



## RESEARCH PAPER

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## Examining the impact of socio-economic development programs on hotel employee quality of Life in Dipolog City's tourism and hospitality industry: Exploring connections to enhance environmental sustainability

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### Abstract

Tourism investment when poured into a destination, employment opportunities are open for local manpower that is hired to fill up the posts in the tourist establishment. As the number of labor force surges, this creates new demand for services and goods that will be fulfilled by third party groups which have nothing to do with the tourism investors. These third party groups' clients are the workers themselves who have their own needs. This paper presents an assessment of hotel employees' self-development and their quality of life with their employment in the tourism and hospitality industries of Dipolog City, Zamboanga del Norte. The result of this research serves as the bases of analyzing the extent of how tourism and hospitality business in Dipolog City contributes to the quality of life leading to the self-development of the people particularly of the hotel employees. The findings also initiate comprehensive strategic and developmental planning of the city government to sustain the tourism growth in the city of Dipolog. This study uses descriptive method using the appropriate statistical tools such as Frequency Distribution, Weighted Mean, ANOVA and Linear Regression Coefficient of Correlation. Results show that in most of the instances the social variables -social development and socio-cultural diffusion affected the hotel employee self-development. However, the economic variables -the compensation and other financial rewards affected the hotel employees self -development only in a few instance. Employment is an indicator of the social development and economic progress of an individual, thus, workers in the tourism industry lives an enjoyable qualitative life consciously improving oneself- improved personal skills, competencies, talents and knowledge. Through conscious efforts to harmonize economic progress, social welfare, and environmental preservation, Dipolog City's tourism and hospitality industry can serve as a model for holistic, responsible growth that benefits both its people and the planet.

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## Introduction

The influx of tourist locally and internationally provides the opportunity for tourism industry to be the leading industry in the world. When growth of the tourism industry is sustained, it is more likely to be a significant provider of employment in certain countries and in many regions. It is then possible to improve the social situation of the people often through government policies and programs. In addition, revenues generated from tourism has enabled government to allocate financial resources for improving education and health conditions.

When tourism investment pours into a destination, employment opportunities are open for local manpower who are hired to fill up the posts in tourist establishments. As the number of labor force surges, this creates new demands for services and goods that will be fulfilled by third-party groups which have nothing to do with the tourism investors. This third-party groups' clients are the workers themselves who have their own needs. Hence, employment is one of the most readily available indicators to begin measuring the social impact of tourism, since job creation, generally helps create the opportunities for better standards of living and related conditions of socio-economic progress and not the least on the quality of life and socio-economic development of hotel employees.

This study aimed to assess the development of the hotel employees of the nine (9) existing hotels in Dipolog City with the socio-economic impacts brought by tourism growth and development in the city. The result of this research would serve as the bases of analyzing the extent of how tourism business in Dipolog City contributes to the quality of life of the people in the local economy leading to the development of the quality of life of the people particularly of the hotel employees. The findings would also initiate comprehensive strategic and developmental planning of the city government to sustain the tourism growth in the city of Dipolog existing hotels in Dipolog City with the socio-economic impacts brought by tourism growth and

development in the city. The result of this research would serve as the bases of analyzing the extent of how tourism business in Dipolog City contributes to the quality of life of the people in the local economy leading to the self-development of the people particularly of the hotel employees. The findings would also initiate comprehensive strategic and developmental planning of the city government to sustain the tourism growth in the city of Dipolog.

In an era marked by dynamic economic growth, technological advancement, and unprecedented interconnectedness, the global community faces an urgent imperative: to foster development that is not only economically robust but also environmentally sustainable and socially equitable. The balance between these dimensions is pivotal in achieving a harmonious and prosperous future for both present and forthcoming generations.

The environment, encompassing Earth's intricate ecosystems, natural resources, and climate systems, forms the foundation upon which all life and human activities depend. Yet, rapid industrialization, urbanization, and unsustainable consumption patterns have led to significant environmental degradation. The consequences of these actions are evident in phenomena such as climate change, biodiversity loss, pollution, and resource depletion. Acknowledging these challenges, the international community, through the United Nations, established the Sustainable Development Goals (SDGs) as a blueprint for addressing pressing global issues.

