are in favor of resort, 16% or 9 people chose the bed and breakfast, 13% or 7 people chose the residential, 11% or 6 people responded that they want club, and 2% or 1 people answered that they prefer casino hotel.

District 4

47% or 26 people are in favor of resort, 22% or 12 people prefer a bed and breakfast, 13% or 7 people chose the casino hotel, 11% or 6 people responded that they want residential, and 7% or 4 people chose that they prefer club.

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Lone district of Biñan

82% or 45 persons are in favor of resort, 18% or 10 person each answered that they prefer bed and breakfast and residential, no one preferred club and casino hotel, no one preferred club and casino hotel.

Lone district of Calamba

38% or 21 people are in favor of resort, 24% or 13 people preferred residential, 22% or 12 people responded that they want bed and breakfast, 9% or 5 people chose club, and, 7% or 4 people answered that they prefer casino hotel.

Lone district of Sta. Rosa

71% or 39 persons preferred resort type, 15% or 8 persons preferred club type, and 14% or 8 persons preferred residential type, no one preferred in bed and breakfast and casino hotel type.

TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS' PREFERENCE FROM THE ENTIRE PROVINCE OF LAGUNA WHEN IT COMES TO TYPE OF HOTELS

57% or 221 persons preferred resort type, 18% or 68 persons preferred bed and breakfast, 12% or 45 persons preferred residential, 10% or 38 persons answered club type, and 3% or 13 persons answered casino hotel in the whole province of Laguna.

THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE TOWARDS LOCATION OF TOURISM DESTINATIONS

District 1

60% or 33 persons preferred outskirts or remote area location of a tourism destination and 40% or 22 persons preferred commercial zones.

District 2

91% or 50 persons are in favor of commercial zones and 9% or 5 persons answered that they prefer outskirts or remote areas.

District 3

84% or 46 people are in favor of commercial zones and 16% or 9 people chose that they prefer outskirts or remote areas.

District 4

89% or 49 persons are in favor of commercial zones and 11% or 6 persons answered that they prefer outskirts or remote areas.

Lone district of Biñan

64% or 35 persons are in favor of commercial zones and 36% or 20 persons answered that they prefer outskirts or remote areas.

Lone district of Calamba

58% or 32 people are in favor of commercial zones and 42% or 23 people chose that they prefer outskirts or remote areas.

Lone district of Sta. Rosa

65% or 36 persons preferred outskirts or remote areas and 35% or 19 persons preferred commercial zones.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO LOCATION OF THE
TOURISM DESTINATIONS**

63% preferred commercial zones when it comes to location of tourism destinations and 37% preferred outskirts or remote areas in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS TYPES OF TOURISM ACTIVITIES**

District 1

42% preferred educational, 18% or 10 persons preferred adventure and 40% preferred sightseeing or relaxing.

District 2

56% or 31 persons are in favor of adventure, 39% or 21 persons responded that they want educational and 3% or 2 persons chose that they prefer sightseeing/relaxing.

District 3

60% or 33 people are in favor of adventure, 33% or 18 people responded that they want sightseeing/relaxing and 7% or 4 people answered that they prefer educational.

District 4

49% or 27 persons are in favor of adventure, 35% or 19 persons responded that they want sightseeing/relaxing, and 16% or 9 persons chose that they prefer educational.

Lone district of Biñan

55% or 30 people are in favor of adventure, 36% or 20 people responded that they want sightseeing/relaxing and 9% or 5 people answered that they prefer educational.

Lone district of Calamba

45% or 25 persons are in favor of adventure, 40% or 22 persons responded that they want sightseeing/relaxing and 15% or 8 persons answered that they prefer educational.

Lone district of Sta. Rosa

71% or 39 persons are in favor of sight-seeing/relaxing, 29% or 16 persons preferred adventure, no one preferred educational activities.

TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF LAGUNA, PREFERENCE WHEN IT COMES TO ACTIVITIES IN THE TOURISM DESTINATIONS

45% or 173 persons preferred adventure activities, 37% or 142 persons preferred sightseeing or relaxing and 18% or 70 persons preferred that they want educational activities in the whole province of Laguna.

THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE TOWARDS TYPES OF TOURISM ATTRACTIONS

District 1

47% or 26 people are in favor of Man Made, 36% or 20 persons for each responded that they want cultural and heritage and innovation inspired and 17% or 9 person preferred nature based.

