

Tourism Quality of Life (TQOL) and local residents' attitudes towards tourism development in Sagada, Philippines

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Abstract | One of the relevant resolutions of tourism development in a destination is to improve the quality of life (QOL) of the host community. In the tourism literature, QOL has discoursed in the research of residents' attitudes towards tourism. However, limited studies have directly examined residents' perceptions of QOL in the context of tourism development. This study aims to assess tourism's influences on resident community's QOL and therefore develops the tourism-related community quality of life (TCQOL) approach. TCQOL denotes residents' perceptions of community quality of being influenced by tourism and includes six dimensions of community: well-being, urban issues, way of life, community pride and awareness, natural/cultural preservation and recreation amenities - which are influenced mostly by tourism development. The indicators of TCQOL are developed from extant community quality of life literature and tourism impacts study. The measuring approach incorporates residents' perceptions of satisfaction, importance and tourism effects on selected indicators. This approach could be a valuable tool for tourism practitioners and scholars to recognize residents' perceptions of community QOL, assess changes of residents' perceived community QOL in a host community, and compare the community QOL experiences to other areas. A significant output of the study would be the proposed intervention measures in addressing the impact of tourism development that may provide better quality of life to the host residents.

Keywords | Tourism, Quality of Life, local residents, attitude, tourism development

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1. Introduction

Tourism is often viewed as an expression of human behavior (Kim, 2002). Harrill and Potts (2003, p. 233) believed that “tourism is an invisible industry, encompassing transportation, lodging, and entertainment. Tourism is the set of ideas, theories, or ideologies for being a tourist, and that it is the behavior of people in tourist roles, when these ideas are put into practice (Przeclawski, 1986). Once a community becomes a destination, the lives of residents in the community are affected by tourism and the support of the residents is essential for the development, planning, successful operation and sustainability of tourism (Kim, 2002).

While implicit in this research is the precept that tourism influences people’s quality of life (QOL) in a community, few studies have directly investigated residents’ perceptions on the impact tourism has on their QOL and relationships between QOL perceptions and support for tourism in the community. The importance of a study on perceptions of tourism and QOL is threefold: first, a study of this nature helps identify residents’ attitudes and perceptions toward tourism’s effect on QOL; second, the study helps researchers examine resident support for additional tourism development and specific development policies (Perdue, Long & Allen 1990); and third, it identifies the most salient aspects of QOL impacts from tourism to community residents.

Therefore, the quality of life of the residents should be a major concern for community leaders. Numerous studies have examined local residents’ perceptions of the economic, social, cultural and environmental impacts of tourism (Aref, 2010). Hence, measuring the effect of tourism on quality of life of residents can aid the planners and community developers for achieving the tourism development goals in communities.

The proponents selected Sagada as the location of the study. Sagada is the perfect getaway

for thrill-seekers, nature-lovers and soul searchers alike. It is small town atop Mountain Province in Northern Luzon, 275 km from Manila. With a vast array of natural wonders, from caves to rice terraces to waterfalls, this town is an adventure haven. Many foreigners and Filipinos alike visit this place for a breath of fresh air. In the case of Sagada, most of its ecotourism sites are situated in the mountain ranges. Overtime, with the help of the beautiful destinations located in the area, different establishments were made available to accommodate visitors resulting into an increase in economic activity within the area. Souvenir establishments, hotels and restaurants produced jobs that helped boosting Sagada’s economy. Tourist arrivals reached 64,570 and increased in 2015 to 138,000 as Sagada tourism officer Robert Pangod said there has been a steady increase since then. Tourism has forced Sagada to open up as statistics shows there were only 20,000 visitors in 2012 and 30,000 in 2013, gradually increasing to uncontrollable numbers.

2. Literature Review

Sagada as a Tourist Destination

In the midst of the Cordillera Mountains in Northwestern Philippines lies an enchanting town called Sagada of the Mountain Province, one of the six (6) provinces of the Cordilleras. A popular destination for local and foreign tourists, Sagada is known for its satisfying climate. The coolest months in this area is from December to February when temperature can drop to 4 degrees Celsius. However, mountain temperature is usually moderate, offering warm days for hiking and cool nights for sleeping. In Sagada, one would admire its cool fresh air, pine sceneries, rocky terrain, waterfalls, centuries-old burial caves, hanging coffins, rice terraces and its local weaving industry. Although agriculture is the main source of income

in Sagada, it also earns significantly from its tourism industry. Sagada is located 275 km north of Manila. Visitors coming from Manila by transport have the choice of traveling either via Banaue (Ifugao Province) or Baguio City (Benguet Province) as there are no public vehicles going direct to Sagada. There are airconditioned buses traveling from Manila direct to Banaue. A bus that leaves Manila at 10:00 p.m. will make it to Banaue at 7:00 a.m. the following day. From Banaue, a jeepney ride will take the guest to Bontoc in about three (3) hours. Non-airconditioned buses and jeepneys ply the route Bontoc-Sagada in about an hour. Sagada is approximately 6 hours of descending travel to Baguio over the narrow mountain tracks traversing the Cordilleras against a background of terraces planted to rice and vegetables.

Before being considered as a tourist spot, Sagada used to be known as a place with rich culture and traditions. There is a symbiotic relationship between man and nature (PreserveSagada.wordpress.com, 2015). Life in Sagada used to thrive peacefully and sustainably before the arrival of tourism. Locals used to live a life which did not entirely rest on tourism and did not have to order the subtleties of the society.

Sagada does not uphold mass tourism (PreserveSagada.wordpress.com, 2015). Concerned Sagada conservationists emphasized that they do not discourage people to travel to the place, however, to pursue for responsible tourism (Macas, 2015). Sagada has been featured in a couple of television documentaries and travel shows including *Biyahe ni Drew* (English translation: *Travel of Drew*) and *Investigative Documentaries*. It has also been exposed to few local films in the Philippines namely “Don’t Give up on Us” on 2006 and “That Thing Called Tadhana (Destiny)” on 2015.

Social Exchange Theory

There is no doubt that Social Exchange The-

ory is the theory applied most frequently by researchers to understand residents’ attitudes towards tourism development. Several authors state that the perception of impacts derived from tourism is the principal variable for explaining residents’ attitudes towards tourism (Ap, 1992; Kayat, 2002; Ko & Stewart, 2002; Tosum, 2002). Furthermore, the study by Vargas-Sanchez, Porras-Bueno and Plaza-Mejía (2011) reveals the perception that positive impacts outweigh negative ones, is considered the most powerful predictor of residents’ attitudes. On this point, many authors report that residents who perceive particularly the positive effects demonstrate a more favorable attitude towards increasing levels of tourism development (Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Ko & Stewart, 2002; Perdue, Long & Allen, 1990; Yoon, Gursoy & Chen, 2001). More specifically, the perception of positive economic impacts (for example, the creation of employment and wealth) is the variable that seems to exert the greatest influence (Dyer, Gursoy, Sharma & Carter, 2007; Vargas-Sanchez, Plaza-Mejía & Porras-Bueno, 2009), although Gursoy, Chi and Dyer (2009) point out the need to avoid general conclusions and identify the type of tourism for which the attitude is manifested.

