

Resident Demographics and Economic Impact of Taytay Falls, Majayjay Laguna

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Abstract

Tourism is an important driver of local economic growth in rural areas, notably at sites such as Taytay Falls in Majayjay, Laguna. As a popular ecotourism destination, the area supports a variety of small-scale businesses and community-based activities that rely significantly on visitor traffic. This study was carried out to evaluate the economic sustainability implications of tourism on the local communities near Taytay Falls, with a focus on employment prospects, business growth, seasonal income patterns, and local company development. A quantitative research design was used, with 100 respondents selected using purposive sampling from residents and company owners. Data were collected using a validated survey questionnaire and analyzed using descriptive statistics and Pearson correlation to examine the association between tourism activities and economic sustainability. The findings revealed that tourism activity in the area is generally high, with respondents firmly agreeing that it increases daily sales, creates job opportunities, and fosters entrepreneurship. The surge of tourists has been proven to directly help local businesses, particularly sari-sari stores, rentals, food booths, and hotels. Despite its good contributions, the study identified issues caused by seasonal swings in visitor arrivals, which result in income volatility, particularly during rainy and off-peak seasons. Nonetheless, respondents saw tourism as a crucial driver of longterm economic development and community expansion. The findings underscore the importance of increased stakeholder collaboration, diversification of livelihood options, and smart tourism planning to guarantee that the local community's economic advantages are secure and sustained.

Key Words: Taytay Falls; Local Economic Development; Tourism Impact; Community-Based Tourism; Sustainable Tourism; Economic Sustainability

1. Introduction

Tourism is recognized globally as a major driver of economic development, particularly in rural and nature-based destinations, where it generates employment, stimulates local businesses, and enhances infrastructure (UNWTO, 2023). In the Philippines, eco-tourism initiatives have been promoted to support community livelihoods while preserving natural resources (Department of Tourism, 2022). Taytay Falls in Majayjay, Laguna exemplifies this model, attracting visitors for its natural beauty and providing residents with opportunities in small businesses, transport, accommodation, and food services. Despite these benefits, challenges persist, including seasonal income fluctuations, job insecurity, and limited livelihood diversification. Prior studies (Torres et al., 2020; Ramphisa & Mahasa, 2021) highlight that tourism-dependent communities often face economic instability when tourist arrivals decline and when alternative income sources are lacking. Thus, while tourism fosters commerce and entrepreneurship, its sustainability depends on ensuring consistent, inclusive benefits and reducing vulnerability to seasonality. This study addresses the research gap by examining tourism's economic impact on local communities near Taytay Falls,

focusing on employment, income generation, and business development. The findings aim to inform local government units, tourism planners, and community stakeholders in designing strategies that enhance economic opportunities and promote sustainable development.

2. Methodology

Design

The study uses a quantitative survey with systematic random sampling of about 100 community members near Taytay Falls, Majayjay, Laguna. It employs Likert-scale closed questions to measure economic benefits (employment, income stability, business growth) and tourism activities, alongside open-ended questions for qualitative insights. This mixed-method approach aims to analyze the link between sustainable tourism and community economic well-being, offering evidence-based input for policy development.

Locale

The study takes place at Taytay Falls (Imelda Falls), Majayjay, Laguna, a popular ecotourism site known for its natural beauty and managed through sustainable practices like regulated fees, camping areas, and waste management. Its accessibility and popularity have fostered local businesses (homestays, food stalls, guided tours), boosting residents' livelihoods. With strong community and government involvement, researchers gathered data from residents, business owners, and officials to assess tourism's economic and social impact.

Population and Sampling

The study focuses on 100 respondents directly involved in tourism at Taytay Falls—30 local business owners and 70 residents. Using purposive sampling, participants were deliberately chosen for their relevance, as they are directly engaged in tourism activities. This ensures that the data collected is highly meaningful for evaluating sustainable tourism's impact on employment, business growth, and community development, avoiding dilution from those not affected by tourism.

Data Gathering Procedures

The study will use a structured questionnaire to examine employment, business growth, income stability, and tourism activities near Taytay Falls. The tool will be pre-tested with a small group to ensure clarity and reliability. A total of 20 purposively selected respondents (residents, business owners, and barangay officials) will participate, with permission secured from local authorities and coordination with community leaders for distribution. Questionnaires will be personally administered, allowing respondents to answer at their own pace. Participants will be informed of the study's purpose, assured of voluntary participation, confidentiality, and anonymity. Completed questionnaires will be securely stored, then coded and statistically analyzed to assess tourism's impact on local economic sustainability.

Research Instruments

The study employed a structured survey questionnaire to collect quantitative data on tourism's economic impacts near Taytay Falls. The instrument consisted of 15 Likert-scale statements divided into four categories: Employment Opportunities, Business Growth, Seasonal Income Instability, and Tourism Activity.