District 2

57% or 31 persons are in favor of nature based, 27% or 15 persons prefer cultural and heritage, 9% or 5 persons responded that they want man made, 7% or 4 person answered that they prefer innovation inspired attraction.

District 3

49% or 27 persons are in favor of nature based, 35% or 19 persons prefer a man made, 14% or 8 persons responded that they want cultural and heritage, and 2% or 1 person answered that they prefer innovation inspired.

District 4

40% or 22 people are in favor of nature based, 35% or 19 people prefer a cultural and heritage, 23% or 13 people responded that they want man made, and 2% or 1 people chose that they innovation inspired.

Lone district of Biñan

64% or 35 people are in favor of nature based, 27% or 15 persons responded that they want cultural and heritage and 9% or 5 persons answered that they prefer man made, no one preferred innovation inspired.

Lone district of Calamba

43% or 24 persons are in favor of man-made, 31% or 17 persons prefer a nature based, 24% or 13 persons responded that they want cultural and heritage, and 2% or 1 person answered that they prefer innovation inspired.

Lone district of Sta. Rosa

85% or 47 people are in favor of nature based, and 15% or 8 people chose that they prefer innovation inspired, no one preferred man made and cultural and heritage.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO TYPE OF ATTRACTION**

49% or 188 persons answered that they prefer nature-based attractions, 24% or 92 persons responded that they want man made, 21% or 80 persons prefer cultural and heritage and 6% or 25 persons for innovation inspired in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS TOURISM DESTINATIONS' ENTRANCE FEE**

District 1

53% or 29 people are in favor of 100 Below, 29% or 16 people responded that they want 101-500 entrance fee and 18% or 10 answered that they prefer 501-1000 and 1001 Above entrance fee.

District 2

51% or 28 persons are in favor of 101-500, 38% or 21 persons responded that they want 100 below and 11% or 6 persons chose that they prefer 501-1000, no one preferred 1001 above fee.

District 3

55% or 30 people are in favor of 101-500, 38% or 21 people responded that they want 100 below and 7% or 4 people answered that they prefer 501-1000, no one preferred 1001 above fee.

District 4

45% or 25 person are in favor of 101-500, 38% or 21 person prefer a 501-1000 , 15% or 8 person responded that they want 100 below, and 2% or 1 person answered that they prefer 1001 above entrance fee.

Lone district of Biñan

55% or 30 people are in favor of 100 below, 27% or 15 people responded that they want 101-500 and 18% or 10 people chose that they prefer 501-1000, 1001 above fee.

Lone district of Calamba

58% or 32 persons are in favor of 101- 500 , 20% or 11 persons responded that they want

501-1000 and 22% or 12 persons answered that they prefer 100 below and 1001 above.

Lone district of Sta. Rosa

73% or 40 people are in favor of 101-500, and 27% or 15 people answered that they prefer 100 below, no one preferred 501 - 1001 above fees.

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TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF LAGUNA, PREFERENCE WHEN IT COMES TO ENTRANCE FEE WITH ACTIVITIES

48% or 186 persons preferred 101 - 500 fee, 34% or 130 persons preferred 100 below fee, 14% or 52 persons answered 501 - 1000 fee and 4% or 17 persons answered 1001 above fee in the whole province of Laguna.

THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE TOWARDS TRAVEL AGENCY'S ASSISTANCE

District 1

73% or 40 persons are in favor of asking assistance from travel agency and 27% or 15 persons answered that they prefer not asking assistance from travel agency.

District 2

62% or 34 people are in favor of not asking assistance from travel agency and 38% or 21 persons answered that they prefer asking assistance from travel agency.

District 3

89% or 49 persons are in favor of asking assistance from travel agency and 11% or 6 persons answered that they prefer not asking assistance from travel agency.

District 4

95% or 52 people are in favor of asking assistance from travel agency and 5% or 3 persons answered that they prefer not asking assistance from travel agency.

Lone district of Biñan

64% or 35 persons are in favor of not asking assistance from travel agency and 36% or 20 persons answered that they prefer asking assistance from travel agency.

Lone district of Calamba

64% or 35 persons are in favor of asking assistance from travel agency and 36% or 20 persons answered that they prefer not asking assistance from travel agency.