The SDGs comprise 17 interlinked goals that encompass a wide array of dimensions, including poverty eradication, gender equality, clean water and sanitation, affordable and clean energy, responsible consumption and production, climate action, and more. These goals reflect an integrated approach that recognizes the intricate connections between social, economic, and environmental well-being. Achieving the SDGs demands transformative change across sectors and societies, underpinned by a commitment to equity, inclusivity, and sustainable practices.

Employment is an indicator of the social development and economic progress of the economy, thus, workers in the tourism industry continue to live an enjoyable qualitative life. To improve the quality of life of hotel employees economically, tourism must be promoted in the city to attain sustainability of hospitality business. If sustained, economic benefits flow into the locality. Workers in the tourism industry continue to live an enjoyable qualitative life. To improve the quality of life of hotel employees economically, tourism must be promoted in the city to attain sustainability of hospitality business.

As stressed by Medlick (1997) that tourism as a source of employment is particularly important for areas with limited alternative resources of employment as is often the case in non-industrial areas deficient in natural resources other than scenic attraction and climate. According to the Myrtle Beach Chamber of Commerce, in 2006 the State of Carolina spending on travel and tourism reached \$16.7 billion, growing 5% over 2005. This supported employment of 198,900 or 10.5% employment of total state employment. When job are created therefore, because of the impact of tourism employment can be the primary indicator to measure the impact of social development.

At local level, revenue generated by tourism facilities is often vital to the economic well-being of the area and the people and is boosted by an important concept known as the multiplier effect. As viewed by Cruz (1999) multiplier effect is used to estimate the direct and secondary effects of tourist expenditures considered as an external source of income introduced into the economy. It is explained that as a tourist makes an initial expenditures into the destination this is received as an income by local tour operators, handicrafts store owners, hoteliers and taxi drivers. This income received by a hotelier is used in the first round of transactions to buy some supplies, pays some wages and retained some profits, It is now in the second round transactions that this income may be spent or saved while the employee who has received payment from the work in the hotel for services rendered.

As asserted by Robinson (1999) that tourism has also vital force for peace as it draws some parts of the world together in terms of their economic and social impacts of the local community. In this context, economic and social impacts on the local community depend on how much of the income generated by tourists who got to the host communities. cultural between tourists and their hosts may promote changes in local culture while preserving or revitalizing local ethnic and cultural identity. Such interaction may contribute to the removal of social or natural prejudices and the promotion of better understanding and positive social change.

The study of Gill (2010) he stressed the social development as the product of converging concepts of improving the well-being of a country's citizens, promoting higher standards of living, increasing employment and creating conditions of economic and social progress. As quoted by Van Harsesell (1994) if tourism of many nations are "fueled by sustained growth, the tourism industry has managed to become a significant provider of employment in the countries of the Asian and Pacific region, thereby improving the economic situations of the people of those countries. In the study of Sethi (2010) in Nepal with the Khumbu Sherpas, tourism is extremely popular that most of the regions' inhabitants have gained substantially in financial terms, in standard of living and through improved medical and educational facilities. Since the advent of tourism in this region, a profound change in patterns of livelihood has occurred with many local occupations having decline in importance the hosts lifestyles..

Socio-culturally, Coltman (1996) elaborated that the socio-cultural impacts are the effects of the host communities of direct and indirect relations with tourist and of interaction with the tourism industry. The impacts arise when tourism brings about changes in values systems and behavior, thereby threatening indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional lifestyles, ceremonies and morality.

On the other hand, Mitchell & Ashley (2006) expounded that tourists may also bring some distress or influence to the local culture with the items they bring on the trip, or even with the way they behave or dress up while they are in the host destination.

