

# **Influence of Ministry of Trades, Investment and Tourism-BARMM Tourism Initiatives on Residents' Quality of Life in Parang, Maguindanao Del Norte: Basis for Enhanced Tourism Policy Framework**

Joemar De Guzman Demonteverde<sup>1</sup>

<sup>1</sup> Ministry of Trades, Investments and Tourism, Parang, Maguindanao del Norte

<sup>1</sup> 0009-0007-7892-1263

Publication Date: 2025/09/04

**Abstract:** The study examined the influence of the Ministry of Trades, Investment and Tourism (MTIT) initiatives on resident quality of life in the domains of knowledge, innovation, and human capital as well as a range of quality-of-life aspects, including community relations, health and the environment, peace and security, evaluation, affective well-being, living standards, freedom, and opportunity. It also examined the characteristics of the respondents, how MTIT initiatives augmented resident knowledge, promoted innovation, and developed human capital, whether differences in respondents' profiles affected their evaluation of MTIT initiatives, and the overall quality of life with respect to residents via these initiatives. The study ultimately aimed to contribute to the formulation of an enhanced tourism policy framework for the betterment of residents' quality of life.

The research had been undertaken by surveying diverse stakeholders, including local residents (59.0%), tourism industry workers (22.0%), and others (1.8%). A majority of respondents were in the age group of 25-34 years (55.5%) with bachelor's degrees (58.5%), while only 1.0% possessed a Doctorate Degree. The survey further aimed at assessing the impact of MTIT initiatives on residents' knowledge, innovation, human capital, and quality of life.

The study was based on the hypothesis that MTIT initiatives positively promote knowledge, innovation, and human capital, and that the contribution of MTIT initiatives to the improvement of community relationships, health and environment, peace and security, and freedom and opportunity received a moderate to high level of agreement from respondents. The provided statements indicated distinction only while taking into consideration the position of the respondents about the knowledge.

The implication of the finding confirms that MTIT initiatives were successful in promoting knowledge, innovation, and human capital to the eventual enhancement of the quality of life for residents. Wisdom from the results may guide policymakers and stakeholders to deliver purposeful initiatives towards sustainable tourism development and the betterment of local communities. An enhanced tourism policy framework could be developed based on the findings that would further enhance the quality of life for residents.

**Keywords:** *Tourism Policy Framework, Sustainable Tourism Development, Ministry of Trade, Investment, and Tourism (MTIT), MTIT Initiatives, Quality of Life, Resident Perception, Knowledge, Innovation, Human Capital.*

**How to Cite:** Joemar De Guzman Demonteverde (2025). Influence of Ministry of Trades, Investment and Tourism-BARMM Tourism Initiatives on Residents' Quality of Life in Parang, Maguindanao Del Norte: Basis for Enhanced Tourism Policy Framework. *International Journal of Innovative Science and Research Technology*, 10(8), 2269-2290. <https://doi.org/10.38124/ijisrt/25aug1052>

## I. INTRODUCTION

The MTIT of BARMM has launched several tourism initiatives aimed at stimulating economic growth and development in the region. According to UNWTO (2020), tourism can be an important vehicle for growth, job opportunities, and a means of alleviating poverty in developing countries. However, the effect of tourism projects on the quality of life of the residents of Parang, Maguindanao del Norte, is still an ongoing matter for researchers, and policymakers might find it worth further investigation.

The basis for this study is provided by the Bangsamoro Organic Law (BOL), which entitles the government of BARMM to promote economic development, social justice, and cultural preservation (Republic Act No. 11054, 2018). It strikes a very important chord about development being inclusive and sustainable, thereby meeting the realms of this study. The National Tourism Development Plan (NTDP) 2023-2028 establishes special focus on sustainable tourism development in the Philippines, including community-based tourism promotion and cultural heritage protection (Department of Tourism, 2022).

In the past, national policies and initiatives had governed tourism development in the Philippines. According to the Department of Tourism (2022), tourism contributed to the Philippine GDP by 12.2% in 2020. In BARMM, tourism development was pointed out as an important factor for economic growth, and with peculiar cultural and natural attractions, higher tourism activity is thus expected (MTIT-BARMM, 2022). Statistical data show tourist arrivals to BARMM increased by 10% in 2020 over the previous year (Department of Tourism, 2022).

Some previous studies have shown that tourism development can have both positive and negative effects on the quality of life of residents. Rasoolimanesh et al. (2022) affirmed that tourism development could lead to economic gain, environmental degradation, and cultural commodification. Woo et al. (2020) demonstrated that resident attitudes change depending on their level of involvement in tourism and the perceived benefits gained from it. Therefore, these studies raise an urgent requirement for proper planning and management of tourism development, otherwise any investment will become a liability to those communities.