Respondents rated each item on a 4-point scale (Strongly Agree to Strongly Disagree), with demographic details such as age, address, and optional name also recorded. To ensure validity, the questionnaire underwent expert review by a panel of five specialists: two Municipal Tourism Officers, two Tourism Instructors, and the Punong Barangay of Barangay Taytay. This validation process confirmed the instrument's effectiveness in measuring attitudes, perceptions, and levels of agreement regarding tourism's economic impact on the community.

3. Results and Discussion

Table 1. Demographic Profile in terms of age (Business Owners)

Age	Frequency	%
18 & below	0	0%
19-28	5	17%
29-38	7	23%
39-48	7	23%
49-58	7	23%
59 & above	4	14%
TOTAL	30	100%

The age profile of business owners near Taytay Falls shows no participants below 18. Those aged 19–28 make up 17% (n=5), while the 29–38, 39–48, and 49–58 groups each account for 23% (n=7). The 59+ group represents 14% (n=4). This distribution indicates that most owners are in their prime working years, combining innovation from younger entrepreneurs with the experience and stability of middle-aged and older owners. Overall, tourism enterprises are largely managed by economically active adults, enhancing adaptability, resilience, and sustainability of local businesses—consistent with findings that thriving tourism municipalities in the Philippines are driven by working-age entrepreneurs.

Table 2. Demographic Profile in Terms of Monthly Income (Business Owners)

Monthly Income	Frequency	%
₱3000 below	0	0%
₱3001-5000	5	17%
₱5001-8000	7	23%
₱8001 above	7	23%
TOTAL	30	100%

Table 2 results show that the majority of business owners have a monthly income of ₱8,001 and above. Tourism development has demonstrated significant potential in enhancing local economies by diversifying livelihood opportunities and improving household welfare. Leonandri and Rosmadi (n.d.) emphasize that tourism-village initiatives, wherein residents engage in activities such as homestays, guiding, and the provision of local products, contribute meaningfully to income generation and community resilience. A parallel case in Taytay Falls illustrates how small-scale enterprises—including retail, rentals, accommodations, and food services—emerge in response to visitor demand, thereby sustaining households and strengthening economic sustainability. These examples underscore the role of community participation in tourism as a practical mechanism for fostering economic resilience, resource utilization, and improved well-being, highlighting tourism's function as a driver of local development.

Table 3. Demographic Profile in terms of Business Owned

Business Owned	Frequency	%
Parking	4	13 %
Accommodation	4	13 %
Rental (life vest, table)	5	17 %
Sari-Sari Store	13	43 %
Souvenir Shop	2	7 %
Food Business	2	7 %
TOTAL	30	100%

Table 3 presents the distribution of businesses owners near Taytay Falls. The data shows that the majority of local entrepreneurs operate a sari-sari store which account for 43% (n = 30) of all reported enterprises. This indicates that micro-retail remains the most common livelihood in the area. Rental services (life vests, tables) represent 17% (n = 5), reflecting the demand for activity-related gear among tourists. Parking and Apartment/inn operations each comprise 13% (n = 4), demonstrating that some residents generate income through vehicle management and shortterm accommodation for visitors. Souvenir shops and Food Businesses (karinderya) are smaller segments, each accounting for 7% (n = 2) of the enterprises. In line with the study by Duruha, R.J. Dave et al. (2019), the dominance of sarisari stores highlights how micro-retail supports local business growth and sustains community livelihoods. Overall, the distribution indicates that micro-enterprises oriented toward meeting immediate tourist needs, particularly sari-sari stores dominate the local business landscape near Taytay Falls. The presence of rentals, parking, and accommodation services further suggests that residents have adapted to provide complementary services required by visitors, creating a diversified but primarily small-scale tourism economy.

Table 4. Demographic Profile in Terms of Age (Local Residents)

Age	Frequency	%
18 & below	5	7%
19-28	15	21%
29-38	22	31%
39-48	18	26%
49-58	8	12%
59 & above	2	3%
TOTAL	30	100%

The age profile of residents surrounding Taytay Falls demonstrates a predominance of economically active adults, with only 7% under 18 and 3% aged 59 and above. The largest cohorts are those aged 29–38 (31%) and 39–48 (26%), followed by 19–28 (21%), while middle-aged residents (49–58) comprise 12%. This demographic composition highlights a workforce capable of engaging in tourism-related enterprises, particularly the significant proportion of residents aged 19–48 who are well-positioned to participate in and benefit from local tourism initiatives. In line with Escamis and Hinlayagan (2024), such community participation is integral to socio-economic sustainability, as the predominance of working-age residents suggests strong potential for inclusive tourism development that supports local businesses, enhances household welfare, and reinforces economic resilience.

