The Bright Side of **Dark Tourism** in Baguio City: Understanding its **Impact** to the **Stakeholders**

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Abstract | Dark Tourism in Baguio City has been gaining a lot of attention from those who seek the grim and haunted. Tourists are fond of the ghost stories and the paranormal activities that have been told about certain sites while locals are engaged to dreaded stimulation experiences without knowing the shadowed past behind it. The purpose of this study is to gather data on how dark tourism sites, as a 'pull' factor to tourists, have impacted Baguio City as a whole; including the municipality, the people under its governance, and it's out-turn to the lives of the residents. Researchers have yet to investigate how to deal with the growing number of tourists visiting the locality, and apprehend the variables stated in this research. The design used for this study is descriptive, quantitative research. Non-probability, convenience sampling was used since this is the rational choice for cases where identifying all members of a population is impossible (De Vos, 1998). Questionnaires were distributed to residents aged twenty (20) years old and above. The respondents were ninety (90) residents who are staying nearby dark tourism sites, having their perceptions about the impacts of dark tourism in the area. Based on the findings, residents perceived the benefits of dark tourism in Baguio city as highly beneficial. It also concludes that Baguio city residents experience positive outcomes from tourism.

Keywords | Dark tourism, thanatourism, ghost tourism, Baguio City, Tourism Impacts, Community

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1. Introduction

Tourism is often assumed in the name of historical awareness and social justice because tragedies or historical noteworthy deaths have occurred in places that continue impacting people's lives. This type of tourism is Dark tourism, also known as "grief tourism" or "thanatourism," which means travelling to places with actual occurrence of death, violence or disaster (Seaton, 1996). These places associated with disasters or tragedies have become not only places of remembrance, but also sites and attractions where dark tourism 'drivers' relish, and arouse negative emotions embedding sympathy, fear, depression, empathy, sadness and feelings of revenge (Topsakal, 2014). Examples include tourism based on slavery in North America and the Jewish Holocaust in Europe while for Sabah, Malaysia and Philippines - the colonial era marked by a particularly brutal period of Japanese occupation during World War II (Braithwaite, 2006).

Dark tourism has been gaining popularity these days and sites which are considered eerie and known for unearthly experiences are not only marketed in the Philippines but abroad. Baguio City, Philippines is one of the most popular destinations due to its numerous tourist attractions including dark tourism sites. Baguio is a hill station city and the summer capital of the country (Estoque, 2012). The city has long been associated with tourism, sustaining its image as a preferred destination, either for rest and recreation, study or work. Many people are enthusiastic about the circulating infamous stories, primarily about apparitions, paranormal activities and petrifying myths that passed around by the power of tongue; originating from the Baguio residents themselves. Examples of the sites known for "paranormal" sightings include: Diplomat Hotel, Calle Vallejo, Laperal White House, Camp John Hay and Teacher's Camp.

Tourism has proven its economic benefits to the city, however, residents tend to object when tourists and tourism activities have both negative effects toward them and the community. For example, an increasing number of visitors causes traffic congestion and waste problems. In contrast, for the sake of social, cultural, economic and environmental benefits, the exchange of guarantees and treatment between hosts and the guests should be mutually beneficial (Lankford, 1994). This relationship can affect the economic and social benefits depending on the weights of constructive and contrary conditions of both parties (Brougham & Butler, 1981). The amount of concern between stakeholders and tourists should be of parity, including the feelings and opinions of the host community. Despite the minor drawbacks, they are still in favor of dark tourism as a contributor to the economy.

This paper seeks to determine the perceptions of the host community towards the social and economic impacts of dark tourism to the city, with emphasis on how a populace reacts to the effects of dark tourism. The study assesses the benefits and costs of dark tourism in Baguio City. This research aims to know if there are significant differences in the residents' perceptions. Thereafter, an intervention program is proposed.

The Social Exchange theory is the one most widely used by scholars that seeks to understand and examine the host's perceptions toward sustainable tourism. It is an essential tool since sustainable tourism contemplates on the residents' satisfaction as the basis for development. According to App (1992), this theory is concerned with comprehending the exchange of different resources between identities and groups in a specific interaction situation. The researchers have adopted this framework in analyzing the significant relationship between benefits and residents' attitude toward tourism. From a tourism perspective, this theory suggests: when an exchange of resources (express in terms of power) between residents and tourism is balanced, or high for the host actor in an unbalanced relation, tourism impacts are viewed positively by

residents. When an exchange of resources is low in either balanced or unbalanced exchange relations, the impacts are viewed negatively. This explains the reasons on why residents are in favor or not, of tourism activities in their community.

This theory also allows the residents examine the benefits and costs in a tourism manner, if their assessment is positive, their attitude towards the industry will also be positive. Therefore, residents who perceive more benefits than its costs are likely to support the exchange (King et al., 1993) and are likely to be involved in the exchanges. According to Homans (1974), a person tends to perform more of his/her action if it is more often rewarded than another action.

