

## **ABSTRACT**

**ABINA, KRISSEL SHARMON S.** 2013. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. "ROLE OF TOURSIM INDUSTRY IN THE DEVELOPMENT IN NAGA CITY."

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The study gathered information and details about the real importance of Tourism Industry to sustain the improvement of Naga City. Specifically, it sought to investigate and answer the following questions: 1) What is the role of Tourism to sustain Naga City along: a) economic aspect; b) socio-cultural aspect; and c) religious aspect; 2) What is the contribution of the different aspects on development in Naga City? and 3) What are the factors that affect the development of Tourism in Naga City?

This study utilized descriptive, comparative method of research to arrive at valid interpretation, the descriptive methods was used in gathering the primary data which is the information achieved from the questionnaire used, where the factors that affects development in tourism and impact of the respondents to the hospitality industry.

The major findings were: 1a) Along economic aspect, respondents believed that tourism industry is an asset on their establishment, with a weighted mean of 4.30; 1b) Along socio-cultural aspect, respondents agreed that products and delicacies have a great role promoting Naga City on its best, with a weighted mean of 4.60; and 1c) Along religious aspect, most establishments' respondent strongly agreed that tourism promote as well as strengthen Catholic faith among tourists as well as locals; 2a) The contribution of the different aspects on development in Naga City? 2b) Socio-cultural contribution, 3.8 respondents agreed that hospitality of Naguenos is not that high and needs to be improve, and some do believe that there is always a cultural pattern change, in terms of the demand of tourist, with a weighted mean of 3.70; and 2c) Respondents strongly agreed that tourism promotes Marian devotion (4.55). The later also agreed that tourism has great contribution in terms of religious aspect (4.11); and 3) There are several factors that affects tourism development such as; economic factors, technological factors, political and demographic factors, cultural and environmental factors.

The major conclusions were: 1a) With regards to economic aspects, the more the tourists, the more the impact in Naga City's economy; 1b) As to socio-cultural aspect, it did not only promote Naga City's own product, but also it widely range its scope to maintain and establish good name; and 1c) It is therefore well said that tourism helps to promote Naga City, not only by the products being introduce, but also for the tradition that products being introduce, but also for the tradition that is continued such as strengthen Catholic faith until the next generation. 2. a) The economic factor which respondents strongly agree that this aspect is one factor aspect is one factor that affects tourism which rank as first. 2. b) Improvements in the ways of introducing tourism, although it's very rigid, still because of cultural pattern change, the cash flow of tourism is possible for as long as the continuation of its improvement are always prioritize. 2.c) Although Catholic faith comes first before tourism, it is therefore part of tradition to create harmony to religion as well as tourism. 3) Although cultural may be the least of the factors that affects tourism, respondents believe that the 6 listed factors are important in the development of tourism with a weighted average mean of 4.46.