Despite an increasing number of studies on tourism development and its far-reaching effects on the quality of life of residents, studies addressing the very specific context of MTIT-BARMM tourism initiatives in Parang, Maguindanao del Norte, are scarce. The aim here is to fill this research gap by assessing the impact these initiatives have on the quality of life of the residents. The principal problem now standing in the way is that of limited knowledge about the impacts of these initiatives on resident life; this, in turn, weakens policy-making and turns out poorly.

Thus, the justification for this study is to provide evidence-based information that could contribute to the development of an enhanced policy framework for tourism for MTIT-BARMM. Suppose linkages are established between the impact of tourism initiatives and residents' quality of life. In that case, policymakers can develop an effective program for sustainable tourism development in local communities. The issue central to this study is: What influence do MTIT-BARMM tourism initiatives have on the quality of life of residents in Parang, Maguindanao del Norte?

In conclusion, this study evaluated the influence of the Ministry of Trade, Investment, and Tourism (MTIT)-BARMM tourism initiatives on the quality of life of residents in Parang, Maguindanao Del Norte, to develop an enhanced tourism policy framework. By assessing how these initiatives impact the overall quality of life of the residents, in terms of their knowledge, innovation, and human capital, the research intends to make substantial recommendations for policy improvements that will enhance the livelihoods of the region's residents. The findings will also be useful in creating a more effective and sustainable tourism policy framework that will benefit the local community and promote well-being across the board.

## II. FRAMEWORK

### ➤ *Theoretical Framework*

Figures 1 and 2 present the theoretical framework of the study, which serves as the scientific foundation upon which the present research is anchored. A theoretical framework comprises relevant theories, concepts, and principles that guide the systematic understanding and investigation of a particular phenomenon. In this study, the framework supports the analysis of how the tourism initiatives implemented by the Ministry of Trades, Investment, and Tourism-BARMM influence the quality of life of residents in Parang, Maguindanao del Norte. By framing the study through these interconnected concepts, the research aims to establish a solid foundation for proposing an enhanced tourism policy framework that is responsive to the needs of local communities and contributes meaningfully to their quality of life.

This study is anchored on the tripartite framework of knowledge, innovation, and human capital by the CFI Team (2025). This framework reflects how policy-driven tourism programs contribute to building local capacity, fostering creativity, and enhancing long-term socio-economic growth within the community.

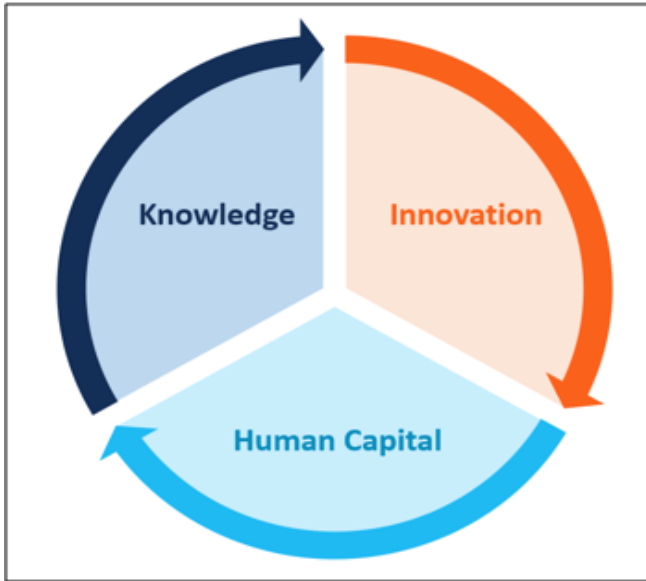


Fig 1 Endogenous Growth Theory  
By: CFI Team (2025)

Knowledge represents the acquisition and dissemination of relevant information and skills resulting from tourism initiatives, such as training, awareness

campaigns, and educational activities. These efforts empower residents to make informed decisions, participate actively in tourism opportunities, and adapt to industry trends.

Innovation captures the ability of the local community to develop and apply new ideas, processes, or services that enhance the tourism experience or increase economic opportunities. Government initiatives that encourage entrepreneurship, local product development, and creative tourism solutions are central to fostering a culture of innovation.

Human Capital emphasizes the role of residents' skills, competencies, and productivity as a critical element in tourism-driven development. Through capacity-building programs, employment opportunities, and professional training, tourism initiatives can elevate the human capital of Parang, Maguindanao del Norte, thereby contributing to sustainable livelihoods and enhanced quality of life.

The study systematically evaluates the Ministry's initiatives in transforming local capacities, driving innovation, and empowering residents, all of which are vital for shaping an enhanced tourism policy framework responsive to regional needs.