Lone district of Sta. Rosa

71% or 39 persons are in favor of asking assistance from travel agency and 29% or 16 persons answered that they prefer not asking assistance from travel agency.

TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF LAGUNA, PREFERENCE WHEN IT COMES TO ASKING ASSISTANCE FROM TRAVEL AGENCY

66% or 256 persons are in favor of asking assistance from travel agency and 34% or 129 persons answered that they prefer not asking assistance from travel agency.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS RESTAURANTS' LOCATION**

District 1

56% or 31 are in favor of mountain side, 22% or 12 people prefer a near tourism destination, 15% or 8 people responded that they want along or near the beach and 7% or 4 people chose that they prefer commercial zones.

District 2

44% or 24 people are in favor of commercial zones, 33% or 18 people prefer along or near the beach, 16% or 9 people responded that they want mountain side and 7% or 4 people answered that they prefer near tourism destination.

District 3

33% or 18 persons are in favor of along or near the beach, 54% or 30 persons responded that they want commercial zones and mountain side and 13% or 7 persons chose that they prefer near tourism destination.

District 4

46% or 25 persons are in favor of Mountain Side, 38% or 21 people prefer along or near the beach, 9% or 5 persons responded that they want near tourism destination, and 7% or 4 persons answered that they prefer commercial zones.

Lone district of Biñan

61% or 33 persons are in favor of along or near the beach, 24% or 13 persons prefer a commercial zone, 12% or 7 person responded that they prefer mountain side, 3% or 2 person chose that they prefer near tourism destination.

Lone district of Calamba

42% or 23 people are in favor of along or near the beach, 25% or 14 people prefer mountain side ,20% or 11 people responded that they want near tourism destination, and 13% or 7 people that they prefer commercial zones.

Lone district of Sta. Rosa

58% or 32 persons are in favor of along or near the beach, 24% or 13 persons responded that they want commercial zones and 18% or 10 person that they prefer mountain side, no one preferred near tourism destination.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO RESTAURANT'S
LOCATION**

40% or 153 people are in favor of along or near the beach, 29% or 111 people prefer a mountain side, 21% or 80 people answered that they prefer commercial zones, and 10% or 41 people responded that they want near the destination, in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS RESTAURANTS' PRODUCT RATES**

District 1

42% or 23 persons are in favor of 1001-2000 meal prices, 35% or 19 persons prefer 1000 below, 11% or 6 persons prefer a 2001-3000, 7% or 4 persons responded 4001-5000 and 5% or 3 persons answered that they prefer 3001-4000 meal prices, no one preferred 5001 above price.

District 2

56% or 31 people are in favor of 1001-2000, and 44% or 24 people chose that they prefer 1000 below, no one preferred 2001 - 5001 above process.

District 3

58% or 32 persons are in favor of 1000 below meal prices, 33% or 18 person prefer a 1001-2000, 5% or 3 person responded that they want 2001-3000, and 4% or 2 person answered that they prefer 4001-5000, no one preferred 3001-4000 and 5001 above prices.

District 4

38% or 21 persons are in favor of 1001-2000, 26% or 14 person prefer a 1000 below, 18% or 10 persons prefer a 2001-3000, 13% or 7 persons responded that they want 3001-4000, and 5% or 3 persons that the prefer 4001-5000, no one preferred 5001 above prices.

Lone district of Biñan

55% or 30 people are in favor of 1000 below, 27% or 15 people responded that they want 1001-2000 and 18% or 10 people that they prefer 2001-3000 and 3001-4000, no one preferred 4001 - 5001 above prices.

Lone district of Calamba

45% or 25 persons are in favor of 1001-2000 meal prices, 27% or 15 person prefer a 1000 below, 13% or 7 person prefer a 2001-3000, 7% or 4 person responded that they want 3001-4000, and, 8% or 4 person chose 4001-500 and 5001 above.