It is also demonstrated in several studies that those residents who enjoy personal benefits derived from tourism development perceive the favorable effects of tourism more strongly and the unfavorable ones less strongly and have a more favorable attitude towards further development. It appears to follow logically that those residents who benefit from tourism activity perceive the behavior of tourists more favorably, for various reasons, such as greater tolerance and familiarity (Harrill, 2004; Ko & Stewart, 2002; McGehee & Andereck, 2004; Perdue et al., 1990; Vargas-Sanchez et al., 2009, 2011; Ward & Berno, 2011). However, the results of the study by Teye, Sirakaya, and Sonmez (2002) point in the opposite direction due to the deplorable working conditions suffered by locals.

It is therefore necessary to consider residents' perception of tourists and particularly, tourists' behavior and the influence of this view on the residents' perception on the effects of tourism and their attitudes towards further tourism development. Vargas-Sanchez, et al. (2011) state that the more positive the perception that residents have regarding the respectful behavior of tourists, the greater is their overall perception that the positive impacts outweigh the negative impacts, and the more favorable is their attitude towards tourism development. The inclusion of this variable, one of the noble aspects contributed by this study, supports the suggestion by Teye et al. (2002) of including variables relating to tourists' characteristics. Lindberg and Johnson (1997) include in their theoretical model a variable measuring the pleasure reported by residents regarding their interactions with tourists, while Woosnam (2012) incorporates the feelings expressed by residents towards tourists through the variable "emotional solidarity."

Level of Tourism Development

Butler (1980) proposes a connection between tourism development and residents' attitudes towards tourists. Using his destination life-cycle model, he explains when the number of tourists increases in a destination, the residents who were overwhelmingly well-disposed towards tourists tend to develop growing reservations about the long-term benefits of the presence of these tourists. Therefore, as indicated by Beeton (2006), the Irridex model can be considered in conjunction with Butler's tourism area life cycle model, in which the exploratory phase of the life cycle correlates with Doxey's euphoria and moves up along the curve towards antagonism when the carrying capacity is exceeded. Nevertheless, Sofield (2003), in his Adaptindex model, argues that the process from euphoria to antagonism is not linear. He sees the entire process not as a linear progres-

sion, but as one of "adaptancy," and he relabels Doxey's "stages" as "states of affairs," which the community can move to, move between, return to or completely skip.

On occasions, residents perceive tourism more as an important strategy for the development of the community than as a means of obtaining personal benefit (Andereck & Vogt, 2000). Hence, as stated by Harrill (2004), aspects such as feelings of solidarity towards their locality can be determinants for understanding their attitude towards tourism.

However, the tourism does not only affect residents' attitudes towards tourism development but also their overall QOL (Liburd, Benckendorff & Carlsen, 2012; Uysal, Perdue et al., 2012, Uysal, Sirgy et al., 2012, Uysal, Woo et al., 2012). The reason is that once a community becomes a destination, the QOL of local residents is also affected by tourism development. As such, the QOL of residents in a community is a major concern for community leaders (Aref, 2011; Lipovcan, Brajsa-Zganec, & Poljanec-Boric, 2014; Manap, Aman & Rahmiati, 2011; Moscardo, 2012; Uysal, Perdue et al., 2012, Uysal, Sirgy et al., 2012, Uysal, Woo, et al., 2012), and the overall purpose of tourism development becomes a goal to enhance the quality of residents' lives by addressing the economic, social, cultural, recreation and other benefits of tourism (Kerstetter & Bricker, 2012; McCool & Martin, 1994; McIntosh & Goeldner, 1984; Peters & Schuckert, 2014).

Community Attachment Approach

A wide variety of predictors of community attachment are proposed in the literature (Davis, Allen & Cosenza, 1988; Gursoy & Rutherford, 2004; Harrill & Potts, 2003; Kasarda & Janowitz, 1974; Keogh, 1990; Lankford & Howard, 1994; McCool & Martin, 1994; Teye et al., 2002; Um & Crompton, 1987; Vargas-Sanchez et al., 2011). Howe-

ver, there is no unanimity among these various authors in establishing a relationship between positive community attachment and a favorable attitude of the residents towards tourism development. Opposing those studies concluding that a significant relationship does not exist between the two variables (Allen et al., 1988, 1993; Liu & Var, 1986), others do establish such a relationship. Some studies find that those residents most strongly committed to their community per-

ceive tourism development more positively (Gursoy & Rutherford, 2004; Jurowski, Uysal & Williams, 1997; Lee, 2013; McCool & Martin, 1994), whereas, other authors demonstrate the existence of a relationship of the negative type - that is, the more attached residents are to their community, the more negative is their relationship with tourism (Brunt & Courtney, 1999; Ryan & Montgomery, 1994; Um & Crompton, 1987).

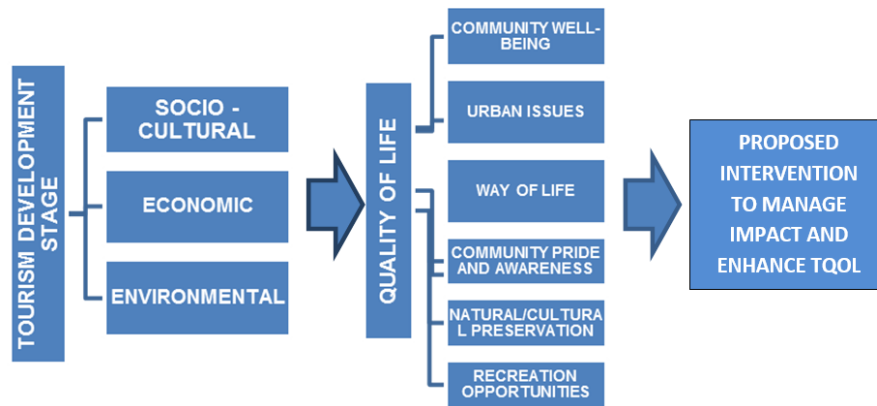


Figure 1 | Research Paradigm

Figure 1 illustrates that overall life satisfaction is derived from residents' perception of various tourism impacts such as economic, social, cultural and environmental impacts. However, various tourism impact dimensions also affect particular life domains to formulate the general life satisfaction. Finally, the relationships between tourism impact dimensions and particular life domains are moderated by the tourism development stage.

The perception of various social, economic, cultural and environmental impacts is related strongly to the level of tourism development. This relationship suggests that the impact of tourism at the upper level of development may be most detrimental to residents' life satisfaction.

In this model, tourism impacts are considered to be the exogenous variables (i.e., those that are not predicted by any other variables in the model);

the particular life domains and QOL of residents are endogenous variables (i.e., variables that are dependent variables in at least some of the relationships in the model). Reflective satisfaction of life is the ultimate dependent variable (the one that is affected by all of the others). Satisfaction with particular life domains (community well-being, urban issues, way of life, community pride and awareness, natural/cultural preservation and recreational opportunities) is considered to be the mediating variable (which either directly or indirectly affects the ultimate dependent variable) between perception of tourism impact and the life satisfaction variable. All relationships between the perception of tourism impact and the particular life satisfaction variable depend on tourism development stages in a destination.