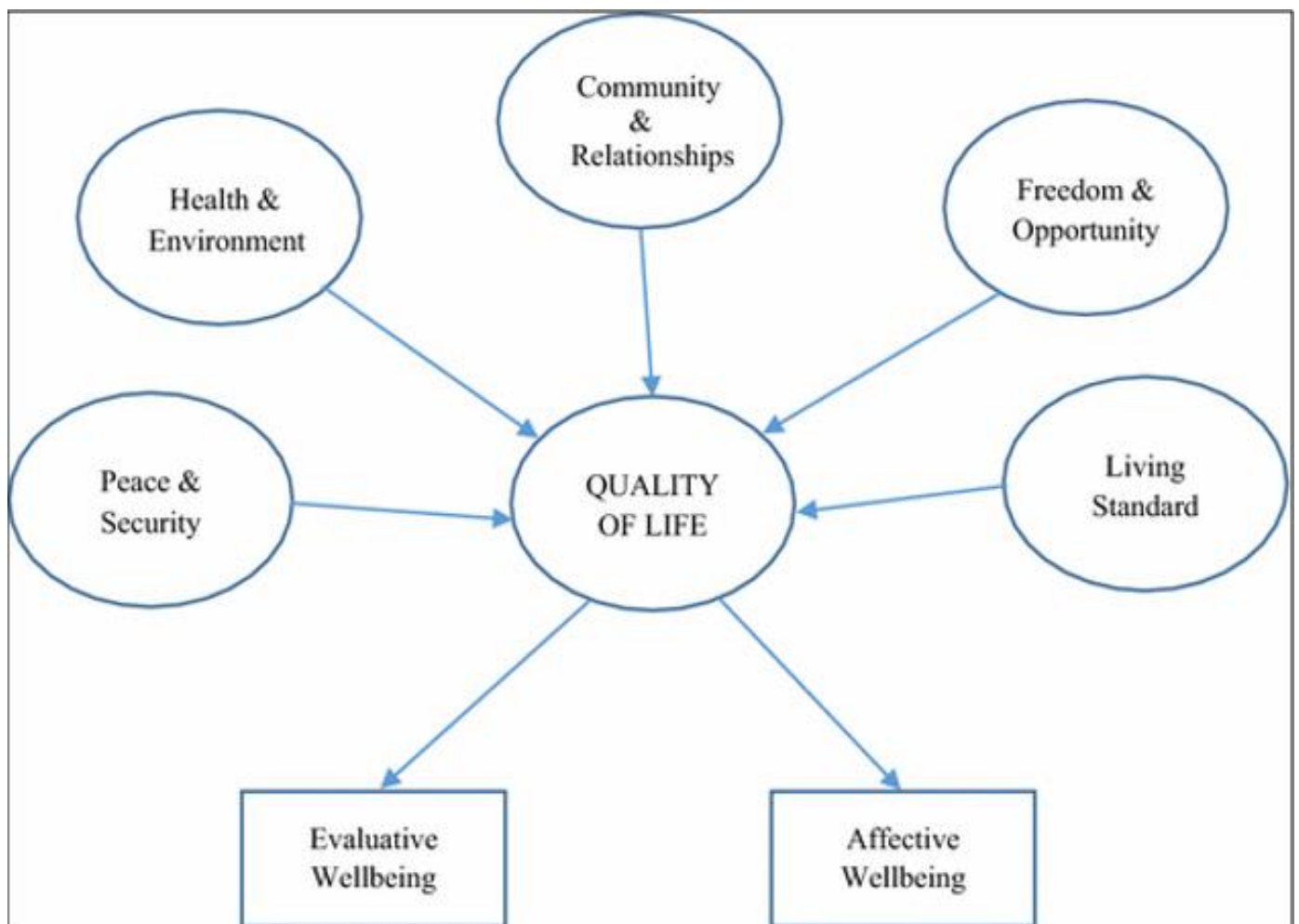


Fig 2 Multidimensional Quality of Life Framework  
By: Maridal 2017

Additionally, this study is also anchored in a multidimensional quality of life framework by Maridal (2017). This framework recognizes that the quality of life is not only determined by material wealth but also by personal, social, emotional, and environmental factors. It provides a comprehensive lens through which the Ministry's initiatives can be evaluated in relation to individual and communal improvements.

- **Community & Relationships** highlight how tourism-related programs foster social cohesion, strengthen local identity, and promote collaborative community engagement. The presence of inclusive tourism practices can reinforce relationships within and across communities.
- **Health & Environment** reflect the residents' access to clean surroundings, wellness services, and the sustainable use of natural resources. Government-backed eco-tourism and health-focused infrastructure can enhance public health and environmental resilience.
- **Peace & Security** address the perception of safety and the presence of a stable, non-threatening environment, essential for both community life and tourism attractiveness. The Ministry's initiatives may promote peaceful coexistence through job creation, reduced poverty, and social inclusion.
- **Evaluative Well-being** pertains to individuals' cognitive judgments about their life satisfaction. Residents may rate

their lives more positively if tourism initiatives lead to better employment, education, and community empowerment.