Lone district of Sta. Rosa

51% or 28 persons preferred 1000 below prices, 44% or 24 people responded that they want 1001-2000, 2001-3000, 3001-4000, 4001-5000 and 5% or 3 people chose that they prefer 5001 above.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS'
PREFERENCE FROM THE PROVINCE OF LAGUNA WHEN IT COMES
TO MEAL PRICES**

42% or 162 persons preferred 1000 below prices, 36% or 139 persons preferred 1001-2000 prices, 10% or 37 persons preferred 2001-3000, 7% or 25 persons answered 3001-4000 prices, 4% or 17 persons answered 4001-5000 prices and 1% or 5 persons answered 5001 above in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS RESTAURANTS' SERVICE STANDARD**

District 1

49% or 27 persons are in favor of casual, 24% or 13 persons answered fast food, 16% or 9 people responded that they want buffet, and 11% or 6 persons answered that they prefer fine dining.

District 2

38% or 21 people are in favor of fine dining, 33% or 18 people prefer a buffet, 16% or 9 people responded that they want fast food, and 13% or 7 people chose that they prefer casual.

District 3

51% or 28 persons are in favor of buffet, 24% or 13 persons prefer casual, 22% or 12 people responded that they want fast food and 3% or 2 people answered that they prefer fine dining.

District 4

44% or 24 people are in favor of casual, 33% or 18 people prefer a buffet, 14% or 8 people responded that they want fine dining and 9% or 5 people answered that they prefer fast food.

Lone district of Biñan

37% or 20 persons are in favor of buffet, 27% or 15 person answered that they prefer fine dining, 18% or 20 person each responded that they want casual and fast food.

Lone district of Calamba

36% or 20 persons are in favor of buffet, 35% or 19 persons prefer casual, 14% or 8 persons answered that they prefer fine dining, 15% or 8 persons responded that they want fast food.

Lone district of Sta. Rosa

44% or 24 persons preferred buffet, 29% or 16 persons preferred casual, and 27% or 15 persons preferred fast food, no one preferred fine dining.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO SERVICE STANDARD
OF RESTAURANTS**

36% or 137 preferred buffet, 30% or 116 persons preferred casual, 19% or 72 persons preferred fast food and 15% or 60 persons preferred fine dining in the whole province of Laguna.

**THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE
TOWARDS TYPES OF CUISINES OFFERED BY RESTAURANTS**

District 1

38% or 21 persons preferred Filipino cuisine, 15% or 8 persons preferred Korean, 18% or 10 persons preferred Chinese, 9% or 5 persons preferred Japanese, 9% or 5

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persons preferred American cuisine, 7% or 4 persons preferred Halal and 4% or 2 persons preferred Italian.

District 2

78% or 43 persons preferred Filipino cuisine, 6% or 3 persons each preferred Korean and Chinese, and 5% or 3 persons each answered American and Halal cuisine, no one preferred Japanese and Italian cuisine.

District 3

47% or 26 persons preferred Filipino cuisine, 42% or 23 persons preferred Korean, 5% or 3 persons answered American, 4% or 2 persons preferred Chinese, and 2% or 1 person answered Japanese, no one preferred Halal and Italian.

District 4

40% or 22 persons preferred Filipino, 27% or 15 persons preferred Korean, 17% or 9 persons preferred Chinese, 9% or 5 persons Japanese and 7% or 4 persons answered American cuisine, no one preferred Halal and Italian.

Lone district of Biñan

46% or 25 persons preferred Filipino, 18% or 10 persons each preferred Korean and American, and 9% or 5 persons each preferred Chinese and Japanese cuisines, also a 9% or 5 persons preferred Japanese, no one preferred Halal and Italian.

Lone district of Calamba

40% or 22 persons preferred Filipino, 20% or 11 persons preferred Korean, 13% or 7 persons answered Japanese, 9% or 5 persons preferred Chinese, 7% or 4 persons answered American, 6% or 3 persons answered Halal, and 5% or 3 persons answered Italian.

Lone district of Sta. Rosa

71% or 39 persons preferred Filipino type of cuisine, 14% or 8 persons answered Japanese, 13% or 7 persons answered American and 2% or 1 person preferred Korean, no one preferred Chinese, Halal and Italian.

TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF LAGUNA, PREFERENCE WHEN IT COMES TO TYPE OF CUISINES

51% or 198 persons preferred Filipino Cuisines, 19% or 71 persons preferred Korean, 9% or 36 persons answered American, 9% or 34 persons preferred Chinese, 8% or 31 persons preferred Japanese, 3% or 10 persons answered Halal, and 1% or 5 persons answered Italian cuisine in the whole province of Laguna.