Measurement of Quality of Life

As a general rule, residents attitudes towards tourism have been measured using a number of items with a numerical scale of responses, often an agreement scale. Most frequently, these items have been combined into multi-item scales using confirmatory factor analysis in order to identify specific domains (Andereck & Vogt, 2000; Dyer et al. 2007; Lankford & Howard 1994; Liu, Sheldon & Var 1987; Long, Perdue & Allen 1990; McCool & Martin, 1994). Although the factors that emerged from each study were slightly different, a few commonalities exist. All researchers have discovered one or more positive impacts or benefits dimension(s) and one or more negative impacts dimension(s). The remaining factors have been partly dependent on the questions asked. Some studies have found a community development or related factor (Andereck & Vogt 2000; Liu, Sheldon, & Var 1987; Long, Perdue & Allen 1990; McCool & Martin, 1984), a tax levy factor (McCool & Martin 1984; Perdue, Long & Allen 1990), a social interaction factor (Sirakaya, et al. 2002), and/or a QOL factor (Andereck & Vogt 2000; Liu, Sheldon & Var, 1987).

Tourism and QOL from the Perspective of Community Residents

Once a community becomes a tourist destination, the lives of residents in that community are affected by tourism's economic, sociocultural and environmental impact (Andereck et al., 2005; Harrill, 2004; Moscardo, 2009; Nunkoo & Smith, 2013; Sharpley, 2014; Sirakaya, Teye, & Sonmez, 2001; Uysal, Woo et al., 2012). Therefore, a number of systematic approaches have been proposed to understand tourism impact on the host community; as a result, the impact of tourism has been historically the most researched area of tourism (Ap, 1992; Mason, 2008; Mason & Cheyne, 2000;

Nunkoo & Gursoy, 2012; Perdue, Long & Allen, 1987; Sharpley, 2014). Even though there are several types of tourism impact, the vast majority of the studies tends to fall into three domains: (1) economic (2) socio-cultural (3) physical and environmental (Andereck et al., 2005; Sharpley, 2014; Tosun, 2004; Uysal, Perdue et al., 2012, Uysal, Sirgy et al., 2012, Uysal, Woo et al., 2012). These three impact sets of studies have both positive and negative features; however, generally, residents recognize the positive economic impact of tourism development, but tend to be concerned with potentially negative social and environmental impact (Perdue, Long & Allen, 1990; Perdue, Long, & Kang, 1995).

Resident-Tourist Value Co-creation

There are three major components in the concept of value co-creation: the value, the actors involved, and the engagement platform (Leclercq, Hammedi & Poncin, 2016). In the tourism context, the value for tourists derives from the tourism experience (Ritchie & Hudson, 2009; Sfantla & Bjork, 2013), i.e. 'value-in-the-experience' (Helkkula et al., 2012); the actors involved in tourism include tourists, tourism service providers, residents and other stakeholders; and the engagement platform at the destination level, is the place where the tourists visit and the residents lead their daily life (Grissemann & Stokburger-Sauer, 2012).

Rihova et al. (2015) put forward a conceptual framework for examining value co-creation from the perspective of the interaction process between tourists and other tourists. Yet, to the best of our knowledge, there has not been much empirical work on resident-tourist interaction in co-creating tourism value. Both the tourism industry and tourists require the hospitality of local residents for value co-creation to occur (Bimonte & Punzo, 2016; Gursoy, Jurovski, & Uysal, 2002; Perez & Nadal, 2005; Sharpley, 2014). Negative attitude or hosti-

lity towards tourists will make tourists feel unwelcomed/intimidated, destructing any tourism value that the tourism industry and tourists attempt to co-create. The goodwill and cooperation of the local community are critical for the success of tourism development (Bimonte & Punzo, 2016; Gursoy, et al., 2002; Styliadis, Biran, Sit, & Szivas, 2014), and are equally critical for meaningful and memorable experiences for tourists. Therefore, involving residents in tourism value co-creation is not just desirable, but imperative.

Residents' Benefit-cost Perceptions and Value Co-creation

Although tourism development may bring to the local community the benefits of economic growth and prosperity, it has also negative social and environmental impacts (Butler, 1980; Lee, 2013; Monterrubio, 2016). Specifically, residents' daily lives could be disrupted by the influx of tourists (Liang & Hui, 2016), such as overcrowding, higher prices, traffic congestion, noise, litter, crime, and other social costs (Monterrubio, 2016). Residents' attitudes towards tourism may vary from euphoria, apathy, irritation to antagonism (Doxey, 1975). Ap and Crompton (1993) revealed that residents' strategies for responding to tourism impacts comprise a continuum: embracement, tolerance, adjustment, and withdrawal, depending on the incoming tourists' numbers and behavior. Monterrubio (2016) reported that local residents hold strong negative attitudes towards spring breakers' 'excessive', 'uncontrolled' and 'exaggerated' behavior in Cancun, Mexico. In such a case, it is unlikely that residents are willing to co-create value with the tourists.

Research on tourism development shows that the values created from tourism for the residents are mostly economical while social-cultural benefits for the host community, and the major costs are tourism's impacts on the environment, which is

the so-called triple bottom line approach for examining tourism impacts to local residents (Andersson & Lundberg, 2013; Dyer, Gursoy, Sharma & Carter, 2007; Gursoy et al., 2002; Lee, Kang, Long & Reisinger, 2010; Nunkoo & Gursoy, 2012; Styliadis, et al., 2014).

Residents' life satisfaction has recently been examined in relation with perceived tourism impacts and support for tourism development. Kim et al. (2013) argue that residents' perceived tourism impacts have influence on satisfaction life domains, which in turn influences overall life satisfaction. Recently, Liang and Hui (2016) further examined life satisfaction's effect on support for tourism development. Following Zeithaml's (1988) perceived value definition (trade-offs between the benefits and costs), Woo, Kim, and Uysal (2015) used the term 'perceived value' to describe residents' perception of tourism impacts. This approach is based on the social exchange theory (Blau, 1964; Cropanzano & Mitchell, 2005), which argues that people decide into an exchange after having evaluated both benefits and costs. Expressed support for tourism development is viewed as a willingness to enter into an exchange (Gursoy, et al., 2002) and in this study residents' willingness to participate in value co-creation with tourists can also be considered as such. Therefore, based the social exchange theory, we can predict that perceived benefits will positively influence residents' value co-creation with tourists, while perceived costs will have a negative effect.

Life Satisfaction and Value Co-creation

The broaden-and-build theory life satisfaction is an overall sense of well-being about one's life, which refers to an extent to which a person experiences a stable, positive effect during a certain period in their life (Lyubomirsky, 2001). Residents' perceptions of tourism impacts affect their sense of well-being in various life domains, which in turn

affects their overall life satisfaction (Kim et al., 2013). Woo et al. (2015) showed that residents' life satisfaction further affects support for tourism development. In this study, we posit that residents' satisfaction along with their perception of tourism impact affects residents' participation in value co-creation with tourists visiting their place or community.