- **Affective Well-being** focuses on emotional experiences, such as happiness and reduced stress. Engaging in vibrant tourism economies and community events can significantly improve emotional health.
- **Living Standards** are measured by access to necessities such as income, housing, transportation, and basic services. Tourism investment often correlates with improved infrastructure and household incomes.
- **Freedom & Opportunity** represent the ability of individuals to make meaningful life choices, including career paths, mobility, and participation in civic and economic activities. Well-structured tourism programs can empower individuals by opening up avenues for entrepreneurship, cultural expression, and socio-economic mobility.

These seven dimensions support a comprehensive investigation into how Ministry-led tourism efforts affect not only the economic but also the emotional, social, and environmental facets of residents' lives. This theoretical basis aims to inform the development of an enhanced, locally responsive tourism policy framework that prioritizes people-centered outcomes.

#### ➤ Conceptual Framework

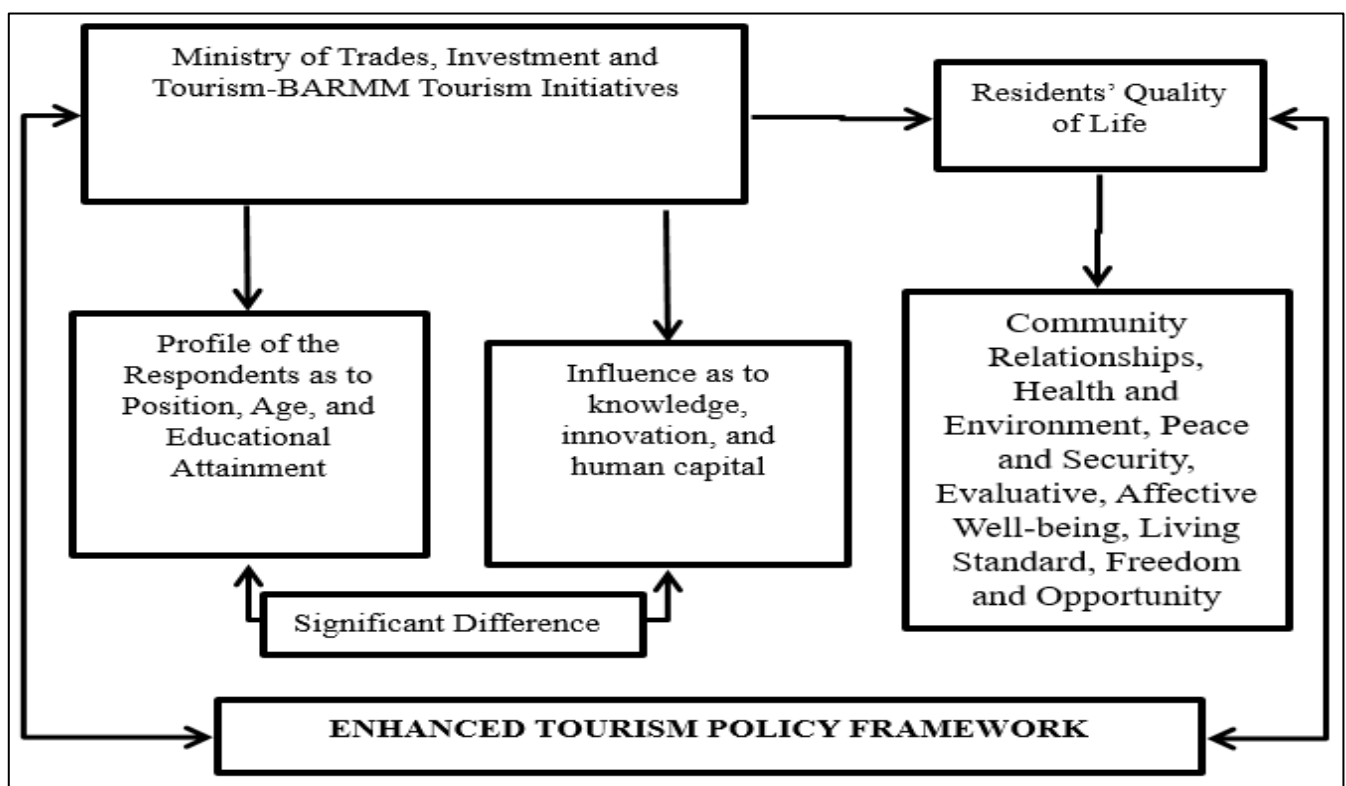


Fig 3 Research Paradigm

This study is designed to address the central inquiry of how the Ministry of Trades, Investment, and Tourism-BARMM's tourism initiatives influence the quality of life of residents in Parang, Maguindanao del Norte, ultimately

serving as the foundation for an enhanced tourism policy framework. The framework first considers the profile of respondents based on their position, age, and educational attainment. It then examines how these tourism initiatives



influence residents in terms of knowledge, innovation, and human capital. The model further investigates whether significant differences exist in respondents' assessments of the influence of these initiatives when demographic variables are considered. In addition, it explores the broader impact of these initiatives on various dimensions of quality of life, including community relationships, health and environment, peace and security, evaluative and affective well-being, living standards, and freedom and opportunity. The interplay among these elements will ultimately inform the development of a responsive and data-driven Enhanced Tourism Policy Framework aimed at improving the well-being of the local population.