Table 5. Demographic Profile in Terms of Residency

Years of Residency	Frequency	%
0-5 years	4	6%
6-10 years	12	17 %
11-15 years	7	10 %
16-20 years	14	20 %
21+ years	33	47 %
TOTAL	70	100%

Table 5 presents the distribution of respondents according to their Years of Residency near Taytay Falls. The data show that nearly half of the residents (47%, $n = 33$) have lived in the area for more than 21 years, indicating a stable and long-established community. Residents who have stayed for 16–20 years account for 20% ($n = 14$), while those residing for 6–10 years make up 17% ($n = 12$). A smaller portion of respondents have lived in the community for 11–15 years (10%, $n = 7$) and 0–5 years (6%, $n = 4$). In line with the study by Chang and Zhang (2021), residents who have lived longer in a community are more likely to develop a sense of attachment and awareness of local tourism developments. This supports the observation that the community surrounding Taytay Falls is largely composed of long-term residents who have witnessed the growth of tourism activities over time. Their extended residency suggests that they are familiar with the evolving impacts of tourism on livelihoods, the environment, and community practices, and may play an important role in shaping or responding to sustainable tourism initiatives in the area (Chang & Zhang, 2021).

Table 6. Assessment of Economic Impact in Terms of Employment Opportunity as Perceived by the Business Owners

Indicators	Mean	SD	Interpretation
1. There are enough opportunities for locals to start businesses here near Taytay Falls. (May sapat na pagkakataon para magsimula ang mga lokal mga negosyo dito malapit sa Taytay Falls.)	3.13	0.57	Agree
2. Tourism entrepreneurship encourages within the community. (Pinapalakas ng turismo and entrepreneur sa loob ng komunidad.)	3.47	0.51	Strongly Agree
3. Tourism has created employment opportunities that are open to both residents and individuals from other areas. (Ang turismo ay nagbukas ng oportunidad na trabaho para sa mga lokal na residente at sa mga indibidwal mula sa ibang lugar.)	3.40	0.68	Strongly Agree
4. Tourism has created employment opportunities that are open to both residents and individuals from other areas. (Ang turismo ay nagbukas ng oportunidad na trabaho para sa mga lokal na residente at sa mga indibidwal mula sa ibang lugar.)	2.97	0.85	Agree
Average	3.24	0.65	Agree

Business owners near Taytay Falls rated tourism's contribution to employment positively, with mean scores ranging from 2.97 to 3.47. The highest-rated item, "Tourism encourages entrepreneurship" ($M = 3.47$, $SD = 0.51$), reflects strong recognition of tourism as a driver of entrepreneurial activity. This was followed by agreement that "Tourism creates employment for locals and outsiders" ($M = 3.40$, $SD = 0.68$), highlighting tourism's role in expanding job opportunities beyond the immediate community. Opportunities for locals to establish businesses received a moderate rating ($M = 3.13$, $SD = 0.57$), while increased demand for additional staff was rated lowest ($M = 2.97$, $SD = 0.85$), suggesting variability in labor needs across enterprises.

The overall mean score of 3.24 ($SD = 0.65$) indicates a generally positive perception of tourism's economic impact on employment. Respondents emphasized that tourism fosters entrepreneurship, sustains existing ventures, and supports new business creation, thereby broadening economic mobility and local growth. These findings are consistent with Su and Swanson (2017), who argue that tourism generates steady demand for goods and services, encouraging micro-enterprises such as food stalls, souvenir shops, and recreational services. Similarly, Rivera et al. (2020) highlight tourism's role in strengthening rural livelihoods through small-scale enterprise development. The present study affirms that business owners near Taytay Falls view tourism as a key driver of entrepreneurship and employment, sustaining community livelihoods while promoting economic resilience.

Table 7. Assessment of Economic Impact in Terms of Business Growth as Perceived by the Business Owners

Indicators	Mean	SD	Interpretation
1. I plan to continue my business here in Taytay falls for the next 1-2 years. (Plano kong ipagpatuloy ang negosyo ko dito sa Taytay falls for sa susunod na 1-2 taon.)	3.80	0.41	Agree
2. Tourism creates employment opportunities for people in the local area. (Ang turismo ay lumilikha ng mga oportunidad sa trabaho para sa mga tao sa ang lokal na lugar.)	3.40	0.68	Strongly Agree
3. The growth of tourism has led to the expansion of local enterprises. (Ang paglago ng turismo ay nagdulot ng pagpapalawak ng lokal mga negosyo.)	3.30	0.70	Strongly Agree
4. The tourism industry pushes me to innovate and offer new products/services. (Ang industriya ng turismo ay nagtutulak sa akin na magpabago at mag-alok ng mga bagong produkto at serbisyo.)	3.23	0.63	Agree
Average	3.24	0.60	Agree