In the report of Acejo (2004) in the study of socio-economic impacts in Boracay, change or loss of identity brought by tourism has been alarming. Tourism can change local culture into commodities when religious traditions, local customs and festivals are reduced to conform to tourist expectations and resulting in what has been called “reconstructed ethnicity”.

The impact of tourism on local economies could be both positive and negative whether it comes from economic, socio-cultural and environmental effects. It depends to which extent tourism is developed in a particular region. Every region has its bearing capacity, that is to say the limit of the incoming influence that does not harm the host community.

The growth of tourism in Dipolog City is fastly soaring but little or if not, no attempt has been initiated to assess the extent of development and quality of life of the hotel employees in the tourism and hospitality business, hence, this study is instrumental in bringing new feedbacks on the impacts tourism brings to the local people particularly those who are in direct contact and involvement with the presence and activities of the travelling public- the hotel employees.

Drawing inspiration from the biosciences' understanding of ecosystems, this study recognizes that the tourism and hospitality industry is a dynamic ecosystem in which various factors interact to shape outcomes. The socio-economic development programs introduced into this system influence not only the quality of life for hotel employees but also have broader implications for environmental sustainability. Just as a healthy ecosystem requires diverse species coexisting in balance, the hospitality sector thrives when employees' well-being, economic growth, and environmental conservation coexist harmoniously.

This research serves as a bridge between social sciences and biosciences, recognizing that the relationships between socio-economic development, quality of life, and environmental sustainability are as complex and interdependent as the relationships within ecosystems. By adopting insights from the biosciences, this study sheds light on how nurturing the well-being of hotel employees can synergistically contribute to the preservation of the environment, ultimately fostering a balanced and sustainable ecosystem within Dipolog City's tourism and hospitality industry.

#### *Theoretical/Conceptual framework*

This study is basically backed up by the “Theory of Human Motivation” Maslow (1943). That human continuously thrive for constant betterment. The theory suggests that most basic level of needs must be met before the individual will strongly desire or focus motivation upon the secondary or higher level needs. He also coined the term metamotivation to describe the motivation of people who go beyond the scope of the basic needs and strive for constant betterment.

In another vein of the theory by Bass, et al(2008) strengthening their own thinking deeply about things and figure out better ways for self-development and execute their given tasks. Inspirational and motivational acts articulate vision and inspiring the employees' work. Individuals who are motivated to work bears high standard of morality, communicate optimism about their future goals and provide for the tasks at hard. The employees/ workers look up the visionary aspects as very engaging and uplifting toward their social and economic prosperity.

This theory is best supported also on the “Social Development Theory” focused on the material results of development and on these strategies that have proven most effective for achieving results, rather than an abstract principle or theoretical concepts by Hoffman (2010). Social development is the product of a converging concept of improving the whole being of

a country's citizens, promoting higher standards of living, increasing employment and creating a condition of economic and social progress. Employment is one of the most readily available indicators to begin measuring the social impact of hotel tourism since job creation generally helps create the opportunities for better standards of living and related conditions of socio-economic progress as pointed out by Gil (2011).

The focus of development is on the underlying processes rather than on surface activities and results, since development activities, policies, strategies, program and results will always be limited to a specific context and circumstances, whereas social development itself encompasses potentially infinite field in space and time. Incorporating insights from the realm of biosciences, this study takes a holistic approach to understanding the impact of socio-economic and socio-cultural factors on hotel employees' well-being. Just as ecosystems thrive when all their components are in balance, so does the social fabric of the hospitality industry and the employees within it. The biosciences highlight the interconnectedness of living organisms within an environment and emphasize the delicate equilibrium required for sustenance. Similarly, this research acknowledges the intricate interplay between socio-economic factors, such as income and job stability, and socio-cultural factors, including multi-cultural interactions, in shaping the quality of life and self-development of hotel employees.