#### ➤ *Objective of the Study*

This study aimed to achieve the following objectives:

- To determine the profile of the respondents in terms of:
  - ✓ Position
  - ✓ Age
  - ✓ Educational attainment
- To assess the influence of Ministry of Trades, Investment, and Tourism initiatives on residents' knowledge, innovation, and human capital.
- To examine if there are significant differences in the assessment of respondents on the influence of Ministry initiatives when profile variables are considered.
- To evaluate the impact of Ministry of Trades, Investment, and Tourism initiatives on residents' quality of life, specifically on:
  - ✓ Community relationships
  - ✓ Health and environment
  - ✓ Peace and security
  - ✓ Evaluative well-being
  - ✓ Affective well-being
  - ✓ Living standard
  - ✓ Freedom and opportunity
- To design an enhanced tourism policy framework based on the study's findings to improve the quality of life of residents.

### III. METHODOLOGY

This chapter presented the research design, research locale, population, sampling, respondents of the study, research instrument, validation and reliability of the instrument, data gathering procedure, ethical considerations, and statistical treatment of data.

#### ➤ *Research Design*

The quantitative research design was implemented to study the impact of the Ministry of Trade, Investment, and Tourism-BARMM tourism initiatives on the quality of life of the residents in Parang, Maguindanao del Norte. The research set out to look at how this initiative has affected various aspects of the life of residents, including the spheres of knowledge, creation, human capital, relationships in the

community, health and environment, peace and security, evaluative and affective well-being, standard of living, and freedom and opportunity. Data were collected by administering a survey questionnaire to the respondents, and statistical analyses were performed to determine the significant relationship and differences.

The quantitative research design allowed for the collection of numerical data whose results were subsequently used to answer the research questions and test the hypotheses. Descriptive statistics were performed to summarize the profile of respondents and the influence of initiatives of the Ministry on the quality of life of residents. The inferential statistics (ANOVA and regression analysis) were used to identify significant differences in the assessments across profile variables and to determine the predictors of the quality-of-life outcome. The findings of this research helped generate insights for building an improved tourism policy framework for enhancing the quality of life of residents in Parang, Maguindanao del Norte.

#### ➤ *Research Locale*

The study was done in four barangays in Parang, Maguindanao del Norte, namely Barangay Making, Nituan, Magsaysay, and Sarmiento. The relevant areas were selected on strategic grounds and potentially based on their prospects for tourism development. Accordingly, this study investigates the impact of the tourism initiatives by the Ministry of Trade, Investment, and Tourism-BARMM on the quality of life of the residents. The selection of these barangays was crucial for understanding the impact of the tourism initiative on local communities and for enhancing our understanding of tourism development and quality of life. Localities of the study are significant because they hold promise for tourism development that will translate into economic growth and enhance the residents' quality of life (Wondirad et al. 2020).

This study on these barangays could guide decision-making processes in shaping policies and bringing about the development of a more equitable tourism policy framework, concerned and responsive to the needs and concerns of local communities. This has also forged a new tourism policy framework that puts the needs and issues of local communities at the center of discussion. The insights gained from the study will also equip stakeholders and policymakers with relevant information on how to promote sustainable tourism development, such that the quality of life for residents in Parang, Maguindanao del Norte, is improved.

#### ➤ *Population and Sampling*

The stratified-quota sampling technique was used in this study. The total population for the four barangays in Parang, Maguindanao del Norte, is 35,681 individuals. In terms of population distribution, Barangay Sarmiento has 17,395 individuals, Barangay Making has 7,784, Barangay Magsaysay has 6,021, and Barangay Nituan has 4,481. Using Slovin's formula, a total of 400 respondents were taken from the population. The sample size was also determined based on practical considerations and research goals.

The 400 respondents were evenly represented from the four barangays, with 100 respondents from each barangay. Within each barangay, respondents were further subdivided into four sectoral groups, i.e., Community Leaders, Availing Domestic Residents to Tourism Programs, Business Owners in the tourism sector, and Local Residents experiencing Tourism Benefits, with 25 respondents under each group. The sampling process duly captures the multiple voices and experiences of stakeholders, thereby giving a full account of the impact of the Ministry of Trade, Investment, and Tourism-BARMM tourism programs on the quality of life of its residents.

#### ➤ *Respondents of the Study*

The respondents were 400 people drawn from four barangays of Parang, Maguindanao del Norte, namely Barangay Making, Nituan, Magsaysay, and Sarmiento. They were selected based on their identification with specific sectoral groups, including Community Leaders, Local Officials, Residents who participated in MTIT Tourism Programs or Activities, Business Owners or Operators in tourism, and Local Residents who benefited from Tourism Initiatives. Each sectoral group had a total of 100 respondents, with 25 from each of the four barangays.