The assessment of tourism's economic impact on business growth near Taytay Falls reveals a strongly positive perception among local entrepreneurs, as reflected in the high composite mean score of 3.43 (SD = 0.60), interpreted as Strongly Agree. This indicates that the business community views tourism as a robust catalyst for local economic vitality. The highest-rated item was the plan for business continuity over the next 1–2 years ($M = 3.80$, $SD = 0.41$), suggesting strong confidence in sustained operations. Closely following was the belief that tourism generates employment opportunities ($M = 3.40$, $SD = 0.68$), alongside agreement that tourism fosters enterprise expansion ($M = 3.30$, $SD = 0.70$). Although slightly lower, the mean score of 3.23 ($SD = 0.63$) still reflects a positive view of tourism's role in encouraging innovation and adaptation through new products and services. Overall, these findings demonstrate that tourism contributes significantly to a stable, growing, and confident local business environment. The strong community support underscores tourism's role in promoting business stability, job creation, and local economic growth. Moreover, the results align with Yaşar (2024), who identifies entrepreneurship as a key engine of economic development through job creation, innovation, and regional dynamism. In this context, tourism not only sustains existing enterprises but also stimulates entrepreneurial activity, fostering adaptability, competition, and innovation within the local economy.

Table 8. Assessment of Economic Impact in Terms of Seasonal Income as Perceived by the business owners.

Indicators	Mean	SD	Interpretation
1. My business income is significantly higher during peak tourist season. (Ang kita ko sa negosyo ay makabuluhang mas mataas sa panahon ng peak tourist season.)	3.77	0.43	Strongly Agree
2. It is difficult to sustain my business during the off-season. (Mahirap ipagpatuloy ang aking negosyo sa panahon ng off- season.)	3.30	0.79	Strongly Agree
3. My business experienced a decline in sales during rainy days due to flooding. (Bumababa ang benta ng aking Negosyo tuwing maulan dahil sa pagbaha.)	3.50	0.63	Strongly Agree
4.The number of tourists directly affects my income every month. (Ang dami ng mga turista ay direktang nakakaapekto sa aking buwanang kita.)	3.67	0.55	Strongly Agree
Average	3.56	0.60	Strongly Agree

The assessment of seasonal income among business owners near Taytay Falls highlights a strong dependence on tourist arrivals. The highest-rated statement, "My business income is significantly higher during peak tourist season" ($M = 3.77$, $SD = 0.43$), underscores the reliance of local enterprises on peak visitor flow. Similarly, the perception that "The number of tourists directly affects my income every month" ($M = 3.67$, $SD = 0.55$) confirms the immediate link between tourist volume and revenue stability. Respondents also strongly agreed that sales decline during the off-season ($M = 3.50$, $SD = 0.63$), reflecting the vulnerability of businesses to fluctuations in visitor numbers. Although the lowest mean score was recorded for the statement

“It is difficult to sustain my business during the off-season” ($M = 3.30$, $SD = 0.79$), its interpretation as Strongly Agree still indicates substantial challenges in maintaining operations during periods of reduced tourist activity. The overall mean score of 3.56 ($SD = 0.60$), interpreted as Strongly Agree, demonstrates that while peak seasons generate high revenue, the local business model remains highly vulnerable to seasonal variations. These findings align with Serfino et al. (2022), who observed similar income instability in waterfall-based tourism communities, where earnings rise during peak months but decline sharply during rainy seasons. Business owners near Taytay Falls likewise reported reduced sales during inclement weather and difficulties sustaining operations in off-season periods. Collectively, the results confirm that seasonal factors—particularly weather conditions and visitor flow—create significant income instability, reinforcing the need for adaptive strategies to mitigate vulnerability and promote sustainable tourism-based livelihoods.

Table 9. Assessment of Economic Impact in terms of Local Business Development as perceived by the business owners

Indicators	Mean	SD	Interpretation
1. Most new businesses in the area are locally owned. (Karamihan sa mga bagong negosyo sa lugar ay lokal na pag-aari.)	3.40	0.72	Strongly Agree
2. Both the government and private sector work together to promote local tourism (Parehong nagtutulungan ang pamahalaan at pribadong sektor upang isulong ang lokal naturismo.)	3.17	0.65	Agree
3. Tourism has led to improvements in local business infrastructure? (Nagdulot ang turismo sa pagpapabuti ng mga imprastraktura sa lokal na negosyo.)	3.37	0.67	Strongly Agree
4. Local tourism has improved the business environment in our barangay. (Napa buti ng lokal na turismo ang kalagayan ng akingnegosyo sa aming barangay.)	3.37	0.61	Strongly Agree
Average	3.56	0.60	Strongly Agree

Tourism is perceived as a strong driver of local business development near Taytay Falls, with an overall mean score of 3.33 (Strongly Agree). The highest-rated indicator, “Most new businesses in the area are locally owned” ($M = 3.40$), highlights that tourism-driven benefits largely remain within the community, reinforcing sustainable and locally led growth. Respondents also agreed that tourism improves business infrastructure and the overall environment ($M = 3.37$), while collaboration between government and private sector, though rated lowest ($M = 3.17$), was still viewed positively. These findings suggest that tourism strengthens supply chains, supports both new and existing enterprises, and fosters long-term economic resilience. Consistent with Abdurakhmanova and Ahrorov (2025), who found ecotourism to enhance local economic growth through job creation and support for locally owned businesses, the results affirm that tourism contributes to sustainable community-based development. However, both studies emphasize the need for stronger stakeholder collaboration to ensure equitable distribution of tourism’s economic benefits.