The broaden-and-build theory suggests that the experience of positive affect broadens the scope of thoughts and actions, and builds personal resources (Fredrickson, 2001). In other words, positive emotions expand the focus of cognitive attention, increase the possible alternative ways of thinking, which leads to a greater variety of actions, and consequently facilitates the development of personal resources such as knowledge, skills, health and social networks (Lyubomirsky, King, & Diener, 2005). Prior research has shown that positive emotions trigger a range of positive work behaviors, such as greater creativity, venture effort and performance, as well as pro-social, pro-environmental or altruistic behaviors (Bissing-Olson, Iyer, Fielding & Zacher, 2013). In daily life occasions, people who are happier with their life tend to be more extroverted, energetic, lively, sociable, interested in exploring new things, and engaged in social interactions (Lyubomirsky et al., 2005). As such, life satisfaction is not only a desirable outcome but also an important predictor of positive actions (Diener, 2012), such as engagement in social interactions and value co-creation with tourists.

Identifying the Mediators between the Impact of Tourism and QOL

The majority of studies reviewed in this paper found significant association between tourism impact and resident's QOL (Allen, Hafer, Long & Perdue, 1993; Andereck & Nyaupane, 2011; Andereck & Vogt, 2000; Aref, 2011; Chancel-

ler, Yu & Cole, 2011; Gjerald, 2005; Khizindar, 2012; Ko & Stewart, 2002; Manap, Aman & Rahmiati, 2011; Matarrita-Cascante, 2010; Milman & Pizam, 1988; Nawijn & Mitas, 2012; Nichols, Stitt & Giacomassi, 2002; Perdue, Long & Gustke, 1991; Urtasun & Gutierrez, 2006; Vargas-Sanchez, Plaza-Mejia & Porras-Bueno, 2009; Stokowsky & Park, 2012; Wheeler & Laing, 2008; Woo, Kim, & Uysal, 2015; Yamada, Heo, King & Fu, 2009; Yu, Chancellor & Cole, 2011). For instance, Roehl (1999) examined the relationship between residents' characteristics, perception of the impact of gaming, and perceived quality of life. The results showed that residents with less education and urban residents perceived more social costs from legalized gaming. Perceived social costs were found to be negatively correlated with QOL, whereas perceived job growth was positively correlated with QOL. Another study conducted by Yamada et al. (2009) examined how cultural tourism influences residents' life satisfaction. They found that cultural tourism, health, wealth, safety and community pride (dimensions of cultural tourism) are positively linked to residents' inclusive life satisfaction.

Comparing Different Types of Community Residents

Depending upon the residents' background characteristics (such as occupation, nationality, and involvement), their perceptions regarding tourism impact and QOL seem to be different (Andereck et al., 2007; Jurowski & Brown, 2001; Lankford, 1994; Woo, 2013). Two studies compared different types of stakeholders' perceptions of tourism impact and their overall QOL (Lankford, 1994; Woo, 2013). Lankford (1994) examined the impact of tourism development of business owners, paid government officials, elected, appointed officials and residents. The results showed that community residents were more negative about tourism impact, or rather more cautious about the

benefits of tourism compared to government employees, elected/appointed leaders or business owners. Additionally, Woo (2013) tested the relationship between perceptions of tourism impact and the QOL of different community stakeholders. The study found that satisfaction with material and non-material life domain (community, emotional, and health and safety) positively affects stakeholders' QOL in that the more positive perceptions of tourism impact the greater their satisfaction with the community, emotional life, and health and safety. The study also found a moderation effect of community stakeholder groups, it is suggested that the influence of community residents' perception of tourism impact and their life satisfaction is dependent on whether the residents are affiliated or not affiliated with the tourism sector. The findings support the notion that those affiliated with the tourism sector are likely to perceive tourism impact on community economic well-being positively, which spills over to their own sense of material well-being. Furthermore, two studies by Inbakaran and Jackson (2006) and Sharma and Dyer (2009) found that people with higher income perceived a significantly higher positive economic impact from tourism than people with lower income.

Residents' QOL Depending upon the Level of Tourism Development Over Time

Uysal, Woo et al., (2012) have argued that, depending upon the level of destination development, residents' attitudes toward economic, socio-cultural and environmental factors might change from positive to negative. Moreover, different levels of tourism development may affect residents' QOL differently. Some research has been conducted examining this proposition (Allen, Long, Perdue & Kieselbach, 1988; Kim, Uysal & Sirgy, 2012; Kerstetter & Bricker, 2012; Meng et al., 2010; Perdue et al., 1995; Renda, Mendes & Valle, 2011). For example, a study conducted by Allen et al.

(1988) found that tourism development does benefit the host communities in the early stages of the tourism development life cycle with decreasing benefits in the later stages. According to the Butler's Tourism Area Life Cycle (TALC), residents' attitudes towards tourism development and impact change depend upon the stage of tourism development in the host community. At the beginning stage of tourism development, residents' perceptions regarding tourism development is positive (they also seem satisfied with community life). However, when the level of development continues, residents attitudes and overall QOL may change from positive to negative.

Several studies have examined changing residents' attitudes towards tourism over time (Bachleitner & Zins, 1999; Carmichael, Peppard & Boudreau, 1996; Cecil, Fu, Wang & Avgoustis, 2008, 2010). For example, Carmichael, Peppard and Boudreau (1996) investigated changing local residents' attitude toward casino gambling, their Native American neighbors and future development in the context of a three-year' longitudinal study. The study found that community residents' perceived QOL was significantly reduced overtime (in three years). Recently, Cecil, Fu, Wang and Avgoustis (2010) examined the relationship between the value of cultural tourism and residents' overall QOL from 2004 to 2008 and found that there is no significant increase in QOL with increased cultural tourism development.

3. Methodology

The study area, the town of Sagada in Mountain Province, is one of the top three tourist destinations in the Cordillera, after Baguio City in Benguet and Banaue in Ifugao. Of the three destinations, it is the least established in terms of tourism facilities and infrastructure. Moreover, where tourism development in Banaue and Baguio

was massive and fast, the development in Sagada had been limited and slow. The scale of tourism impacts would naturally vary among the three destinations with Sagada, being the least developed, presumed to have experienced the least negative impacts.

Proponents used questionnaire survey to examine the effect of tourism on quality of life and local residents' attitudes through 200 residents living near or within the prominent tourist sites in Sagada. The questionnaire was adopted from the study of Andereck and Nyaupanel (2010). Each statement was situated on five scales with 1 representing a response of "not satisfied" and 5 representing "highly satisfied". A face to face on-site self-administered survey was conducted using the convenience sampling method. Convenience sampling methods has been widely used by almost all the major public opinion polling groups, political groups and market research organization (Deng et al., 2010). Six variables that are presented for measurement of the quality of life were: community well-being, urban issues, way of life, community pride and awareness, natural/cultural preservation and recreation amenities. The items were adopted from Andereck and Nyaupanel (2010). Three indicators that are presented to assess the attitudes of local residents towards tourism were: economic, socio-cultural, and environmental adopted from Canizares, et. al (2014). Each response was measured on a five-point Likert scale with 1 representing "strongly disagreed" and 5 representing "strongly agreed".