THE DATA BELOW REPRESENT THE RESPONDENTS' PREFERENCE TOWARDS TRANSPORTATION MEANS

District 1

40% or 22 persons answered taxi, 29% or 16 persons preferred mass transport, 20% or 11 persons answered private car hire and 11% or 6 persons preferred their own vehicle.

District 2

67% or 37 persons preferred their own vehicle, 22% or 12 persons preferred private car hire, and 11% or 6 persons preferred mass transport, no one preferred taxi.

District 3

33% or 18 persons preferred mass transport, 26% or 14 persons preferred their own vehicle, 25% or 14 persons preferred taxi and 16% or 9 persons preferred private car hire.

District 4

51% or 28 persons preferred their own vehicle, 31% or 17 persons preferred mass transport, 14% or 8 persons answered private car hire and 4% or 2 persons answered taxi.

Lone district of Biñan

37% or 20 persons preferred their own vehicle, 27% or 15 persons each answered private car hire and taxi and also a 9% or 5 persons preferred mass transport.

Lone district of Calamba

38% or 21 persons preferred their own vehicle, 22% or 12 persons each answered taxi and mass transport and 18% or 10 persons answered private car hire.

Lone district of Sta. Rosa

44% or 24 persons preferred private car hire, 29% or 16 persons preferred mass transport, and 27% or 15 persons preferred their own vehicle, no one preferred taxi.

**TOTAL PERCENTAGE OF LOCAL RESIDENT RESPONDENTS OF
LAGUNA, PREFERENCE WHEN IT COMES TO TRANSPORTATION
MEANS**

37% or 141 persons preferred their own vehicle, 23% or 90 persons preferred mass transport, 23% or 89 persons preferred private car hire and 17% or 65 persons preferred taxi in the whole province of Laguna.

ABILITY OF THE TOURISM INDUSTRY WORKFORCE

Table 1 present the calculation of the respondents' response to the set of questions asked to know the ability of the local community in terms of tourism and hospitality industries operation in management in Calamba, Laguna.

Table 1. Calculation of the respondents' response towards hotel front office operations.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards Hotel Housekeeping	40 = 10.42%	151=39.32%	128 = 33.33%	43 = 11.19%	22=5.73%

Table 1 presents that out of the 384 local-resident respondents in Calamba, Laguna, 47 (0.12) respondent said that their level of expertise are ignorant. 16 (0.08) of them said that they are novice, 114 (0.89) of them are intermediate, 42

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(0.44) of them are advanced and 17 (0.22) of them are expert in terms of hotel front office operations.

Table 2 presents that out of the 384 local-resident respondents in Calamba, Laguna, 40 (0.10) respondent said that their level of expertise is ignorant. 151 (0.79) of them said that they are novice, 128 (1) of them are intermediate, 43 (0.45) of them are advanced and 22 (0.29) of them are expert in terms of hotel housekeeping.

Table 2. Calculation of the respondents' response towards hotel housekeeping.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards Hotel Housekeeping	40 = 10.42%	151 = 39.32%	128 = 33.33%	43 = 11.19%	22 = 5.73%

Table 3 presents that out of the 384 local-resident respondents in Calamba, Laguna, 36 (0.09) respondent said that their level of expertise is ignorant. 144 (0.75) of them said that they are novice, 131 (1.02) of them are intermediate, 46 (0.48) of them are advanced and 27 (0.35) of them are expert in terms of food and beverage handling and hotel and restaurant kitchen operations.

Table 3. Calculation of the respondents' response towards food and beverage handling and hotel and restaurant kitchen operations.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards food and beverage handling and hotel and restaurant kitchen operations	36 = 9.38%	144 = 37.5%	131 = 34.11%	46 = 11.98%	27 = 7.03%

Table 4 presents that out of the 384 local-resident respondents in Calamba, Laguna, 53 (0.14) respondent said that their level of expertise is ignorant. 131 (0.68) of them said that they are novice, 149 (1.16) of them are intermediate, 43 (0.45) of them are advanced and 8 (0.10) of them are expert in terms of tour guiding.

Table 4. Calculation of the respondents' response towards tour guiding.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards tour guiding	53 = 13.80%	131 = 34.11%	149 = 38.80%	43 = 11.19%	8 = 2.08%

Table 5 presents that out of the 384 local-resident respondents in Calamba, Laguna, 41 (0.11) respondent said that their level of expertise are Ignorant. 125 (0.65) of them said that they are novice, 143 (1.12) of them are intermediate, 67 (0.69) of them are advanced and 8 (0.10) of them are expert in terms of tourism marketing.