### **Materials and Method**

The objective of this study is to examine the impact of the socio-economic and socio-cultural implications towards hotel employees in the tourism and hospitality industry in Dipolog City, Zamboanga del Norte. This research is significant because it will examine how tourism and hospitality industries contribute to the socio-economic-cultural development of employees towards their self-development and how tourism

and hospitality businesses employment in the city impacts social development. This study uses descriptive method utilizing the appropriate statistical tools such as Frequency Distribution, Weighted Mean, ANOVA and Linear Regression Coefficient of Correlation. This method was used to gather information about the present and existing conditions of the hotel employees with how the impacts brought by the tourism and hospitality industries in Dipolog City affected their self socially, economically. The paper basically aims to gather insights, identify, define, present and interpret and analyze these data in the context of socio-economic and socio-cultural variables. There were 111 respondents from 9 tourism and hospitality businesses in Dipolog City. The principal instrument utilized was a self-made questionnaire based on the standard instrument used by some researcher.

### **Results and discussion**

Table 1 shows the demographic profile of the respondents. The majority of employees were females between the ages of 20-25 years old. Hotel industries in Dipolog City were employing younger workers. Tourism and hospitality business is a service-oriented industry and the fact that young graduates now have undergone skills competency assessment and most likely they are skillfully competent of the trade and were given priority in employment. Around 63.96% of the employees were single having obtained bachelor's degree for about 62.16% of the respondents. Monthly income received of the majority respondents - around 57.66%, is less than -P- 10,000, employed less than 5 years and occupying the lower level of the organization who were the rank and file employees of the industry comprising 85.59% of the total respondents. This justifies probably the findings that majority of the respondents are receiving lesser monthly income because they are the rank and file employees

**Table 1.** Respondents Profile.

Respondents Profile	Frequency	Percentage
<b>Gender</b>		
Male	43	38.74%
Female	68	61.28%
<b>Age</b>		
20-25 years old	65	55.56%
26-31 years old	18	16.22%
32-37 years old	19	17.12%
38-43 years old	4	3.60%
44-49 years old	5	4.50%
<b>Civil Status</b>		
Single	71	63.96%
Married	40	36.04%
<b>No.of Children</b>		
1-3	29	26.13%
4-6	4	3.60%
None	78	70.27%
<b>Educational Attainment</b>		
Vocational	42	37.84%
Bachelor	69	62.16%
Masters	0	0.00%
Doctorate	0	0.00%
<b>Monthly Income</b>		
Below P10,000.00	64	57.66%
P10,000.00 - 14,999.00	44	39.64%
P15,000.00 - 19,999.00	3	2.70%
P20,000.00 - 24,999.00		0.00%
<b>Position Level</b>		
Top Management	2	1.80%
Middle Management	14	12.61%
Rank and File	95	85.59%
<b>Lengthof Service</b>		
Below 5 years	88	79.28%
5 - 9 years	15	13.51%
10 - 14 years	8	7.21%

Table 2 shows how the hotel employees affected their lives by the socio-economic variables on social development. It reveals that respondents generally agree on the statements pertaining on how they were affected socially with their employment in the tourism and hospitality business. Looking at the grand mean, the findings imply that hotel employee's self are socially developed in most of the cases. The opportunity that they have worked in the industry has an influence or impact on their social capacities. With the social structure present in the hotel environment where the employees constantly expose to the emerging technologies, techniques and new trends, laws and policies enable them to create and recreate for the betterment of their selves.

**Table 2.** Weighted Means of the Socio-Economic Variables on Social Development

Statements	Weighted Mean	Interpretation
1. It is better to have work that demands much responsibility	3.7	Strongly Agree
2. My job is very central to my existence	3.34	Agree
3. I do not feel as if I belong to my organization	2.27	Disagree
4. I would be glad to spend most of my days with my organization	3.1	Agree
5. I have selected the ideal occupation for my life's work	3.05	Agree
6. I enhanced my social organization in terms of contacts and interactions between individual and their material, social and intellectual environment	3.43	Agree
7. I learned to value human preferences and aspirations	3.46	Agree
8. I looked for new ideas all the time as seeking new information on projects is a part of	3.71	Strongly Agree

my responsibilities		
9. I enhanced my capacity for effective interaction between people at greater speed and distance	3.65	Strongly Agree
10. I ably determined individual's needs and their values, hierarchy of needs	3.64	Strongly Agree
GRAND MEAN	3.34	Agree