Face and content validity were carried out to examine the appropriateness and validity of the instrument by taking 40 convenience samples. Thirty-eight questionnaires, a 95% response rate, indicated that the results were sufficiently comprehensive and verified the value of the instrument and the statements received.

Demographic Profile	Frequency	Percentage
Sex		
Male	112	56
Female	88	44
Age		
60 and above	30	15
50-59	35	17
40-49	55	27.5
30-39	29	15
20-29	51	25.5
Years of Residency		
More than 22 years	125	62
17 – 21 years	15	7
12 – 16 years	30	15
7 – 11 years	5	3
2 – 6 years	22	11
Less than 1 year	3	2
Occupation		
Farmer	55	27
Free Lance Tour Guide	24	12
Entrepreneur	27	14
Tourism Related	26	13
Employee		
Housewife	10	5
Students	32	16
Unemployed	26	13
Total Respondents	200	

Table 1 | Demographic Profile of the Respondents

4. Results and Discussion

According to the results, most respondents were male (56%) majority within the age range of 40 – 49 years old (27.5%). They have been living in Sagada for more than 22 years (62%) and earn their living as farmers (27%). The given profiles of the respondents show that men appeared to be more responsive to surveys. They happened to be the most accessible during the survey, as most women were busy doing the household chores. The majority of the respondents were also in their mid-life age and millennials. While their length of residency reflects a strong attachment in their community, having decided to stay in Sagada for more than 22 years. Most of the respondents inherited their homes and agricultural lands from their ancestors. It is also good to note that local residents were employed in tourism as tour guides and employees in tourism enterprises.

TOURISM QUALITY OF LIFE INDICATORS	WM	VI
Community Well-Being		
Tourism promotes peace	3.66	E
Tourism boosts the safety and security	3.60	E
Tourism helps in maintaining clean air and water	3.26	FE
Tourism contributes to having a good public transportation	3.49	E
Tourism exhibits the beauty of the community	4.04	E
Tourism improves the quality of roads, bridges, and other infrastructures	3.84	E
Sub-Mean	3.65	E
Urban Issues		
Tourism contributes to the prevention of crowding and traffic congestion	3.00	N
Tourism promotes urban sprawl and population growth	3.60	S
Tourism curbs down the volume of litter	3.26	S
Tourism is instrumental in proper zoning or land use	3.49	S
Sub- Mean	3.50	S
Way of Life		
Tourism improves quality of life	3.97	S
Tourism prioritizes the preservation of our way of life	3.56	S
Tourism gives tourists a sense of belongingness to the community	3.74	S
Tourism encourages tourists to respect the way of life	3.88	S
Sub-Mean	3.79	S
Community Pride and Awareness		
Tourism upholds the image of my community to others	3.98	S
Tourism supports understanding of different cultures	3.83	S
Tourism brings awareness of natural and cultural heritage	3.75	S
Tourism stimulates community pride	4.25	HS
Tourism provides opportunities to participate in local culture	3.40	S
Sub-Mean	3.84	S
Natural/Cultural Preservation		
Preservation of wildlife habitats	3.18	N
Preservation of natural areas	3.45	S
Preservation of cultural/historical sites	3.73	S
Sub-Mean	3.45	S
Recreation Amenities		
Plenty of festivals, fairs, museums	3.51	E
Having access to recreational facilities	2.75	N
Quality recreation opportunities	3.35	N
Sub-Mean	3.20	FN
Grand Mean	4.10	S

Legends: HS – Highly Satisfied, S – Satisfied, N- Neutral, SNS– Somewhat Not Satisfied, NS – Not Satisfied

Table 2 | Tourism Quality of life indicators

Descriptive statistics revealed that respondents rated higher on positive statements and lower on negative statements, indicating consistency in the direction of their perceptions. As shown in Table 2, the perceived quality of life by residents were measured by 25 impact items embodying the benefits of tourism on quality of life. Based on the mean measures of impact items, the four major categories of TQOL impact consisting of community pride and awareness (3.84), ways of life

(3.74), community well-being (3.65), and urban issues (3.40), residents were satisfied. However, the provision for recreational amenities (3.20) was the least of their satisfaction.

The statement “Tourism stimulates local community pride” (4.14) was assessed as highly satisfied impact item associated with community pride and awareness. The statement “Tourism improves quality of life” (3.97) was assessed as satisfied impact item associated with ways of life. The state-

ment “Tourism exhibits the beauty of the community” (4.04) was gauged as satisfied impact item associated with community well-being. For urban issues, the statement “Tourism promotes urban sprawl and population growth” derived the most favorable response from the local residents. Local residents are satisfied with their present quality of life brought about by tourism development.

It can be analyzed from the given findings that local residents are into euphoria about tourism in their community as evidenced by their welcoming attitude about tourists, excitement and anticipation to see them co-exist in their area (Doxey, 1975). They interact with tourists with positive feelings and generate pleasing experience from their encounter. All the given five indicators of TQOL where they expressed fulfillment, manifested a degree of support with the existing tourism development in Sagada. However, the recreation amenities appeared to be the least favored. With the influx of tourists in their community, local attractions have been charged and strictly managed, to the extent that even the local residents are prevented from enjoying them.

As evidenced by the quality of life in Sagada, it is in the stage of exploration where developments are starting to emerge and local residents are embracing the developments brought about by tourism (Butler, 1980). The local residents as stakeholders in tourism development may respond positively or negatively, depending on the extent of their reliance, interest, perspectives, view, power, and influence in tourism (Freeman, 1983). Once a community becomes a tourist destination, the lives of residents in that community are affected by tourism economic, sociocultural, and environmental impact (Andereck et al., 2005; Harrill, 2004; Moscardo, 2009; Nunkoo & Smith, 2013; Sharpley, 2014; Sirakaya, Teye & Sonmez, 2001; Uysal, Woo, et al., 2012).

Findings on Table 3 reveal the local residents' attitudes to the impact of tourism development in Sagada according to dimensions of economic,

socio-cultural and environmental. The environmental dimension (3.59) with the statement “Improves road network” (3.80) was the most favored. The socio-cultural impact (3.56) was favored next. The statement “Residents feel proud to be residents” (4.25) was strongly agreed by the respondents. Local residents also agreed on the beneficial economic impact (3.59) of tourism development in their community where the statement “Increase in employment opportunities” (3.65) attained the highest mean score from the respondents. Local residents expressed an enthusiastic outlook in the current tourism development in Sagada.

It can be interpreted from these findings that the local residents expressed a positive attitude towards tourism development. The socio-cultural feature of its impact is the most appreciated dimension by the local residents. Tourism was able to improve their standard of living through the developments of social services. The development of road and other infrastructure for tourism purposes also served the interests of the local residents in their daily lives. Local residents serve as tour guides to many tourists who visit the sites in Sagada and some were employed in tourism establishments. The increase of business investments and work opportunities also promote the optimistic impression of the respondents regarding the economic value of tourism development. However, as the young generations become more interested to find employment in the tourism sector, farming as the traditional job in the region has been neglected.