Table 10. Extent of Overall Economic Impact as Perceived by the Business Owners

Indicators	Mean	SD	Interpretation
1. Most new businesses in the area are locally owned.(Karamihan sa mga bagong negosyo sa lugar ay lokal na pag-aari.)	3.40	0.72	Strongly Agree
2. Both the government and private sector work together to promote local tourism (Parehong nagtutulungan ang pamahalaan at pribadong sektor upang isulong ang lokal naturismo.)	3.17	0.65	Agree
3. Tourism has led to improvements in local business infrastructure? (Nagdulot ang turismo sa pagpapabuti ng mga imprastraktura sa lokal na negosyo.)	3.37	0.67	Strongly Agree
4. Local tourism has improved the business environment in our barangay. (Napa buti ng lokal na turismo ang kalagayan ng akingnegosyo sa aming barangay.)	3.37	0.61	Strongly Agree
Average	3.56	0.60	Strongly Agree

The assessment of tourism’s economic sustainability impact near Taytay Falls yielded an overall mean score of 3.38 (SD = 0.54), interpreted as Strongly Agree. The highest-rated indicator, “Tourism growth contributes to the overall improvement of the local economy” (M = 3.57, SD = 0.57), underscores tourism’s role as a major driver of local economic vitality. Respondents also agreed that tourism positively supports long-term development (M = 3.43, SD = 0.50) and enhances business sustainability (M = 3.30, SD = 0.65), though fluctuations in tourist arrivals were acknowledged as a challenge (M = 3.20, SD = 0.61). Overall, business owners perceive tourism as a key contributor to economic stability, enterprise resilience, and community-level development. These findings align with Qianwen (2023), who emphasized rural tourism’s role in diversifying livelihoods and strengthening small business resilience, and with Akhmedov and Tashkenbayev (2024), who highlighted ecotourism’s contribution to household income, employment stability, and inclusive growth. Collectively, the evidence affirms that tourism fosters sustainable economic development while requiring adaptive strategies to mitigate seasonal fluctuations.

Table 11. Significant Relationship Between the Economic Impact of Taytay Falls and Demographic Profile of the Respondents (Business Owners)

Variables	Pearson r	P-Value	Interpretation
Economic Impact and ↔ Residents Demographics	3.40	0.72	Strongly Positive Correlation (Significant)

The Pearson correlation analysis revealed a strong positive and statistically significant relationship between tourism activity and economic sustainability ($r = 0.705$, $p < 0.001$). This indicates that increased tourism activity is closely associated with improvements in economic stability, income generation, and long-term development within the community near Taytay Falls. The findings affirm tourism’s essential role in sustaining and enhancing local economic conditions. These results are consistent with Creaco and Querini (2020), who emphasized tourism’s capacity to stimulate economic growth through increased production, income, and employment, particularly in rural areas. Similarly, Cosmin, Dora-Maria, and Georgiana (2019) found that sustainable tourism fosters long-term growth by generating stable employment, supporting small enterprises, and creating multiplier effects across local economies. Together, these studies reinforce the present findings, highlighting tourism as a sustainable source of income and employment that strengthens local economic stability and supports inclusive community development.

Table 12. Assessment of Economic Impact in Terms of Employment Opportunity as Perceived by the Local Residents

Indicators	Mean	SD	Interpretation
1. It is easy for locals to find work in the area near Taytay Falls. (Madali para sa mga lokal na makahanap ng trabaho sa lugar na malapit sa Taytay Falls.)	3.17	0.70	Agree
2. Tourism creates employment opportunities for people in the local area. (Ang turismo ay lumilikha ng mga oportunidad sa trabaho para sa mga tao sa ang lokal na lugar.)	3.30	0.66	Strongly Agree
3. During tourist seasons, more job opportunities are available for residents. (Tuwing panahon ng turismo, mas maraming oportunidad sa trabaho ang available para sa mga residente.)	3.54	0.58	Strongly Agree
4. Tourism helps reduce unemployment in our community. (Ang turismo ay makakatulong upang maiwasan ang kawalan ng trabaho sa aming komunidad.)	3.23	0.80	Agree
Average	3.31	0.69	Strongly Agree