Social exchange theory's key dimensions which are personal perceived the costs and benefits, enabling residents to evaluate the socio-cultural, environmental, and economic impacts of tourism from both positive and negative angles. In addition, Gursoy and Rutherhood (2004) and Nunkoo and Ramkisson (2011, p. 176) conclude of the tendency of the residents in supporting tourism development if they perceive more benefits than costs. Needs satisfaction, exchange relation and consequences of exchange are key components of the social exchange process model as shown in Figure 1. The exchange process includes tangible and intangible exchanges.
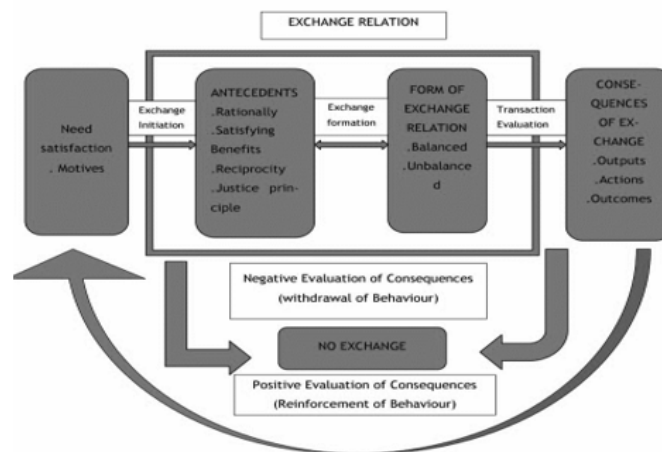
Source: Ap (1992, in Stockon 2011, p. 26)

Figure 1 | Model of Social Exchange Process

The development of individual attitudes and perceptions toward tourism may successfully be studied by examining Social Representation theory. As Pearce, Moscardo and Ross (1996) stated:

> Social representation theory is concerned with describing and understanding how and what people think in their ongoing everyday experiences and how a wider social reality influences these thoughts. They can be seen as metasystem which include values,

benefits and common-sense explanation of how the world operates. Social representation can also be seen as incorporating the stock of common knowledge.

According to Fredline and Faulkner (2000), the social representation theory helps people interpret and understand the situation going around them, shared by the members of the same society or community. This theory explains the similarities and

differences within locals regarding the perceptions about tourism impacts. Members belonging to the same cluster will often display the same perception of a certain impact (Cheng & Jarvis, 2010).

On the other hand, the Attribution theory by Pearce (1989) is useful in understanding how local community performs their actions based on perception of outcomes. In simple terms, this theory explains how people use internal cues - the perception of their environment and external cues - the observation of their environment in attributing causes to outcomes of different events that occur around them. According to Fritz Heider (1896-1988), this theory shows humans strive to understand their environment, meanwhile Harold Kelley (1921-2003) developed three categories that influence perception in the attribution process: distinctiveness, consensus and consistency. Distinctiveness focuses on how an individual judge a situation. Consensus concentrates on a situation where an individual judge a situation in a social situation while consistency explains the individual judgement of a situation over time or after having experienced such repeatedly. However, attribution theory based on Bernard Weiner's (1935) study, suggests individuals' interpretation of events and how this is related to thinking and behavior as shown in Figure 2. He defined three causal dimensions (stability, locus and control) and placed them in a model illustrating the attributional model. Stability shows whether the perception changes; locus shows if the perception is based on internal or external cues; while control highlights an individual's perception of controlling an outcome (controllable or uncontrollable).

2. Literature Review

2.1. Dark Tourism

Dark tourism, as defined by Blom (2006, p. 26)

is an affair of sudden mass death which attracts the attention of a mob and as 'an attraction-focused artificial morbidity-related tourism'. Tourists have been interested in places where death and suffering took place. Stone (2006) explains due to a unique combination of respect and reverence or morbid curiosity and superstition. In addition, humans by nature have a feeling of remorse and sorrow towards the inevitably tragic events that happened in the past, this triggers an interest from tourists to participate in dark tourism. Interests to dark tourism can also be attributed from the will to witness the sites of death (Pelton, 2003). It is also suggested that death has been an element of tourism longer than any other form of tourism supply, given the examples of religious practice or pilgrimage. Roman gladiator games were the early examples of dark tourism held in the Colosseum of Rome, where killing an opponent was used as a means of entertainment. The splendidly made amphi-theatre can be considered as one of the dark tourist attractions (Stone, 2006). This justifies tourists who are considered emotionally involved when it comes to visiting dark sites.