Table 5. Calculation of the respondents' response towards tourism marketing.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards tourism marketing	41 = 10.68%	125 = 32.55%	143 = 37.24%	67 = 17.45%	8 = 2.08%

Table 6 presents that out of the 384 local-resident respondents in Calamba, Laguna, 47 (0.12) respondent said that their level of expertise is ignorant. 134 (0.69) of them said that they are novice, 125 (0.98) of them are intermediate, 70 (0.79) of them are advanced and 8 (0.10) of them are expert in terms of tour planning.

Table 6. Calculation of the respondents' response towards tour planning.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards tour planning	47 = 12.24%	134 = 34.89%	125 = 32.55%	70 = 18.23%	8 = 2.08%

Table 7 presents that out of the 384 local-resident respondents in Calamba, Laguna, 33 (0.09) respondent said that their level of expertise is ignorant. 103 (0.54) of them said that they are novice, 155 (1.21) of them are intermediate, 76 (0.79) of them are advanced and 17 (0.22) of them are expert in terms of events management.

Table 7. Calculation of the respondents' response towards events management.

	IGNORANT	NOVICE	INTERMEDIATE	ADVANCED	EXPERT
The level of understanding and skill of the Calamba city local respondents towards events management	33 = 8.59%	103 = 26.82%	155 = 40.36%	76 = 19.79%	17 = 4.43%

Table 8 shows the equivalent and level of expertise of manpower in Calamba, Laguna in each subject of tourism and hospitality business operation. In hotel front office operations, the result is ignorant with an equivalent of 1.75. In hotel housekeeping, the result is Intermediate with an equivalent of 2.63. In food and beverage and hotel and restaurant kitchen operation, the result is intermediate with an equivalent of 2.69. In tour guiding, the result is novice with an equivalent of 2.53, in tourism marketing, the result is intermediate with an equivalent of 2.67. In terms of tour planning the result is intermediate with an equivalent of 2.62. Lastly, in terms of events management the result is intermediate with an equivalent of 2.85. Overall, Calamba Laguna workforce are novice when it comes to tourism and hospitality business operations.

Table 8. Equivalent and level of expertise of Manpower in Calamba, Laguna.

SUBJECT	EQUIVALENT	LEVEL OF EXPERTISE
1. Hotel Front Office Operations	1.75	IGNORANT
2. Hotel Housekeeping	2.63	INTERMEDIATE
3. Food and Beverage Handling and Hotel and Restaurant Kitchen Operations	2.69	INTERMEDIATE
4. Tour Guiding	2.53	NOVICE
5. Tourism Marketing	2.67	INTERMEDIATE
6. Tour Planning	2.62	INTERMEDIATE
7. Events Management	2.85	INTERMEDIATE
RESULT	2.53	NOVICE

FINDINGS

The tourism industry of the city is currently focused on heritage and nature- based tourism with most of its popular tourism attractions inclined with historical events and natural resources. The municipal tourism office doesn't have a sustainable tourism development plan yet but is currently in the drafting process; a probable cause of the mismanaged human traffic in the city.

From the results of the survey, the residents from 4th, 3rd and 2nd districts, and lone districts of Calamba and Sta. Rosa prefer travelling locally, while those from the 1st district and lone district Biñan prefer Intraregional and Interregional tourism more than local tourism. Since Biñan and San Pedro is near Metro Manila they prefer going out of the province instead of travelling to any cities within the province that are too far from them, furthermore, though the percentage gap is not high, still majority of the respondents from all parts of Laguna prefer Interregional and Intraregional tourism, therefore, making the City of Calamba not ideal to vast tourism development.

In terms of hotel location, the residents of district number 2, and lone districts of Biñan and Sta. Rosa prefer hotels along or near the beach. Respondents residing in the 3rd District and lone district of Calamba prefer mountain-side accommodation on the other hand, while residents from the 1st district prefer hotels near tourism destination. Therefore, the primary markets of tourism industry businesses in the City of Calamba are the people from the 1st and 3rd districts. Massive marketing campaigns are not advisable in District number 2, Sta. Rosa, and Binan.