Table 3 shows the socio-economic variables if certain economic factors have an impact on the development of the quality of life of hotel employees. Based on the result, the respondents disagree with statements on compensation and economic rewards that these has impacts to the self-development and their quality of life. This further implies that economic benefits for hotel employees in Dipolog City are not adequate to live an affordable life. It can be noted that in the respondents profile the majority of them are rank and file employees and the level of position in the company is not enjoying much of the salaries and economic benefits, thus justified.

**Table 3.** Weighted Means on Socio-Economic Variables on Economic Benefits

Statements	Weighted Mean	Interpretation
1. The salaries of hotel employees are adequate to live an affordable life	1.81	Disagree
2. Hotel employees are highly paid	1.86	Disagree
3. Tangible benefits far beyond the intangible benefits	1.78	Disagree
4. Social securities and benefits provide security and tenure	2.02	Disagree
5. Tips and allowances are indiscriminate	2.43	Disagree
GRAND MEAN	1.98	Disagree

Table 4 presents the degree of impact of multi-cultural diffusion among the hotel employees. It reveals that in most instances acculturation resulted as new ideas are brought back by hotel employees in their respective residences and possibly emulated for

their own implementation. Movement and contact between people in the industry involves social relations, confrontation of different culture, ethnic group, life styles, languages, levels of prosperity. The hotel employees' privacy, customs or beliefs are likely to be compromised in exchange for the remuneration or fees paid by visitors.

**Table 4.** Weighted Means on Socio-Economic Variables on Socio-Cultural Diffusion

Statements	Weighted Mean	Interpretation
1. Adjustments to different cultures are fostered in the hotel environment	3.6	Strongly Agree
2. Hotel employees get acculturated with different cultures	3.32	Agree
3. No one culture is perfect. Culture defines and individual	3.19	Agree
4. Individuals with differing cultures are distinct	3.22	Agree
5. Culture patterns are changed to better understand tourist.	3.31	Agree
GRAND MEAN	3.33	Agree

Table 5 depicts the respondents' extent of self-development and life's quality while working in the tourism and hospitality businesses in Dipolog City. Based on the result shown, respondents generally agree on the statements of self-development and the quality of life they have in years of being employed in the tourism and hospitality industry. The findings revealed that hotel employees have developed their selves in most of the cases. Being in the hotel provides the opportunity of discovering their potentials, energized and motivated by the people in the working environment, provided it has an established network of loving support.

Rendering service to the hotel guests make one employee realized that it is his responsibility to do it and in turn contributed to the welfare and satisfaction of the guest until the ultimate time he himself believes he is of great help to the company.. Hotel employees shed disempowering relationships and build a network of loving support, teaching himself to achieving stable financial abundance doing what he loves, encouraging himself to make genuine contribution to humanity until he experience a kind of life that in the end or deep down he always knew he meant to live.

**Table 6.** Weighted Mean on Self Development and Quality of Life

Statements	Weighted Mean	Interpretation
1. Working in the hotel industry boosts my morale as an employee	3.56	Strongly Agree
2. Dealing with local and foreign tourists improved my communication skills	3.82	Strongly Agree
3. I see myself in my current occupation for many years to come as still traditionally conservative	3.18	Agree
4. Sometimes I feel discontented with my occupation	3.12	Agree
5. I am not emotionally attached to my organization	3.51	Strongly Agree
6. Most of my interests center around my job	3.36	Agree

7. Working hard in the hotel makes me a better individual	3.36	Agree
8. My job is only a small part of who I am	2.62	Agree
9. I find some good models in my job and observe them their styles and actions, but don't duplicate them but learn from their experiences	3.7	Strongly Agree
10. I no longer fear of failing at something, but learn and change as a result from it	3.72	Strongly Agree
GRAND MEAN	3.47	Agree