Philip R. Stone collated definitions of dark tourism from different researchers specifically "thanatourism (Seaton, 1996), death-related tourist activity tagged as 'holidays in hell' (O'Rourke, 1988); 'morbid tourism' (Blom, 2000); 'black-spot' tourism (Rojeck, 1993), or as Dann (1994) explains 'milking the macabre'. Essentially, despite the varying perspectives and terminologies used, dark tourism can be related to visits, intentional or otherwise, to purposeful / non-purposeful sites which offer a presentation of death or suffering as the raison d'être. Dark tourism has typologies depending on visitor's motivation and the sites, "namely war/battelefield tourism, disaster tourism, prison tourism, cemetery tourism, ghost tourism, and holocaust tourism" (Fonseca, Seabra & Silva, 2016).

In 2014, Rabontu and Vasile published Dark Tourism: New Form of Tourism in Romania. In

this book, they gave different interpretations of dark tourism. They made an elaboration about the dark tourism sites in Romania. They noted that dark tourism may be the perfect choice to create a mature and solid tourism brand. It would be able to properly promote and preserve the true historical origins of the country with concrete places and facts about their past, while enabling to keep up with current trends evolving on the world's tourism scene. Because of dark tourism, Transylvania became a more attractive tourist destination and Romania as the world's birthplace of Count Dracula together with the myth that surrounds him.

The study of Rabontu and Vasile is related to the present study in relation to dark tourism. The book laid out places that are considered dark tourism sites together with their history. In 2002, Smith published a book about dark tourism detailing the issues about politics, sociology, and current technologies which are just as important in creating dark tourism sites like the events that occurred at the sites themselves. The book examines several sites, including how they have been interpreted and presented to tourists as well how history has shaped the interpretations through media, political forces and social change. The study of Smith is related to the present study as it shows the interpretation of dark tourism sites and related to the current study of dark tourism sites in Baguio. The sites which were specifically selected for this research are Diplomat Hotel, Calle Vallejo, Laperal White House, Camp John Hay, Teacher's Camp and Hyatt Ruins. These sites are under the category of Ghost tourism, War tourism and Disaster tourism.

2.2. Local Residents' Perception of Dark Tourism

In 2016, Javier conducted a research about an ethnographic evaluation of local residents' perceptions about tourism in the preliminary phase. She cited Gursoy, Chi and Dyer (2009) about the understanding and recognition of residents' attitudes and perceptions towards tourism, which is fundamental to the accomplishment and sustainability of any tourism development. Many studies have examined the residents' perceptions and attitudes as well factors that affected community members' attitudes and perceptions. She emphasized that locals tend to have positive outcomes because they view tourism as an economic development tool. Some tourism scholars have stressed the importance of understanding local residents' opinions towards tourism and the factors that influenced their reactions.

Javier's research has bearing to the present study since perception was used as a term implying how the residents view dark tourism or their knowledge about dark tourism, or without having prior tourism experience.

In 2014, Wright's study about residents' perceptions of dark tourism development in L'Aquila, Italy, revealed the existing range of emotional reactions toward 'dark' tourists among the local community. During the initial period following the disaster, tourists were frequently seen with frustration and annoyance and based in many interviews, residents expressed their displeasure towards tourists who were coming, taking photos and showing disrespect to them. Moreover, many residents revealed negative attitudes toward dark tourism. Local community did not support the idea of relating dark tourism to L'Aquila. However, as time passes by, local communities' animosity towards tourists began to mellow and creating less strain on the individuals. Indeed, local community revealed more willing and open attitudes toward tourists primarily, as result of factors such as lack of media attention, incorrect media reports or lies.

The study of Wright has bearing to the present study because residents of dark tourism sites in Baguio City has emotional reactions toward 'dark' tourists. During the initial period following the disaster, they felt disrespected by the tourists who

kept on capturing photos and visiting the site while they were suffering by frustration. As time goes by, residents tend to move on and help tourists by giving reliable information about the sites. Because of emotional reactions from the local community, it created social impacts with the locals and the tourists.

In 2013, Uysal et al. proposed a model about the relationship among three constructs which are perception on the impacts of tourism on life domain satisfaction, the effects of satisfaction with life domain on overall quality of life, and the moderating effect of stakeholder types on the relationship between perception of the impacts of tourism in life domains and satisfaction with life domains. They developed and tested the five constructs. The five constructs were perception on the impacts of tourism in material domain of life, satisfaction with domain of non-material life and overall quality of life. The findings of their study indicated that a negative relationship between the perception on the impact of tourism in material life domain and material life satisfaction. If stakeholders think that the tourism greatly affects their material life domain, than they really are not satisfied. In addition, residents' satisfaction with life domains positively affects their overall life quality; it seems that if they are satisfied with their material and non-material life, they are likely to be satisfied in life, in general.

The study of Uysal et al. is relevant to this study because it explains how satisfaction from different stakeholders in dark tourism sites of Baguio City affects their perception about the impacts of dark tourism. It shows that there is significant relationship between residents perceived impacts and satisfaction of dark tourism.