The assessment of tourism’s impact on employment opportunities near Taytay Falls yielded an overall mean score of 3.31 (SD = 0.69), interpreted as Agree. Respondents strongly believed that job availability increases during tourist seasons (M = 3.54, SD = 0.58), while tourism was also seen to help locals secure employment (M = 3.30, SD = 0.66). Moderate ratings were given to the ease of obtaining work (M = 3.17, SD = 0.70) and tourism’s effect on reducing unemployment (M = 3.23, SD = 0.80), indicating variability in perceived accessibility of jobs. Overall, the findings suggest that tourism plays an important role in improving local

livelihoods and expanding employment opportunities, particularly through seasonal demand. These results align with Xaba, Adanlawo, and Nkomo (2024), who found that ecotourism reduces poverty and unemployment in rural areas when supported by active community involvement and sectoral coordination. In the context of Taytay Falls, tourism not only creates direct employment for guides, vendors, and service providers but also indirectly stimulates entrepreneurial ventures, reinforcing its role as a catalyst for livelihood improvement and job creation.

Table 13. Assessment of Economic Impact in Terms of Business Growth as Perceived by the Local Residents

Indicators	Mean	SD	Interpretation
1. Tourism at Taytay Falls has contributed to the growth of businesses in our local area. (Nakatulong ang turismo sa Taytay Falls sa paglago ng mga negosyo sa ating lokal na lugar.)	3.56	0.53	Agree
2. The growth of tourism has led to the extension of local enterprises. (Ang paglago ng turismo ay humantong sa pagpapalawak ng lokal mga negosyo.)	3.37	0.56	Strongly Agree
3. Local businesses near Taytay Falls benefit from tourist visits. (Nakikinabang ang mga lokal na negosyo malapit sa Taytay Falls sa pagbisita ng mga turista.)	3.63	0.49	Strongly Agree
4. Tourism has helped existing businesses improve their services. (Nakatulong ang turismo sa mga umiiral na negosyo upang mapabuti ang kanilang mga serbisyo.)	3.39	0.55	Agree
Average	3.49	0.53	Strongly Agree

The assessment of tourism's economic impact on business growth near Taytay Falls yielded an overall mean score of 3.49 (SD = 0.53), interpreted as Strongly Agree. The highest-rated statement, "Local businesses benefit from tourist visits" (M = 3.63, SD = 0.49), underscores the direct positive effect of tourism on enterprise performance. Respondents also agreed that tourism contributes to local business growth (M = 3.56, SD = 0.53), improves services of existing enterprises (M = 3.39, SD = 0.55), and fosters expansion of local businesses (M = 3.37, SD = 0.57). These findings affirm that tourism stimulates economic activity and creates opportunities for small and medium enterprises, consistent with Polon et al. (2025), who reported that tourism development in rural municipalities strongly supports business growth by increasing sales, expanding services, and enhancing overall performance. In Majayjay, Laguna, business owners similarly perceive tourism as a significant contributor to enterprise improvement and expansion, highlighting its role as a key driver of local economic development in natural destinations.

Table 14. Assessment of Economic Impact in Terms of Seasonal Income as Perceived by the Local Residents

Indicators	Mean	SD	Interpretation
1. Our community experience income problems when there are fewer tourists. (Nakakaranas ng suliranin sa kita ang aming komunidad kapag kaunti ang mga turista.)	3.14	0.73	Agree
2. Many families in our barangay experience unstable income because of seasonal tourism. (Maraming pamilya sa aming barangay ang nakakaranas ng hindi sapat na kita dahil sa pana-panahong turismo.)	2.90	0.82	Agree
3. Do you agree that the income levels for local residents and businesses near Taytay Falls fluctuate significantly depending on the tourism season. (Sumasang-ayon ka ba na ang mga antas ng kita para sa mga lokal na residente at mga negosyo malapit sa Taytay Falls ay nagbabago nang Malaki depende sa panahon ng turismo.)	3.31	0.65	Strongly Agree
4. It is hard to earn a steady income when tourist visits slow down. (Mahirap magkaroon ng tuloy-tuloy na kita kapag bumabagal o dumadalang ang pagbisita ng mga turista.)	3.27	0.55	Strongly Agree
Average	3.16	0.76	Agree

The assessment of seasonal income among residents near Taytay Falls yielded an overall mean score of 3.16

(SD = 0.76), interpreted as Agree. The highest-rated statement, “Income levels for local residents fluctuate significantly depending on the tourism season” (M = 3.31, SD = 0.65), highlights the community’s dependence on tourist arrivals. Respondents also strongly agreed that it is difficult to earn a steady income when visits decline (M = 3.27, SD = 0.55), while moderate agreement was expressed regarding income problems during low tourist flow (M = 3.14, SD = 0.73). The lowest score, “Many families experience favorable outcomes because of seasonal tourism” (M = 2.90, SD = 0.82), still reflected agreement but underscored limited benefits outside peak periods. Overall, the findings confirm that seasonality generates financial insecurity and instability for households, with livelihoods highly dependent on tourist volume. These results are consistent with Pacilan (2024), who noted that seasonal employment causes income instability and reliance on coping strategies during lean months, and with Galleto and De Leon (2022), who observed similar fluctuations in waterfall-based destinations such as Asik-Asik Falls. Both studies emphasize that while tourism improves livelihood opportunities, income instability during off-peak months remains a significant challenge for small vendors and service providers.