The results of this study show that the residents of Sagada have strong perceptions on the positive economic impacts of tourism. However, some socio-cultural and environmental costs of tourism-litter, car-parking problems- were also strongly perceived, which is consistent with the Orbasli's research (2000). Interestingly, the awareness of certain negative impacts did not cause the resistance of additional tourism developments as is expected in destinations with heavy tourism

concentrations. It has proved that support for tourism is not based on a belief that it brings only positive impacts on the local communities. Similar results have been stated in many other research studies (Haralambopoulos & Pizam, 1996; King et al., 1993; Var et al., 1985). The findings of this research can be explained as follows. The economic impact of tourism has been commonly viewed as a positive force which increases total

income for the local economy, foreign exchange earnings for the host country, direct and indirect employment, and tax revenues; it also stimulates secondary economic growth (Bryant & Morrison, 1980; Gursoy et al., 2002; Jurowski et al., 1997; Peppelenbosh & Templeman, 1989; Uysal, Pome-roy & Potts, 1992).

TOURISM IMPACT	WM	VI
Economic Impact		
Increase in investments, development and infrastructures	3.41	A
Increase in employment opportunities	3.65	A
Contributes to improving standards of living	3.48	A
Improves earnings in the islands via taxes	3.45	A
Tourism as one of the main sources of income	3.58	A
Capital invested to attract tourists is a good investment	3.42	A
Tourism contributes to recovering traditional handicrafts	3.48	A
Sub-Mean	3.49	A
Socio-Cultural Impact		
Improves standards of living	2.69	FN
Promotes leisure and recreational activities	3.21	FN
Increases knowledge about other cultures/countries/regions	3.80	A
Residents feel proud to be residents	4.25	SA
Improves service in restaurants, stores and hotels	2.62	FN
Improves police and fire department protection	4.19	A
Improves the protection of monuments and natural spaces	4.21	SA
Sub-Mean	3.56	A
Environmental Impact		
Improves environmental protection	3.51	A
Improves infrastructures	3.35	A
Improves road networks	3.80	A
More support targeted at renovation and historic buildings	3.71	A
Sub-Mean	3.59	A
Grand Mean	3.82	A

Legends: SA – Strongly Agree, A – Agree, FN – Feel Neutral, SD – Somewhat Disagree, DS – Disagree Strongly

Table 3 | Local Residents' Attitudes Towards Tourism Impact

This result is corroborated by the literature, which shows that low-to-moderate tourism development is perceived as beneficial to the community, but as development increases, residents' perceptions can quickly turn negative (Allen, Hafer, Long & Perdue, 1993; Allen, Long, Perdue & Kieselbach, 1988; Harrill, 2004; Long, Perdue & Allen, 1990; Smith & Krannich, 1998). Research on tourism development shows that the values created

from tourism for the residents are mostly economic and social-cultural benefits for the host community, while the major costs are tourism's impacts on the environment, which is the so-called triple bottom line approach for examining tourism impacts to local residents (Andersson & Lundberg, 2013; Dyer, Gursoy, Sharma & Carter, 2007; Gursoy, et al., 2002; Lee, Kang, Long & Reisinger, 2010; Nunkoo & Gursoy, 2012; Styliadis et al., 2014).

Nature of Problems	WM	VI	Ranking
Environmental Problems			
Smoking in Non-Smoking Areas	3.79	E	5
Pollution from Motorized Vehicles	3.85	E	4
Littering	4.27	HE	1
Vandalism	4.21	HE	2
Noise of Tourists	4.19	E	3
Sub-Mean	4.06	E	
Socio-Cultural			
Improperly Parked Vehicles	4.03	E	4
Lack of Safety and Security	1.76	NE	10
Insufficient Street Lamps	3.98	E	6
Petty Crimes Involving Tourists	2.28	SNE	9
Prostitution	2.30	SNE	8
Discrimination in Tourism Services	3.99	E	5
Prostitution	2.45	SNE	11
Use of Alcohol	2.50	SNE	7
Overcrowding in Tourist Site	4.37	HE	1
Commercialization of Culture	4.28	HE	2
Lack of Respect in Sacred Places	4.19	E	3
Sub - Mean	3.28	FE	
Economic			
Increase in Prices of Basic Commodities	4.38	HE	1
Seasonal Employment	4.21	HE	3
Inadequacy of Food Supply	3.37	FE	4
Traffic Congestion	4.33	HE	2
Increase in Prices of Property	3.38	FE	5
Sub-Mean	3.93	E	
Grand Mean	3.76	E	

Legends: HE – Highly Evident, E – Evident, N- Neutral, SNE– Somewhat Not Evident, NE – Not Evident

Table 4 | Tourism-Related Problems Encountered by Local Residents in Sagada

It is apparent from the findings shown on Table 4 that problems brought about by tourism development are mostly evident in the environment (4.06). Local residents perceived that the problems of littering (4.27) and vandalism (4.21) were exceedingly obvious. Other environmental problems such as noise of tourists (4.19), pollution from tourists' vehicles (3.85) and smoking in non-smoking areas (3.79) were also manifested in most tourist sites.

The economic implications of the tourism industry were also felt by the local residents as evident by three indicators assessed as highly evident in the statements "Increase in prices of basic commodities" (4.38), "Traffic congestion" (4.33) and "Seasonal employment" (4.21). With the on-going developments and influx of tourists in Sagada, the statements "Inadequacy of food supplies" (3.37) and "Increase in the prices of property" (3.93) and

were assessed as fairly evident only. The economic impact of tourism was evaluated to be evident in Sagada.

The negative socio-cultural impact of tourism development (3.28) was the least evident. The statements "Overcrowding in tourist sites" (4.37) and "Commercialization of culture" (4.28) were perceived to be the most apparent. Problems of "Parking" (4.03), "Discrimination in tourism services" (3.99), "Lack of respect in sacred places" (4.19), "Insufficient street lamps" (3.98) were observed to be somewhat existing. It is good to note that other negative socio-economic issues "Use of alcohol" (2.50), "Prostitution" (2.45), were perceived to be somewhat not existing.

From these findings, it can be realized that tourism posed negative impact to the community. There were existing problems that negatively disturb the economic, socio-cultural and environ-

mental quality of life in the community.

Some tourists in Sagada were not that responsible as they littered and vandalized the tourist sites. They usually left behind plastic bottles of water, food wrappers and other forms of waste. There were vandalisms in the form of handwritings and doodles in trunk of trees and cave walls. As tourist rushed in the different attractions, private vehicles were irresponsibly parked, thus causing land erosion and pollution. They were also too excited in seeing the place and causing noise and distraction to the community. This was specially observed with groups of tourists who are not assisted by tour guides. Visitors in Sagada love to explore the cultural heritage thus, causing overcrowding. The local culture was commodified as a commercial value of the place. Sacred places seem to be ordinary places to visitors where they freely took pictures, litter and make redundant noises.