A study by Besculides and McCormick (2002) discusses the ideas regarding types of cultural benefits which communities can realize, as well as the original proposition that tourism promotes numerous cultural benefits. Job creation is obviously an important by product, but residents also see

tourism as a means of helping them learn about, share and preserve their culture. This tells those who manage it that the host sees the importance of the local community associations as way to improve economic conditions in the area and this is not their only concern. Residents identified other positive cultural benefits, from managing the area to "enhance and preserve" - such as preserving traditional folklore and helping locals learn more about the Hispanic culture. This study shows the perceptions of the residents about the cultural benefits of tourism to their community as well as the positive and negative impacts.

In 1992, Ap's study about residents' perceptions on tourism impacts, suggests through social exchange theory, that the host actor will perceive tourism positively when the consequences of exchange provide a reinforcing experience, and host actor will perceive tourism negatively when the consequences of exchange provide an unrewarding or unfavorable exchange experience. Ap's study has bearing because social exchange theory shows the relationship between the residents' perceptions of economic benefits, economic cost, social benefits, social cost, cultural benefits and cultural cost. Therefore, the perception of residents about dark tourism in Baguio City would be more positive, if it is more beneficial to them.

Light (2017) published an article about progress in dark tourism and thanatourism research. He stated that local communities as stakeholders, are not receiving proper attention. Hence, the research presented the ways in which local communities are impacted by, together with their response in becoming the focus of touristic interest with reference to death and tragedy. He stated that local communities are worried about presenting dark tourism sites in a relevant manner that balances education and remembrance with the needs of visitors. He also emphasized in his article that local communities who may be spiteful about becoming the center of attention or may have their own plans about how a dark past is offered and illustrated to

visitors. The article of Light is relevant to this study due to limited attention given to the residents living nearby dark tourism sites. There are a number of studies focusing from the tourist perspectives, but not about local communities. Their role in tourism is very important since they are one of the reasons why tourists go to such places. When dark tourism sites do become famous, one must take into consideration the opinion of stakeholders. Therefore, there must be balance and understanding between stakeholders. A clear understanding of the attitudes and interests of the host community is a necessary precursor to the planning and management of sustainable tourism.

2.3. Host Community's Awareness of Dark Tourism

Many are not familiar with the concept of dark tourism but are interested visiting the said places even though they are not familiar with it. The concept is often mistaken as heritage tourism but it is an independent branch of tourism that may seem alike but having different notions. Baguio City was first categorized as a heritage tourism destination, a site of great historical events and currently establishing its name for a new form of tourism. Most respondents were locals yet they were not familiar to this concept. The researchers aimed to find out if the locals of Baguio City are having the awareness about dark tourism and its benefits. In the survey, few have answered the appropriate definitions of dark tourism and have a meaningful reason to visit this site. Based on the results, 23% said they want to understand what happened in the past, a reason to visit this site - to know, learn and connect with the past. The study is also aimed on establishing the relationship of residents to the place. 23% wants to understand, assuming the locals of Baguio City who either have awareness or without about dark tourism, they are willing to

know and understand their home town thus, building a connection with the people and the place.

In 2017, Tanti published a blog about the ethics, benefits and problems of dark tourism. He stated that dark tourism allows death to be brought back to life. However, due to the nature of dark tourism, those sites have a very thin gap between exquisite and indecent. Some people see dark tourism as an opportunity for education, while others find it offensive. He gave Cambodia as an example of one of the most popular dark tourism sites in the world. The country uses its horrific past and massacre sites as tourism destinations in order to generate income. Most of the residents of Cambodia believed that museums and monuments of people who were involved in massacres are important ways of preserving the history and heritage of the country. They believed that without tourists' money, government would be less willing to fund in keeping up or upgrading those areas. Hence, the memories that are within those sites would cease to exist. Those sites are considered for income generation, which provide employment and a means of earnings for the residents. The study of Tanti explains improvements in dark tourism areas would benefit all parties, both locals and tourists. However, the educational value that the site offers to tourists is perhaps the largest benefit of making the sites accessible to the public. The ultimate goal of dark tourism sites is to raise awareness about the horrific past and help prevent future massacres by raising educational awareness. On the other hand, a great focus about dark tourism can also be seen negatively. Residents that have deeper connection to the site feel that tourists are commodifying their sacred areas.

2.4. Economic norm

Shah and Gupta (2000) recognized the beneficial impact of tourism on the local population. Because of tourism, jobs such as carpenters, shop

assistants, construction workers, laborers and security guards readily became available and these new sources of income has really improved the community's standard of living. They emphasized that economic impact to local people are dependent on their critical participation in the industry. As tourism grows, lodges and hotels begin to replace home-stays. Besides economic benefits that local people get, there are also problems affecting urban areas, like, not necessarily loss of access to natural resources, but increased vulnerability to natural disasters such as landslides. There are also problems besides the positive effects of tourism. Baguio is now in demand, not just because of the cool climate but also its dark tourism sites which are becoming popular. As a result, some residents have been earning converting their personal properties for tourist purpose, for example, renting their houses for short-term accommodation. There is also an increase in environmental vulnerability due to tourism-related construction activities and inadequate urban planning issues.