Table 15. Assessment of Economic Impact in Terms of Local Business Development as Perceived by the Local Residents

Indicators	Mean	SD	Interpretation
1. The tourism sector ensures inclusive opportunities for every member of the community. (Tinitiyak ng sektor ng turismo ang mga inklusibo ng pagkakataon para sa bawat miyembro ng komunidad.)	3.21	0.58	Agree
2. To what extent do you agree that tourism at Taytay Falls has encouraged the development of new types of local businesses and services. (Hanggang saan ka sumasang-ayon na ang turismo sa Taytay Falls ay nag-udyok sa pagbuo ng mga bagong uri ng lokal negosyo at serbisyo.)	3.27	0.63	Strongly Agree
3. Many residents start small businesses because of tourism. (Maraming residente ang nagsisimula ng maliliit na negosyo dahil sa turismo.)	3.53	0.53	Strongly Agree
4. The presence of tourists encourages the community to develop new business ideas. (Ang presensya ng mga turismo ay humihikayat sa komunidad na bumuo ng mga bagong ideya sa negosyo.)	3.54	0.53	Strongly Agree
Average	3.39	0.57	Strongly Agree

The assessment of tourism’s impact on entrepreneurship near Taytay Falls yielded an overall mean score of 3.39, interpreted as *Strongly Agree*. The highest-rated statement, “*Tourist visits encourage the community to construct entrepreneurial endeavors and develop new business ideas*” (M = 3.54), reflects strong recognition of tourism as a catalyst for entrepreneurial activity. Respondents also agreed that local residents have started businesses due to tourism (M = 3.53), highlighting tourism’s role in stimulating new ventures. Other indicators affirmed tourism’s contribution to economic participation and business growth, though the lowest score (M = 3.21) suggested that benefits are not yet equitably distributed. Overall, the findings indicate that tourism significantly promotes entrepreneurship, innovation, and local business development, while underscoring the need for inclusive strategies to ensure fair access to opportunities. These results align with Alamineh et al. (2023), who found that communities generally view tourism as beneficial for economic growth, job creation, and small business development, but emphasized the importance of equitable participation to maximize tourism’s benefits.

Table 16. Perceived Extent of Overall Economic Impacts as Perceived by the Local

Indicators	Mean	SD	Interpretation
1. The tourism sector ensures inclusive opportunities for every member of the community. (Tinitiyak ng sektor ng turismo ang mga inklusibo ng pagkakataon para sa bawat miyembro ng komunidad.)	3.21	0.58	Agree
2. To what extent do you agree that tourism at Taytay Falls has encouraged the development of new types of local businesses and services. (Hanggang saan ka sumasang-ayon na ang turismo sa Taytay Falls ay nag-udyok sa pagbuo ng mga bagong uri ng lokal negosyo at serbisyo.)	3.27	0.63	Strongly Agree
3. Many residents start small businesses because of tourism. (Maraming residente ang nagsisimula ng maliliit na negosyo dahil sa turismo.)	3.53	0.53	Strongly Agree
4. The presence of tourists encourages the community to develop new business ideas. (Ang presensya ng mga turismo ay humihikayat sa komunidad na bumuo ng mga bagong ideya sa negosyo.)	3.54	0.53	Strongly Agree
Average	3.39	0.57	Strongly Agree

The assessment of tourism's impact on economic sustainability near Taytay Falls produced an overall mean score of 3.23, interpreted as *Agree*. The highest-rated indicators—ensuring inclusive opportunities ($M = 3.31$) and encouraging new types of local businesses and services ($M = 3.27$)—reflect strong community belief that tourism generates accessible economic benefits. Moderate agreement was noted for tourism's role in motivating small business creation ($M = 3.21$) and new entrepreneurial ideas ($M = 3.10$), suggesting that while tourism fosters entrepreneurship, its influence is perceived as slightly less direct. Overall, respondents acknowledged tourism as a significant contributor to local economic growth and opportunity, supporting both existing and emerging enterprises. These findings align with Dang et al. (2025), who demonstrated that tourism-related livelihood strategies strengthen household sustainability by diversifying income sources and improving living conditions. The study further emphasizes that inclusive participation and diversified engagement are essential to ensure that tourism's benefits extend equitably across the community.

Table 17. Significant Relationship Between the Economic Impact of Taytay Falls and Demographic Profile of the Respondents (Local Residents)

Variables	Pearson r	P-Value	Interpretation
Economic Impact and ↔ Residents Demographics	0.378	0.001	Weak Positive Correlation (Significant)

The correlation analysis revealed a weak yet statistically significant positive relationship between tourism activity and economic sustainability ($r = 0.378$, $p = 0.001$). This suggests that increases in tourism activity are associated with modest improvements in economic stability, income generation, and long-term development, though other factors also influence community outcomes. The significance of the result underscores tourism's measurable role in sustaining local economic conditions.