Having respondents from different sectoral groups was instrumental in understanding the impact of tourism

initiatives on the quality of life of residents (Nunkoo et al., 2022). This gave a more elaborate structure within which the experiences, perceptions, and opinions of various stakeholders, as captured by the survey questionnaire, could be interpreted; thus, giving way to the collection of quantitative data analyzed for trends, patterns, and significantly correlated results. The responses can also provide evidence for policymaking and furthering the development of a good tourism policy framework that targets the needs and concerns of the local communities.

#### ➤ *Research Instruments*

It is a self-assembled survey questionnaire that is used for this study. This specifically designed survey will help the researcher gather some quantitative data from the respondents. This survey aims to gather their profiles, assess the impact of the Ministry of Trade, Investment, and Tourism's initiatives on residents' knowledge, innovations, and human capital, and ultimately evaluate the effects on their quality of life.

It also brings out other aspects of quality of life, i.e., community relationships, health and environment, peace and security, evaluative and affective well-being, living standard, and freedom and opportunities. A 4-point Likert scale is used to measure, in some aspect, the respondents' level of agreement or satisfaction with the items.

Table 1 The Likert Scale was as Follows:

Numerical Value	Scale	Verbal Interpretation	Narrative Description
1	Strongly Disagree	Low	The respondent strongly disagrees with the statement.
2	Disagree	Somewhat Low	The respondent disagrees with the statement, but not strongly.
3	Agree	Somewhat High	The respondent agrees with the statement, but not strongly.
4	Strongly Agree	High	The respondent strongly agrees with the statement.

The self-constructed questionnaire is employing a quantitative approach to data collection, utilizing statistical methods to analyze and demonstrate the existence of associations or differences between variables. To establish the validity and reliability of the questionnaire, it will undergo pilot testing and rigorous design processes to ensure it accurately measures the desired constructs.

#### ➤ *Validation and Reliability of the Instrument*

This validation of the research instrument by experts was to assure content validity and reliability (Heale & Twycross, 2020). In this sense, the Ministry of Trade, Investment, and Tourism-MBARMM was a major agency validating the instrument, having a role in promoting tourism in the area. Further, professors from the University of Perpetual Help, particularly those distinguished in Social Science, including public administration professors, provided important academic perspectives on the survey's design and methodology. Social-science experts of the University of Perpetual Help also gave their opinions on the validation process. Moreover, researchers from other similar organizations contributed input on the content of the questionnaire, along with its possible impact on development initiatives of the region. Their feedback was instrumental in

refining the questionnaire to ensure its design adequately assessed the constructs of interest and produced the relevant information sought.

#### ➤ *Data Gathering Procedure*

The data-gathering process of the present study follows a systematic stepwise approach to ensure that high-quality data are collected. The following are the steps involved:

- The research instrument preparation. The self-developed questionnaires were developed and revised in light of the research objectives and literature review.
- Validation and reliability testing. The questionnaire was subjected to scrutiny by the experts and was also pilot-tested with a small group of respondents to obtain evidence for its validity and reliability.
- Coordination with barangay officials. Permission was sought from the barangay officials, who were informed of the purpose and scope of the study.
- Data collection. The questionnaires were administered to the selected respondents in the four barangays, where the

data were collected through personal interviews or self-administered questionnaires.

- Data encoding and cleaning. Encoded data cleaning was done for accuracy and consistency.
- Data analysis. The study used descriptive statistics and inferential statistics to analyze the collected data to respond to the objectives outlined in the Statement of the Problem.
- Interpretation of results. The interpretation of the results and the development of findings with respect to the research objectives and literature review.

#### ➤ *Statistical Treatment of Data*

To thoroughly analyze the data collected, this study employed both descriptive and inferential statistical methods to align with the objectives outlined in the Statement of the Problem. The following statistical tools were utilized:

- *Frequency and Percentage Distribution.*

To describe the respondents' demographic profile, frequency counts and percentage distributions were applied. This method revealed the proportion of participants who shared certain characteristics, providing insight into how individual attributes related to the broader sample. It directly responded to Statement of the Problem No. 1. Percentages were computed by dividing the frequency of a particular response by the total number of responses, offering a clear and concise presentation of the data (Creswell, 2023).

- *Standard Deviation.*

To assess the spread or variability of responses around the mean, the standard deviation was used. This measure reflected the level of consistency among responses, with higher values indicating greater variability, while lower values suggested closer clustering around the average. It was applied particularly to address Statement of the Problem Nos. 2 and 4, especially in exploring the influence of tourism initiatives on sustainable development indicators (Gao et al., 2023).