Japan Travel News (2015) reported an article about dark tourism sites in Japan which are slowly gaining industry attention. There are many places in Japan considered as dark tourism sites caused by incidents such as World Wars I and II, plus since the country is a natural disaster-prone thus, affected places of the said events are usually classified as dark tourism sites. These places have witnessed an increasing trend where visitors see less conventional sites to gain a different insight into Japan's history. Japan and natural disasters have already been there for so long. Disasters such as the Fukushima Daiichi Nuclear Power Station accident that is also becoming a site for dark tourism. Dark tourism is a new and exciting way for young people to enjoy travelling. Though some may have the macabre feeling about these sites, others like visiting these places because travel is a way to better understand its culture and history. Professor Ide believes that the essence of dark tourism is to open the people's eyes and help them participate in the horrid tragedy that was part of the past so that we may not totally forget it.

The article mainly focuses on the thought that though there are many negative feedbacks about dark tourism, it is still acknowledged by Japan because the country believes that it has a great contribution to the country's economy and the people. The perception of people towards dark tourism is the basis of their travel to know and understand the history and culture in order to truly understand the place by experiencing it.

Biran and Hyde (2013) introduced dark tourism in a new way, namely on a demand-side, supply-side, and integrated demand-and-supply side perspective. The research presents tourist experiences at dark spots, management of dark spots, ethical issues in profit making and the contributions of indigenous people in site management. Their findings show the contemplation of morality in our daily lives, in different ways as well as in tourism praxis. The authors recognized dark tourism as both an individual experience and a complex socio-cultural phenomenon. The journal gave a new perspective about dark tourism, its contribution not only to the industry but also to the people who are and may benefit in the rise of dark tourism. It also presented the tourists' experience in these sites, how these sites are managed, the constraints and how locals contribute in managing the sites. There are many different dark tourism experiences, continuously increasing from time to time. Dark tourism is a great way to make profit with new and improved tourist spots while promoting cultural and historical experience. The complex socio-cultural take of dark tourism in the locality, combination of social and cultural experience for the tourist and the benefit of the indigenous people from dark tourism are the key points about this research.

According to Pizam and Milman (2014), "tourism takes the form of consumption of goods and services, and accordingly provides a direct and indirect impact on employment and entrepreneurial

opportunities. The World Tourism Organization (UNWTO) indicates that countries with a firmly established tourism industry, the accommodation sector provides around two to five percent of the country's overall employment. In these countries, the overall tourism sector could generate five to eight per cent of direct employment. It is well recognized that increased income through employment opportunities can solve some social problems. Tourism has caused local farmers to abandon their fields and rent rooms to tourists. Occupational transformation also affected local residents who had to travel to get some services that were no longer available to the local community. In the same study, it was reported that many specialized shops such as bookbinders, tanners and coppersmiths converted their businesses into souvenir shops". The residents of Baguio City have become entrepreneurs by converting their lodging properties into short-term rental accommodation. Residents who have jobs transformed their properties into lodging businesses since it can cater to a more handful patrons. This has resulted to a higher income and better economic results which can provide solutions to some social drawbacks. Residents of Baguio have also started offering souvenirs to tourists, either hand-made or purchased for merchandise.

3. Methodology

Burns and Grove's (2003, p.195) definition of research design is "a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings". According to Polit, Hungler and Beck (2001), research design is "the overall plan for collecting and analyzing data including specifications for enhancing the internal and external validity of the study". Its main significance is to make full and accurate analysis on the cause and effect of the relationship between independent and dependent variables and to make the flow of various research procedures steady, thus, making the research coherent. The design used for this study is descriptive or quantitative research.

Non-probability or convenience sampling was used because De Vos (1998) states that convenience sampling is the rational choice in cases where it is impossible to identify all the members of a population. Questionnaires were distributed to residents aged twenty (20) years old and above. Respondents were ninety (90) residents who are staying nearby or within the area of dark tourism sites that might be aware of the impacts of dark tourism in the area chosen by the researchers. The survey used a total of ninety (90) respondents in acquiring the probable result of the study. This study used convenient sampling in which the researchers gathered data within the premises only of Baguio City, where respondents are impacted by dark tourism.

The respondents of this study are residents of Baguio City. These respondents are one of the most important requirements in research. They give the needed information in solving the problem for a research to be answered; a specific set of respondents is required to draw out conclusion in the problem. The total number of respondents were ninety (90); fifteen (15) for each dark tourism site, whose ages range from 18 and above, male and female, residents of the said area.