Sagada is fast emerging as a popular tourist destination with its cultural heritage as the primary attraction. Business owners are taking advantage of the seasonality of tourist arrivals by increasing prices of tourists' services and local commodities, while local residents are not spared. Crowding exists in popular tourist sites during peak season. However, the seasonality of the industry resulted to periodic employment only. Tourists form part of the consumers for necessities such as food, that make local residents feel certain insufficiency in supply. Local residents are experiencing difficulty to acquire their own property with the increasing cost of land and development. Most studies showed that the perceived costs of tourism development have negative effect on support for tourism development (Gursoy et al., 2002; Lee, 2013). Kim et al. (2013) argued that perceived environmental impact has a negative effect on sense of health and safety, which in turn influences life satisfaction.

Cultural impact studies consider tourism as a cultural exploiter (Fanon, 1966; Greenwood, 1977; disruption of traditional social structures

and behavioral patterns (Butler, 1975; Kousis, 1989). However, tourism has also been viewed as a means of revitalizing cultures when dying customs are rejuvenated for tourists (Witt, 1990).

Tourism development causes negative impacts as well. Rapid and unplanned development to meet the demands of increasing number of tourists results in various negative impacts on the natural environment (Brackenbury, 1993) and it increases residents' living cost (e.g., rental fees, prices for houses) (Milman & Pizam, 1988). Overcrowded areas due to the tourism development cause traffic congestion, noise and pollution and the building and signs for the tourism industry may destroy the community pleasant atmosphere (Ap & Compton 1998; Yoon, et al, 2001). Tourism development also causes a decline of moral values due to the usage of drugs and alcohol and rising crime rates (Lindberg & Johnson, 1997). Thus, local residents who experience negative impacts more are not likely to support tourism development (Gursoy et al., 2002; Jurowski et al., 1997; Milman & Pizam 1988).

Areas of Assessments	WM	VI
Tourism Quality of Life (TQOL)	4.10	S
Attitude of Tourists According to Tourism Impact	3.82	A
Mean Gap	0.28	

Legends: S - Satisfied, A - Agreed

Table 5 | Comparison of Assessments in TQOL and Impact of Tourism

Findings on Table 5 show the comparison of assessments between TQOL (4.10) and local residents' attitude (3.82) towards tourism impact. Statistically, the mean rating of local respondents in TQOL was higher than their favorable attitude towards tourism development. A mean gap of 0.28 was observed.

Local residents may exhibit satisfaction in the influence of tourism development in their community, but it may not necessarily compel them to demonstrate positive attitude with tourists. However, it was also observed that as the quality of life

positively affects the local residents, the greater the potential the local hosts display a more favorable attitude.

Tourism is essentially about people travelling away from home to interact with other people and other places (Sharpley, 2014). It involves the encounter of two populations: tourists and residents (Bimonte & Punzo, 2011, 2016). The experiences of their encounter and interactions may affect their satisfaction, wellbeing and future behaviors (Sharpley, 2014). Because both parties have their

interests and expectations, there are mutual benefits as well as potential conflicts between the two parties (Bimonte & Punzo, 2011, 2016).

These results can be further explained by other researches in this field, revealing that the interaction in tourism is frequently brief and superficial (Eusébio & Carneiro, 2012; Kastenholz et al., 2013; Reisinger, 2009; Sinkovics & Penz, 2009; Yoo & Sohn, 2003). However, results reveal that residents do not usually have a high level of interaction with visitors.

Benefit/Cost	Economic Impact		Socio-Cultural Impact		Environmental Impact		Grand Mean	
	WM	VI	WM	VI	WM	VI	WM	VI
Extent of Problems	3.93	E	3.28	FE	4.06	E	3.75	E
Beneficial Impact Assessment	3.49	A	3.56	A	3.59	A	3.54	A
Mean Gap	0.44		-0.28		0.47		0.21	

Table 6 | Comparison of Beneficial Impact/Attitude of Residents and the Extent of Problems Brought by Tourism Development

Based on the findings from Table 6, local residents assessed that the extent of problems was greater than the beneficial impact of tourism development in Sagada, as evidenced by a mean gap in the economic (0.44) and environmental dimensions (0.47). However, the favorable impact of socio-cultural dimension (-0.28) was greater than the perceived problems.

It can be realized from these results that local residents demonstrated a positive attitude towards tourism in spite of the evident problems that they experienced in the current tourism development in Sagada. Residents who live closer to the tourist area are more aware of the problems of litter caused mainly by tourism.

Residents sometimes assess tourism as frivolous or of little economic value. They might feel the undesirable views of low-wage jobs, seasonal employment, traffic congestion, and increased housing costs. But organized and ongoing com-

munity relations can educate residents about the potential positive impacts of tourism and create better community perceptions. Tourism can help bring communities together — to instill a sense of community pride and knowledge of their history. However, community involvement in tourism planning can make them feel acknowledged as a significant stakeholder in tourism development. A community can build local support for tourism in various ways. Local media, community forums, public speakers, and social media can be used to inform residents about benefits and costs. Residents also should be given continuing opportunities to express their outlook and issues about tourism. Neutral third parties, such as tourism educators, regional planning staff, and professional meeting facilitators, can support with these meetings in an impartial manner. Such meetings are respected part of the program to help groups realize their tourism potential. Some communities give

residents "familiarization tours" of local attractions and services to keep participants up to date on what's going on with tourism so they can be cooperative when visitors arrive. Frontline employees, community leaders, business owners and

other interested parties may be invited. Tourism development starts with relevant information. Extension and the Tourism Center can support with educational platforms, discussions and research.

Nature of Intervention	Objective	Strategy
Education	<ul style="list-style-type: none"> To promote awareness and appreciation of the tourism industry among the stakeholders 	<ul style="list-style-type: none"> Tourism Information Campaign in the Community Community Forums Social Media Visitors' Orientation Educational Platforms, Consultation and Research
Empowerment	<ul style="list-style-type: none"> To engage local residents in more productive activities and tourism enterprise To overcome the seasonality of employment in tourism 	<ul style="list-style-type: none"> Skills training of OSY, women and other able groups Competency and IT Training Program Priority Employment of Locals in Tourism Establishments Creation of Community-based Committee
Equal Opportunity	<ul style="list-style-type: none"> To provide access to local residents concerning use of recreational facilities 	<ul style="list-style-type: none"> Discounted fees/charges for locals Strictly no discrimination Offer more recreational activities and support to local
Visitor Management	<ul style="list-style-type: none"> To minimize the negative impact of tourists' activities (littering, vandalism, noise, traffic) To promote more visitor compliance 	<ul style="list-style-type: none"> Impose carrying capacity and viewing time in tourist sites Conduct visitors' orientation Implement no guide, no entry policy
Cultural Preservation	<ul style="list-style-type: none"> To minimize commodification of culture 	<ul style="list-style-type: none"> Limit tourists' exposure to sacred sites and practices Promote farming and traditional way of living Encourage cultural activities to locals without harming local traditions. Promote host-visitor interaction without modifying local culture and living style
Price Monitoring	<ul style="list-style-type: none"> To minimize the impact of price increases to local residents 	<ul style="list-style-type: none"> Set lower ceiling price for local purchases

Table 7 | Proposed Intervention Program Towards Community Empowerment to Enhance Local Residents' Attitudes in Tourism Development and Sustain Quality of Life

Studies that have been conducted indicate that tourism has a significant economic, social and environmental effect at both macro and micro levels (Buckley, 2004; Gerosa, 2003; Muhanna, 2007; Torres & Momsen, 2004;). The possibility of tourism having the varying levels of flexibility to link with other sectors makes it an industry capable of pulling an economy out of poverty (Sinclair, 1998). To enhance the involvement of the poor in tourism, and at the same time the quality of tourism services, governments have to undertake action for the provision of adequate educational, technical and professional training programs. Relly and Koch (2002) showed that tourism education should be extended to school children so that they can appreciate, right from childhood, the 'wonders of nature'. Moreover, training and education can be done in several areas such as communication,

environmental health, nature conservation, business, traffic safety, motor mechanics, and social work (Relly & Koch, 2002). Sinclair (2005) reveals that tourism education has a lot of benefits including enhancement of leadership skills of administrators; development of planning capabilities; strengthening of skills in the area of tourism marketing; development of basic accounting knowledge; enhancement of knowledge in group dynamics and organizational psychology; development of skills in tourism project preparation and writing; and development of IT literacy.