4. Summary, Conclusions and Recommendations

Summary

The study assessed the economic sustainability impacts of tourism activity in Taytay Falls, Majayjay, Laguna, focusing on employment opportunities, business growth, seasonal income, local business development, and overall sustainability.

- **Demographics:** Respondents were predominantly working-age adults and long-term residents, with many engaged in micro-enterprises such as sari-sari stores, food stalls, rentals, and accommodations.
- **Employment:** Both business owners ($M = 3.24$) and residents ($M = 3.31$) agreed that tourism creates

jobs, particularly during peak seasons.

- **Business Growth:** Tourism was strongly perceived as a catalyst for enterprise expansion ($M \approx 3.39$ – 3.49), improving services and stimulating entrepreneurial activity.
- **Seasonal Income:** Business owners ($M = 3.56$) reported stronger vulnerability to seasonal fluctuations compared to residents ($M = 3.16$), highlighting income instability during off-peak months.
- **Local Business Development:** Both groups strongly agreed that tourism supports locally owned businesses and infrastructure, though concerns about unequal benefit distribution and weak government–private collaboration were noted.
- **Economic Sustainability:** Business owners ($M = 3.38$) and residents ($M = 3.23$) agreed that tourism sustains economic stability, though seasonality remains a challenge.
- **Correlation Analysis:** Tourism activity showed a strong positive correlation with sustainability for business owners ($r = 0.705$, $p < 0.001$) and a weaker but significant correlation for residents ($r = 0.378$, $p = 0.001$).

Conclusion

Tourism at Taytay Falls is a significant driver of local economic sustainability, fostering employment, entrepreneurship, and business growth. Both residents and business owners recognize its positive impacts, though the benefits are unevenly distributed. Business owners experience direct financial gains, while residents perceive broader community-level improvements. However, the heavy reliance on seasonal tourist inflows creates instability, underscoring the need for year-round resilience strategies. Overall, tourism is affirmed as the primary economic engine of the community, but equitable participation and diversification are essential for sustainable development.

Recommendations

1. **Skills Training and Certification** - LGU, TESDA, and DOT should provide regular training in tour guiding, hospitality, and customer service to enhance employability and service quality.
2. **Livelihood Diversification** - Support alternative income sources during off-peak seasons (e.g., handicrafts, food processing, online selling, small-scale farming) to reduce dependence on seasonal tourism.
3. **Micro-Enterprise Expansion** - Provide business development training, product enhancement workshops, and marketing support through LGU and DTI to strengthen local enterprises.
4. **Annual Confidence and Impact Survey** - Institutionalize yearly surveys to monitor tourism's economic impacts and community confidence, ensuring evidence-based policy decisions.
5. **Community Guide Program** - Introduce a Taytay Falls Community Guides initiative funded by a modest entrance fee increase, directly creating jobs and distributing tourism income more equitably.
6. **Future Research Directions**
 - Long-term monitoring of tourism's economic impacts and equity of benefit distribution.
 - Carrying capacity studies to manage visitor volume and prevent inflationary pressures.
 - Leakage analysis to track where tourist spending flows and ensure more income remains local.
 - Identification of alternative livelihood options to stabilize household income during off-seasons.

ACKNOWLEDGEMENTS

The researchers wish to extend their heartfelt appreciation to all individuals who contributed to the successful completion of this research project.

First and foremost, the researchers express their deepest gratitude to **Ms. Donna A. Esguerra**, their esteemed adviser, whose guidance, expertise, and unwavering support have been instrumental in shaping the research. Her invaluable insights and dedication have significantly enriched their academic journey.

Mr. Hubert E. Dela Cruz, the research professor, is also acknowledged for his invaluable guidance and unwavering support throughout the course of the research. Special thanks go to the statistician, **Mr. Melfran V. Reyes**, for his expertise in data analysis, which provided the research with the statistical rigor necessary to validate the study's findings.

The researchers are equally grateful to **Dr. Norayda M. Dimaculangan**, the editor, for her meticulous attention to detail, editorial expertise, and invaluable assistance in refining and polishing the research for presentation and publication. The panelists are recognized for generously sharing their time, expertise, and offering constructive criticism during the defense of the thesis, which has helped to further enhance the quality of the work.

A heartfelt acknowledgment goes to **Mr. Gregorio A. Mirano**, the Barangay Captain of Brgy. Taytay, for graciously accepting and accommodating the researchers in the field of their studies, providing vital support to the project.

The respondents, who willingly participated in the study, are deeply appreciated for their cooperation and valuable insights, which played a crucial role in the research's success.

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