The survey-questionnaire instrument was used to achieve the main objective. Questionnaires were prepared by the researchers themselves; considering the relevant and helpful information that are needed. It was distributed to the selected residents. The questionnaire was structured in such a way for respondents to be able to answer easily. The survey-questionnaire was divided into three (3) parts. The first part of the questionnaire contains Socio Demographic Profile that consists of respondents' profile; and the second part was designed using Likert Scale questions which consists

of respondents' level of agreement and disagreement for a series of statements.

Data were collected to evaluate the residents' knowledge and views on dark tourism in Baguio City. The researchers acquired permission and cooperation from the local barangays (districts) to conduct the said study. The local barangay leaders were the first respondents to this study. Questionnaires were brought to the initial meetings for distribution and to be answered by the principal respondents. Ethical issues and concerns were also discussed. After the permission was granted, the survey was conducted. In addition, related literatures and studies were considered as part of data gathering procedure as source of secondary data, supporting the findings of the study.

4. Results & Discussion

Perceptions of the Residents on the Benefits of Dark Tourism in Baguio City in terms of:

Economic Benefits

The assessment of residents to the impact of dark tourism to the economic status of Baguio City is hereby presented in Table 1.

The residents specified their level of agreement and disagreement to the questions of the survey as "Agree" to which proved that Dark Tourism contributes positively to the economic aspect of the city which ripples down to the stakeholders and their livelihood. Having obtained mean values of 3.90, 3.90, 4.03, and 4.07, respectively, with an overall weighted mean of 3.98 verbally interpreted as "Agree".

This shows, generally, that dark tourism, although it is only one of the many types of tourism, is a potential business and employment opportunity which contributes to the economic state of a community. The residents agree that dark tourism provides employment opportunities to them that serves as their main source of income. The local entrepreneurs consider dark tourism as a basis or theme of macro-businesses.

According to Shapely and Telfer (2002), tourism is the fastest business industry in the world. The tourism sector creates employment prospects and generates foreign exchange that are very essential for the economic development of a country. It should be shaped in a way that can minimize social and environmental costs making it in full favor to the economic benefit of the society.

Table 1 | Perceptions of the Residents on Dark Tourism in Baguio City in terms of Economic Benefits

Indicator	WM	VI	Rank
1. Employment Opportunities	3.90	A	3.5
2. Investment opportunities	3.90	A	3.5
3. More business for local people and small businesses	4.03	A	2
4. Revenues from tourists for local government	4.07	A	1
Overall	3.98	A	

Legend: *4.20 – 5.00, Strongly Agree (5), 3.40 – 4.19 Agree (4), 2.60 – 3.39 Neither agree nor disagree (3), 1.80 – 2.59, Disagree (2), 1.00 – 1.79, Strongly disagree (1)*

Social Benefits

The assessment of residents about the impact of dark tourism to the social exchange between the hosts and guests of Baguio City is presented in Table 2.

Many residents specified their level of agreement and disagreement to the questions of the survey regarding the social benefits they acquired through dark tourism, with the tourists in the main instrument, as "Agree". The increasing number of tourists visiting the city became a factor to the

willingness of the local government in preserving not only the historical significance of dark tourism sites, but also to improve the public facilities for convenience of the whole city, in general. Except for the developmental and enhancement projects, recreational activities exist for the sole purpose of entertaining both the hosts and the guests resulting to a positive social exchange. A part of the sample population chose "Strongly Agree" as their response to the survey questions, proving that they have a higher belief on dark tourism being a motivator in order to enhance the state of the city for the welfare of both tourists and hosts; with obtained mean values of 4.27, 4.22, 4.09, and 4.14, respectively, an overall weighted mean of 4.18, which

is verbally interpreted as "Agree".

This shows that dark tourism becomes a driving force that encourage locals and its government to plan developmental programs for the tourist sites in order to protect the sentiments and satisfy the stakeholders and the people who desire to be a part of the community.

According to Pizam (2014), social impacts of tourism refer to the ways in which tourism contributes to different changes in value systems, an individual's behaviour, family ties, lifestyles, moral conduct and creative expressions. In other words, they affect the people of host communities about their direct and indirect associations with tourists.

Table 2 | Perceptions of the Residents on Dark Tourism in Baguio City in terms of Social Benefits

Indicator	WM	VI	Rank
1. Provide an incentive for the preservation of local culture	4.27	SA	1
2. Provide more parks and other recreational areas for locals	4.22	SA	2
3. Provide an incentive for the restoration of historical buildings	4.09	A	4
4. Improve the standards of roads and other public facilities	4.14	A	3
Overall	4.18	A	

Legend: 4.20 – 5.00, Strongly Agree (5), 3.40 – 4.19 Agree (4), 2.60 – 3.39 Neither agree nor disagree (3), 1.80 – 2.59, Disagree (2), 1.00 – 1.79, Strongly disagree (1)

Cultural Benefits

The assessment of residents about the impact of dark tourism to the cultural status of Baguio City is presented in Table 3.