Having both discussed the component of the socio-economic variables namely- social development, economic benefit variables and multi-cultural diffusion in assessing the level of self-development of the hotel employees in the tourism and hospitality industry of Dipolog City. Looking at these variables as a whole, it suggests that hotel employees' contacts with people from all walks of life in the hospitality industry have impacts to their selves in most of the cases. As hotel employees, there are some sorts of discovery in their selves. They continue to inspire their selves while working in the hotel in order to pursue their life plans. Because of tourism, employees get employed in the hospitality industry and their work in the industry developed their personality in some aspects. Economically, the impact of hotel employees' self-development and to their quality of life is slightly affecting them. Findings revealed that economic benefits and other financial rewards do not provide hotel employees favorable opportunities for self-development.



**Table 7.** Average Grand Mean on Socio-Cultural-Economic Variables

Socio-Economic Variables	Grand Mean	Interpretation
Social Development Variables	5.34	Agree
Economic Variable	1.96	Disagree
Multi-Cultural Diffusion	3.33	Agree
Average Grand Mean	2.88	Agree

Testing the impacts of the socio-economic/socio-cultural factors to the development and quality of life of hotel employees in table 8, it was found out that social development (socio-economic variables) has *very low* significant effects to the self-development and quality of life of hotel employees. On the other hand, multi-cultural factors *moderately* affect the self-development and to the quality of life of hotel employees in the tourism and hospitality industry Dipolog City. Using the simple linear regression, it that the computed r for social development is 0.1741, hence social development has a low impact in the development of the quality of life of hotel employees. Likewise, economic variable has also a low impact to the self-development of the hotel employees as the correlation value is .2200. On the other hand, the computed r for multi-cultural factors is .6149 which was interpreted as having a moderate impact in the self-development and quality of life of the hotel employees.

**Table 8.** Correlation Values of Socio-Cultural/ Socio-Economic Factors

Factors/Variables	Correlation Values	Interpretation
1.Social Development Variables	0.1741	Low
2.Economic Variables	0.2200	Low
3. Multi-Cultural	0.6149	Moderate

Table 9 presents the Beta coefficient correlation of the socio- cultural- economic variables with the self-development and quality of life of employees. Using a 5% significance level of linear regression, the social development correlation value R, is 17.41% which is described as lowly correlated. In same manner, the Beta coefficient arrived at is 0.1632. This means that everyone (1) unit of agreement in social development issues, there is a corresponding increase of 0.16 in self-development of hotel employees. Likewise in the economic variables linear regression used and by 5% significance level the correlation value R is 22% which is described as lowly correlated. The Beta coefficient is also arrived at 0.3611 which means that for every one (1) unit of agreement in economic factors, there is a corresponding increase of 0.36 in self-development of hotel employees. On the other hand, the multi-cultural diffusion at 5% significance level linear regression analysis used the correlation value R is 61.49% which is described as moderately correlated. Similarly, the Beta coefficient arrived at is 1.6692. This means that for every one (1) unit of agreement in multi-cultural issues, there is a corresponding increase of 1.67 in self-development of hotel employees.

**Table 9.** Beta Coefficient Values

Variables	Correlation Values	Interpretation
1. Social Development	0.1632	low
2. Economic Variables	0.3611	low
3. Multi-Cultural	1.6693	moderate

### Conclusion and recommendations

The hotel employee comprised mostly single women aged 20-25 years old. They have no children and graduated a bachelor's degree. Most of them are rank and file employees receiving a monthly income of less than Pp 10,000.00 a month, and had worked in the hotel for less than 5 years. The social development variable comprising the socio-cultural factors and economic factors had less effect on their self-development and the improve level of the quality of their life.

On the multi-cultural diffusion factor of the social development variable, it has a moderate effect to their self-development and improvement of their quality life. Considering that many of the hotel employees are working less than 5 years and earning less than the minimum average wage, socio-economic development program of the hospitality industry less likely affect the self-development and improvement of the quality of life of employees. It can be noted that socially, with the constant exposure of the employees with the visitors having varied cultural backgrounds and coming in the hotels from different walks of life, this phenomena most likely give a moderate impact to the lives and development of hotel employees giving ways to an improved quality of life.