Community empowerment is deemed to influence communities to participate in tourism planning and development. Horton (2003) noted that participation can be facilitated through surveys, focus groups and charters which can set down the rights of the community. This promotes collabora-

tion, transparency and accountability. Rhodri and Huw (2006) noted that if local tourism policies are to be effective, community members need to be part of decision-making. Bramwell and Sharman (1999) noted that active involvement in tourism policy making offers significant benefits to all destination stakeholders since its ultimate goal is to build consensus about tourism related policies. Involvement of the local community creates a bond through mutual understanding and trust. It thus helps to reduce potential conflicts and all the costs associated with their resolution.

Mason (2003) argued that active involvement of the community results in dialogue, negotiation, and consensus building which ultimately results in proposals and policies, about the development of tourism, that are mutually acceptable. Such policies that people develop to promote tourism in their areas can be economically, environmentally and socially sustainable (Jackson, 2006). This is because all stakeholders have a chance to lobby on their own behalf during the policy making process. Hence, they cannot engage in activities that are detrimental to tourism development (Butler & Boyd, 2000). However, if this is to be achieved, the people must have the required skills and competencies to actively participate (Jamal & Getz, 1995).

Many researchers have emphasized the benefits of including community participation in tourism planning and management (Gunn, 1988; Murphy, 1985; Simmons, 1994). Some authors suggest that members of the host community should be involved in tourism planning because they: (a) have an historical understanding of how the region adapts to change; (b) will be the ones most closely affected by tourism; and (c) will be expected to become integral part of the tourism product (Scheyvens, 1999; Simmons, 1994).

According to Bahaire and Elliott-White (1999), the community involvement can make residents perceive more benefits of tourism and thus, support tourism development rather than resist it.

There are some suggestions from this research in linkage with their assertion to improve the community involvement as follows. First, establish a permanent tourism committee, with a large number of resident representatives who can act as adviser and consultant for local tourism planning and decision-making. Second, the local government should give financial and professional support to this kind of committee. Third, ensure that there is a certain proportion of local residents in final decision-making process. Fourth, improve the educational system for informing the essential tourism-related issues and enhance residents' awareness of benefits of tourism. Finally, organize events and festivals for residents and promote the community participation throughout the activities.

Several authors have argued that small-scale tourism development tends to be more beneficial to host communities in developing regions, especially if the destinations grow at a slow pace (Campbell, 1999; Davis & Morais, 2004; Kang, 1999). Small-scale operations bring in limited numbers of people and revenues; however, they provide more opportunities for locals to be engaged in the tourism trade. Host communities may not have the resources necessary to invest in the infrastructure to accommodate large numbers of tourists and may not be able or willing to mass produce the most "sellable" aspects of their culture (Morais, Zhu, Dong & Yang, in press).

Sinclair (2003) argued that community involvement should entail deciding the number, duration, frequency and schedules of visits, locations to be visited, the payment of visitor fees and the location of visitor accommodations. To him, meaningful community involvement in every stage of tourism ensures greater possibility that tourism planning and development would be on the community's terms and developed at a pace and character endorsed by the villagers. Sinclair concluded that unless there are clear policy prescriptions that recognize, respect and safeguard indigenous sovereignty over the resource that is the basis of in-

indigenous tourism, community empowerment cannot occur. Local sovereignty must take precedence over any other imperative that drives indigenous tourism operations.

5. Conclusions and Recommendations

Residents' quality of life in tourism, based on the mean measures of impact items, community pride and awareness attained the highest approval, followed by ways of life, community well-being and urban issues. However, the provision for recreational amenities was the least of their satisfaction. Residents were satisfied with the tourism quality of life in Sagada based on the aforementioned indicators.

The local residents' attitude to the impact of tourism development in Sagada was measured according to dimensions of economic, socio-cultural and environmental impact. The environmental dimension attained the most favorable impression from the local residents' perspectives, followed by the socio-cultural impact. The economic impact was the least favored. Local residents expressed an enthusiastic outlook in the current tourism development in Sagada.

Statistically, the perceived quality of life was higher than their favorable attitude towards tourism development. It is apparent that problems brought about by tourism development are mostly evident in the environment. Local residents perceived that the problems of littering (and vandalism) were exceedingly obvious. Other environmental problems such as noise of tourists, pollution from tourists' vehicles and smoking in non-smoking areas were also manifested in most tourist sites. The economic implications of the tourism industry were also felt by the local residents as evident by increase in prices, traffic congestion and seasonal employment. The inadequacy of food supplies and increase in the prices of property were assessed as

fairly evident only. The economic impact of tourism was evaluated to be evident in Sagada. The negative socio-cultural impacts of tourism development were indicated by overcrowding in tourist sites and commercialization of culture as the most apparent. Problems such as parking, discrimination, tourists' lack of respect in sacred places, insufficient street lamps were somewhat existing. It is good to note that the use of alcohol and prostitution were not existing.

From these findings, it can be realized that tourism posed negative impacts to the community. There were existing problems that negatively disturb the economic, socio-cultural and environmental quality of life in the community. Uysal, Woo et al. (2012) have argued that, depending upon the level of destination development, residents' attitudes towards economic, sociocultural, and environmental factors might change from positive to negative. Moreover, different levels of tourism development may affect residents' QOL differently. To relieve the traffic congestion and car-parking problems, some suggestions such as pedestrian-only streets and residents' parking permit system can be introduced. To encounter the serious litter problem in Sagada, two options could be considered: 1) installing more rubbish bins in heavy tourism concentrated areas. Furthermore, the rubbish bins can be decorated properly which will neither destroy the historic setting nor be ignored by tourists. 2) Educational materials can be attached in the tourist brochures or other products which would be used frequently by tourists.

The quality of life derived from tourism development may not always result to the positive attitude of tourists. In this study, the quality of life is higher than the perceived positive attitude based on economic, socio-cultural and environmental dimensions.

The appreciation of tourism may not always influence the perceived extent of problems based on the same indicators. In this study, the local residents were most satisfied in the environmen-

tal influence of tourism development, however, the greatest problems that they assessed were also affecting the environment.

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