The residents specified their level of agreement and disagreement to the survey questions as "Strongly Agree" which proved that dark tourism contributes to the cultural aspect of the city, with obtained mean values of 4.41, 4.33, and 4.23 respectively, having an overall weighted mean of 4.32 verbally interpreted as "Strongly Agree". Generally, residents see dark tourism can provide important cultural benefits to them and show greater con-

cern for its management in preserving the distinct cultural atmosphere. The residents strongly agree that they are able to feel a strong sense of cultural identity by sharing an emblem of Baguio to tourists through historical discovery.

According to the Richards (2006), cultural tourism is one of the fastest, largest global tourism markets. With culture and creative tourism, destinations are being promoted and competitiveness of a place is relevantly enhanced. With this, the relationship of tourism and culture is highlighted as major drivers of destination attractiveness and competitiveness.

Indicator	WM	VI	Rank
1. Development of cultural activities by local residents	4.41	SA	1
2. Cultural exchange between tourists and residents	4.23	SA	3
3. Positive impact on cultural identity	4.33	SA	2
Overall	4.32	SA	

Legend: 4.20 – 5.00, Strongly Agree (5), 3.40 – 4.19 Agree (4), 2.60 – 3.39 Neither agree nor disagree (3), 1.80 – 2.59, Disagree (2), 1.00 – 1.79, Strongly disagree (1)

Table 3 | Perceptions of the Residents on Dark Tourism in Baguio City in terms of Cultural Benefits

Perceptions of the Residents on the costs of Dark Tourism in Baguio City

Social Costs

The assessment of residents about the social costs of dark tourism in Baguio City is presented in Table 3.

The residents specified their level of agreement and disagreement to the questions in the survey as "Agree"which proved that the residents of Baguio City are affected by the social costs that dark tourism brings, with obtained mean values of 3.80, 3.38, 4.54, and 4.38 respectively, having an overall weighted mean of 4.03 verbally interpreted as "Agree".

The residents strongly agree to the two statements in the survey which are "due to overcrowding, the locality is prone to traffic congestion"and "noise and pollution will rapidly increase as an effect of both crowding and traffic congestion". Meanwhile, they agree on the price increase of pro-

ducts and services available in the market where dark tourism activities are happening. However, residents slightly agree to the statement, "the increase on the number of people in the areas may result to a higher crime rate".

This states that respondents are affected fairly by the given social costs. The presence of dark tourism in the city of Baguio brought these costs affecting the residents in the aspects stated which are verbally interpreted as "Agree." Social costs are rated differently but all turned out to a result that residents are in the middle. They agree that there are social costs but not strongly experiencing it though only in some aspects.

According to Lankford (1994), there could be an increase in negative impacts to the residents of the host community. Its development is usually justified on the basis of economic benefits and challenged on the grounds of social, cultural or environmental destruction. There are many factors affected by the tourism industry thus, social factor is one of it.

Indicator	WM	VI	Rank
1. Increase in the prices of goods and services	3.80	A	3
2. Increase in crime rate	3.38	SLA	4
3. Increase in traffic congestion	4.54	SA	1
4. Increase in noise and pollution	4.38	SA	2
Overall	4.03	A	

Legend: 4.20 – 5.00, Strongly Agree (5), 3.40 – 4.19 Agree (4), 2.60 – 3.39 Neither agree nor disagree (3), 1.80 – 2.59, Disagree (2), 1.00 – 1.79, Strongly disagree (1)

Table 4 | Perceptions of the Residents on Dark Tourism in Baguio City in terms of Social Cost

Cultural Costs

The assessment about the impact of dark tourism in Baguio by the residents as to cultural costs is presented in Table 5.

The residents indicated their level of agreement

and disagreement towards perceived cultural costs "Agree" in most of the indicators of cultural costs except for the statements which stated that "locals are struggling living a normal life in a tourist destination where life is constantly disrupted by the presence of tourists" which they indicated as "Slightly

Agree," with obtained mean values of 3.68, 3.43, and 3.20, respectively, having an overall mean of 3.44 verbally interpreted as "Agree".

Although dark tourism has positive effects in terms of cultural aspect, there are negative instances that inevitably come with it. The local population agree that the continuously increasing number of tourists in their place may lead them to imitate the tourists' lifestyles and could end up to the loss of their own local customs and traditions. In addition, increasing the prices of products in the dark tourism sites should not be abusively done by local businessmen in order not negatively affect the residents. Due to the large number of tourists in

the destination, the normal life of residents are sometimes disrupted.

According to Kreag (2001), as local ethnic culture alters to fit the needs of tourism, language and cultural practices may change. The "demonstration effect" of tourists (residents adopting tourist behaviors) and the addition of tourist facilities may alter customs, such as dating habits, especially those of a more structured or traditional culture. He also stated that the hordes of visitors may impede local businesses, prevent residents from accomplishing normal activities, and compete for space.