It is recommended that hotel companies should employ workers who are graduates of tourism and hospitality management. Employing them in the industry enable them to understand the nature of their job and aspire to equip their selves more of the knowledge, skills and attitude developing at the end their confidence to become independent and self-reliant in facing the challenges of works in the tourism business. Developing oneself for the betterment of his job sometimes ooze him out of his comfort zone thereby contributing to the improvement of the quality of his life.

Employees hired particularly those of the rank and file level should be an NC2 holder of the varied skills/trade area in the tourism and hospitality sector. Once employed they are in constant motivation to become totally adept with competencies they have. If an employee is competent, he is not in struggle coping up the call of duties, things done properly and rightly on time making him productive. If the employee believe that he is in the company because his knowledge, skills and attitude is needed, in turn this would boost his morale, learn to love doing what he believed is right and aspire to stay longer in the job. This development of a hotel employee in the tourism industry contributes mainly to the improvement of the quality of his life and eventually to his self-development.

Hotel employees should always grab every opportunities of learning. Employees who are in the hospitality industry but having degrees not related to the tourism industry should re-train and subject their selves to competency assessment. Having worked in the hotel is already an opportunity of developing oneself to a career that constantly in contact of people from all walks of life. Workers in the tourism industry foremost should be people and service oriented. People who have little understanding of the hospitality business would not endeavor to develop their selves and most likely would not pursue career development that is, contented of just working and earn a living.

It is necessary that hotel employees should understand in the first place the culture of other people particularly of our domestic and international travelers. Understanding other culture is encouraged to understand our tourists and be able to respond to their needs and wants. Tourism paved the way of understanding other culture, but not to the extent that one has to forego his usual practices giving way to the cultures that are morally degrading and contradictory to social norms. Social patterns among hotel employees might be changed minimally and new ones adapted for as long as it is not jeopardizing ones behavior and practices. Adaptation to socio-cultural patterns may be a result of improving and strengthening not merely on changing and discarding.

Hotel industry owners/managers should see to it that every employee of the hotel has been paid the minimum daily wage. They might not be enjoying the standard salaries they ought to receive at least monetary rewards like that of performance bonuses and other social benefits. In the absence of economic security, job preference is a factor why many employees anchor on their jobs not because they love to have it, but because of the remuneration of the job services they rendered. Job preference may be the reason why many employers underpaid their workers. The City or Provincial Tourism Office should focus on the tourism planning and development. The growth of tourism in the city and in the province as a whole

should be sustained to reap the economic and social benefit it would bring to the place. The local government should include the local community in the planning for a more sustainable tourism. Local communities affect the tourists by giving them knowledge of their culture and their way of life. Tourist impact on the local population can be first of all economic by generating income, developing resources, sharing knowledge and experience. Whenever we develop a tourist destination, the first step to achieve is to understand the needs and desires of the host community and that of the tourists.

### Implications to environmental sustainability

This study sheds light on the profile and self-development of hotel employees within Dipolog City's tourism and hospitality industry. The findings highlight the interplay of socio-economic factors, including education level, income, and employment duration, in shaping the quality of life and self-improvement of these employees. Notably, the study underscores the moderate influence of multi-cultural diffusion and limited impact of socio-cultural and economic variables on their self-development. By integrating sustainable practices within the tourism and hospitality sector, such as reducing waste, conserving resources, and minimizing environmental impacts, Dipolog City can foster a thriving industry that is not only economically beneficial but also ecologically responsible. This holistic approach aligns with the principles of environmental sustainability and contributes to the broader global effort to achieve the United Nations Sustainable Development Goals, particularly those related to responsible consumption and production, climate action, and the preservation of terrestrial and marine ecosystems. In doing so, Dipolog City can position itself as a model for sustainable tourism growth, where the well-being of its people and the environment are intertwined for long-term prosperity.

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