Regarding product prices, the respondents in districts 2, 4, and Biñan lone district are willing to spend a maximum of Php. 1,000.00 for an overnight stay in hotels. People from the 2nd district and lone district of Calamba on the other hand are willing to pay between Php. 1,001.00 and Php. 2,000.00 for hotel

accommodation, while residents from the lone district of Sta. Rosa and district number 1 can afford Php. 2,001.00 to Php. 3,000.00. The markets from all districts prefer economy type of accommodation except for 2nd district where people prefer luxury. Tourism industry businesses in the Calamba City therefore should focus on a mid-scale type of accommodation with an affordable rate.

In terms of tourism destinations, resort-type facilities are demanded by most of the respondents from all districts, corresponding to the image of the province as a resort capital of the Philippines. In addition, 2nd, 3rd and 4th districts, and the lone district of Biñan prefer attraction within commercial zones, while the residents from the 1st district and lone districts of Calamba and Sta. Rosa prefer attractions away from the busy streets or in remote areas. Adventure tourism is preferred by the majority of the markets, either in a natural and man-made setting, with willingness to pay an average of 100-500 entrance fee.

Most of the population prefers asking assistance from travel agencies, making the province and the City of Calamba, a primary market for travel services providers. When it comes to food and beverage services providers, majority of the markets per district prefers along/near the beach or in the case of the City of Calamba, in a resort setting, 2nd on their preference are restaurants on mountain sides, and 3rd are those located within commercial areas. Filipino restaurants with buffet and casual setting are desired by all markets except for the 2nd district which demands fine dining types of service, while the price range acceptable in the province is Php. 1,000.00 to Php. 2,000.00 for 4 persons only.

In terms of transportation mode, mass public transport and private cars are preferred by the market, requiring businesses to allot an area for parking if they want to survive the competition.

The overall result of the expertise level in Calamba is novice, some of them have the level of experience gained in classroom or experimental scenarios or as trainee on-the-job. They are expected to need help when performing the skill. They can understand and can discuss terminology, concepts, principles and issues related to the job.

The expertise level of Calamba City' Human Resource towards knowledge and skills required in the Tourism Industry is novice; the experience that the people have are gained only in experimental scenarios and as a trainee. They can only understand and discuss terminology, concepts, principles, and issues related to the job. The people of Calamba however has an intermediate expertise level towards hotel housekeeping, food handling and restaurant operations, tourism marketing, events management and tour planning, a novice expertise level towards tour guiding, and an ignorant expertise level towards front office operations.

CONCLUSION

This study therefore concludes that Laguna is really a thriving province when it comes to Tourism Industry growth, given that it is lacking people who are knowledgeable towards tourism industry operations. The researcher found out that the province should really focus on establishing its image as a summer-get away through resort- inspired accommodations since the local market prefers such services. It is also clear that the province is a primary market for travel agencies, most specially those who are offering out of the province travel packages, and

despite of the nationwide-spread of a wrong mentality towards local products, residents of the province of Laguna still prefer Filipino cuisines.

RECOMMENDATIONS

The researcher recommends tourism businesses to establish distinct features from what the tourism industry of the nearby provinces and regions are offering, especially Metro Manila, to convince the local market to choose going to Calamba City instead of going outside the province. Hotels, restaurants, and tourism attractions should have a different touch that will make the city unique.

Tourism businesses in the city of Calamba should focus on promoting their products and services in the 1st and 3rd Districts. Though district Number 2, Sta. Rosa, and Binan should not be disregarded as potential markets, massive promotional campaigns are discouraged in the said districts.

For products and services, currently only mid-scale type of accommodation with an affordable rate is feasible, the establishment of four to five-star standard accommodations should be subjected to further studies. Businessmen in cooperation with the government however should still focus on urban tourism development where most tourism destinations, lodging establishments and restaurants, should be located within the city center.

The government should put their attention to the development of public transportation since the market still prefers commuting rather than bringing their own vehicles.

Based on the results, the city's human resource is lacking knowledge and skills towards tourism industry operations, especially on front office and tour guiding. The highest level of expertise the local manpower has is only intermediate or an introduction, the government is hereby recommended to conduct public seminars and trainings towards the industry's operations; front office, hotel housekeeping, food handling, dining and kitchen, tour guiding, marketing, events and tourism planning.

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