Indicator	WM	VI	Rank
1. Negative effects of high spending tourist on local's way of living	3.68	A	3
2. Negative effects of tourism in the local culture	3.43	SLA	4
3. Suffering from living in a tourism destination	3.20	SA	1
Overall	3.44	A	

Legend: *4.20 – 5.00, Strongly Agree (5), 3.40 – 4.19 Agree (4), 2.60 – 3.39 Neither agree nor disagree (3), 1.80 – 2.59, Disagree (2), 1.00 – 1.79, Strongly disagree (1)*

Table 5 | Perceptions of the Residents on Dark Tourism in Baguio City in terms of Cultural Cost

Relationship on the Perception of the Residents in Economic, Social and Cultural Impacts of Dark Tourism

The correlation between perceived economic benefits and perceived costs is presented in Table 6.

Indicator	r value	VI
Social Cost	0.853	VSC
Cultural Cost	0.819	VSC

Legend: *.800 -1.00 Very strong correlation, .600 -.790, Strong correlation. 400-.590 Moderate correlation,.200-.390 Weak correlation. .010-.190 Negligible correlation*

Table 6 | Correlation between Perceived Economic Benefits and Perceived Costs of Dark Tourism in Baguio City

Relating the perceived economic benefit, social cost and cultural cost, it could be obtained that the three indicators have very strong correlation with the rho values of 0.853 and 0.819, respectively. This implies that the perceived economic

benefit and perceived costs have very strong correlation with each other when they are used.

The correlation between perceived social benefits and perceived costs is presented in Table 7.

Indicator	r value	VI
Social Cost	0.897	VSC
Cultural Cost	0.884	VSC

Legend: *.800 -1.00 Very strong correlation, .600 -.790, Strong correlation .400-.590 Moderate correlation, .200-.390 Weak correlation. .010-.190 Negligible correlation*

Table 7 | Correlation between Perceived Social Benefits and Perceived Costs of Dark Tourism in Baguio City

Relating the perceived social benefits, social cost, and cultural cost, the three indicators have very strong correlation with the rho values of 0.897 and 0.884, respectively. This implies that the perceived social benefits and perceived costs have very strong correlation with each other when they are used.

The correlation between perceived cultural be-

nefits and perceived costs is presented in Table 8.

Indicator	r value	VI
Social Cost	0.758	VSC
Cultural Cost	0.920	VSC

Legend: .800 -1.00 _Very_ strong correlation, .600 -.790, Strong correlation
.400-.590 Moderate correlation, .200-.390 Weak correlation. .010-.190 Negligible correlation

Table 8 | Correlation between Perceived Cultural Benefits and Perceived Costs of Dark Tourism in Baguio City

Relating the perceived cultural benefit, social cost, and cultural cost, three indicators have very strong correlation with the rho values of 0.758 and 0.920, respectively. This implies that the perceived cultural benefits and perceived costs have very strong correlation with each other when they are used.

5. Conclusion and Suggestions

Based on the findings, residents assess the benefits of dark tourism in Baguio City as "Agree" meaning, an overall mean, concluding that residents of the city are experiencing a positive outcome from the tourism industry namely on; first, cultural benefits ranked the highest thus, residents strongly agree that cultural benefits that manifest is the most beneficial; second, social benefits represented through the relationship of tourist and residents, where residents agree on its advantages; and third, economic benefits, residents ranked economic benefits last, meaning they view this as an average benefit, not a primary sustainment. Overall, residents agree that those benefits listed above are to their advantage. Furthermore, the residents assess the costs verbally interpreted as "Agree" meaning, they are experiencing the costs specifically, social and cultural costs. Ranked first is social cost thus, it affects the residents of Baguio City in a negative way due to the factors that are under social costs and secondly, cultural benefits - states that the culture, traditions and beliefs are being invaded and changed due to the increasing num-

ber of tourists. In conclusion, there is a neutral agreement that these costs which the residents are experiencing are not disadvantageous yet, a developing process for the city. Based on the findings, there are intervention programs that can be applied to boost dark tourism industry, help the residents and at the same time reduce the negative impacts. With these programs, the environment will be conserved as well as the culture of the city. It will help residents to generate income from the industry. For the long-term, it focuses on the local economies and livelihoods, and how the industry affects the environment, their culture and society. With all the stated programs, tourism industry in Baguio City means a great opportunity and would create a huge impact to the residents.

It is recommended that the local government of Baguio City, specially the Tourism Department, to reflect and consider the stated intervention programs such as providing seminars, trainings and workshops about the impact of dark tourism and the possible outcomes. Moreover, it is important to promote and implement the intervention programs to achieve positive outcomes not only for the residents but also for the tourists.

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