- *Weighted Mean.*

The weighted mean was employed to identify the central tendency of responses, especially when survey items held different levels of importance. As explained by Gao et al. (2023), this approach is suitable for capturing more accurate average responses when varying weights are assigned. This statistical measure helped summarize participant feedback related to Statement of the Problem Nos. 2 and 4.

- *One-Way Analysis of Variance (ANOVA).*

ANOVA was used to examine whether statistically significant differences existed between the means of three or more independent groups. This technique is ideal for analyzing the impact of a single independent variable across multiple groups (Ntumi, 2021). In this research, ANOVA addressed Statement of the Problem No. 3 and Hypothesis 1 by comparing how different respondent profiles assessed tourism initiatives.

- *Independent T-Test.*

The independent samples t-test was utilized to compare the means of two distinct groups to identify any significant differences between them. This method is particularly useful when analyzing variables with binary classifications, such as professional role or gender, and was applied in relation to Statement of the Problem No. 3 and Hypothesis 1.

- *Likert Scale.*

To evaluate attitudes, perceptions, and opinions of the respondents, the Likert scale was used. As emphasized by Doronila (2024), this tool captures the complexity of respondent sentiments more effectively than binary response formats. The scale was used to interpret results related to Statement of the Problem Nos. 2 and 4, providing deeper insights into respondents' levels of agreement and perceptions.

#### ➤ *Ethical Considerations*

And this is one such situation in which this inquiry disregards the interests of the researchers and looks into the position of the rights and welfare of the participants. Consent was sought from potential subjects prior to data collection after appropriate disclosures of the study, purpose, and implications of the study.

Such anonymity and confidentiality were ensured by the provisions of the Data Protection Act that govern these matters. According to Saunders et al. (2020), "protecting a participant's identity is one of the most basic obligations of any researcher." This ethical framework enables the research to maintain the validity and reliability of its findings as it protects the rights and welfare of the subjects.

Thus, participants were not coerced in any way, nor were they deceived, as far as was practically possible in this research. Participation was thus fully voluntary, and any participant was free to withdraw their participation, as well as avoid any form of intimidation or retaliation from anyone. This would, in turn, create confidence and faith between the researcher and the participants, thus reasonably contributing to reliable and valid data collection.

## IV. RESULTS AND DISCUSSION

The analysis and interpretation of the data collected during the research are presented in this chapter. All the information is presented in tables as discussed in the problem description in Chapter 1. Each table has been given an appropriate title, and the relevant data have been examined and analyzed. Concepts and findings from relevant literature and studies from various authors reinforced data interpretation. With this approach, generalizations are made based on existing knowledge and expertise.

➤ *Profile of the Respondents*

Table 2 Profile of the Respondents as to Position

Position	Frequency	Percentage
Government Official	13	3.3
Tourism Industry Professional	88	22.0
Local Resident	236	59.0
Business Owner/Entrepreneur	56	14.0
Others	7	1.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

A multitude of stakeholders engaged in the study are represented in Table 2 Respondents' Position Distribution with Local Residents representing the highest group, comprising 59.0% (236 respondents), followed by Tourism Industry Professionals, comprising 22.0% (88 respondents). The most momentous datum is the high representation of Local Residents, supporting the argument that they play an integral part in the community. In contrast, the Others category, with groups ranging from Cultural Advocates to Tour Guides, is the least represented, with 1.8% (7 respondents).

The large number of Local Residents among the surveyed respondents shows the importance of community-oriented approaches toward tourism development. The heavy representation of Local Residents is likely from their direct

relationship with tourism's impact on their everyday lives and environment. Opposingly, the low representation of Others might be an indication of their ignorance, disinterest, or lack of involvement in the issues at hand. Scholars like Rasoolimanesh et al. (2023) maintain that community participation is the bedrock of sustainable tourism, and tourism can be said to be sustainable when local needs and concerns are recognized therein and foster a sense of ownership and responsibility within community members. This analysis posits that community engagement and benefits should be at the forefront of the sustainable agenda for tourism. Accordingly, we recommend that future tourism development strategies focus more on empowering local residents to become active participants in decision-making for mutually beneficial and sustainable outcomes.

Table 3 Profile of the Respondents as to Age

Age	Frequency	Percentage
18-24 Years Old	44	11.0
25-34 Years Old	222	55.5
35-44 Years Old	108	27.0
45-54 Years Old	25	6.3
55 Years Old or Above	1	.3
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 3 Age Distribution of Respondents describes the age demographic of the study participants, wherein the age group 25-34 Years Old was represented the highest with approximately 55.5% (222 respondents), followed by the age group 35-44 Years Old at 27% (108 respondents). The highest significant attached to this joined 25-34 Years Old will be lesser on the age 55 Years Old or Above, which rates very low at 0.3% (1 respondent).

High representation of the age group 25-34 Years Old suggests that tourists from this cohort engage in tourism-promoting activities or events that can directly relate to their

productivity. Low representation of the group aged 55 Years Old or Above portrays that this group of people suffers from a digital divide or is less involved in tourism. Kim et al. (2022) assert that younger adults tend to present a higher inclination towards active tourism because they are taught better about digital platforms and media to plan their travel and tourism experiences. Accordingly, this means that young programs geared towards such tourism should also strategize on ways to get involved and appeal to older adults and other ages. Thus, tourism development strategies should be inclusive and accessible for all age segments.

Table 4 Profile of the Respondents as to Educational Attainment

Educational attainment	Frequency	Percentage
High School Diploma	95	23.8
Bachelor's Degree	234	58.5
Master's Degree	36	9.0
Doctoral Degree	4	1.0
Others	31	7.8
<b>Total</b>	<b>400</b>	<b>100.0</b>



According to the degree-level qualification profile of the respondents specified in the study Table 4, most respondents (58.5%) had a Bachelor's Degree, while most seriously disadvantaged persons with a degree were the respondents at 1.0% (4 respondents) for a Doctorate Degree.

The higher proportion of Bachelor's degree respondents suggests that these are persons under study with a common educational background and represent, therefore, an educated, more empowered section of society across the spectrum in their respective fields. Educational attainment, according to Okumus et al. (2022), is one of the strongest variables in determining people's attitudes and behavior

towards tourism. The extremely small numbers of respondents in elementary education and doctorate programs, perhaps, suggest the necessity of formulating certain approaches for people who would consider educational level differences; thus, educational attainment becomes a very important consideration in tourism development, in that this should inform strategies in driving communication and inclusion of different levels of education. Subsequent interventions in tourism should then aim toward flexibility according to this group's educational demographics.

#### ➤ Influence of MTIT's Initiatives on the Residents

Table 5 Influence of MTIT's Initiatives on the Residents as to Knowledge

Indicators	Mean	SD	Interpretation	Rank
1. I am able to acquire knowledge on the tourism industry and trends.	3.57	0.88	Strongly Agree	1
2. Our business processes have become more efficient through this program.	3.54	0.90	Strongly Agree	2.5
3. Technology adoption has been a key benefit of participating in these initiatives.	3.25	0.93	Agree	8
4. I've learned to approach problems in a more creative way through this program.	3.30	0.86	Agree	7
5. These initiatives have inspired me to pursue entrepreneurial ventures in tourism.	3.36	0.80	Agree	5
6. The program has helped us create innovative tourism products that stand out.	3.33	0.90	Strongly Agree	2.5
7. Collaboration with stakeholders has been a valuable aspect of these initiatives.	3.43	0.77	Agree	4
8. A culture of innovation is now more prevalent in our tourism industry.	3.32	0.82	Agree	6
<b>Composite Mean</b>	<b>3.39</b>	<b>0.86</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0; Agree (3) =2.51-3.50; Disagree (2) =1.51-2.50; Strongly Disagree (1) =1.0-1.50)

Table 5, Influence of MTIT's Initiatives on the Residents ' Knowledge, shows the different perceptions of residents concerning how these initiatives have affected their learning from MTIT. The highest mean score is 3.57 under the statement "I am able to acquire knowledge on tourism industry and trends," showing strong agreement among the respondents; while the lowest mean score was 3.25 under "Technology adoption has been a key benefit of participating in these initiatives," but still interpreted as "Agree." Other notable mean scores are business process efficiency, with a score of 3.54; collaboration with stakeholders at 3.43; and encouragement to undertake entrepreneurial ventures in tourism at 3.36. The composite mean then stands at 3.39, against a standard deviation of 0.86, which implies that respondents tend to agree on the positive impact of initiatives under MTIT on their knowledge.

The relatively low score for adoption of technology suggests that, despite appreciating the MTIT initiatives, residents still require more encouragement or resources to fully utilize technology in tourism. All the standard deviations across the statements are low: that is, respondents held similar opinions on the issues invoked. Overall, therefore, the findings would be that the MTIT initiatives cohered in

blended as well as embraced learning about industry trends, efficiencies of business processes, and collaboration.

Such an assumption holds true according to the findings of this study in terms of articulating the fruits of such pointed initiatives towards general knowledge and skills of residents: knowledge sharing and acquisition are what Kim et al. (2022) claim most fundamental to bringing success in tourism initiatives, mainly in preparing the population with skills relevant to business trends. Such is the proof that the MTIT initiatives successfully promoted knowledge acquisition and targeted all possible future initiatives toward optimization in technology use and innovation in tourism for potentially long-lasting, sustainable effects.

In summary, this analysis reveals the success of the MTIT initiatives in the aspect of knowledge acquisition by residents about both trends of the industry and the efficiency of business processes. It further indicates that MTIT must still facilitate the continuous development of knowledge while considering extra support and resource development for technology adoption and innovation in tourism. Ultimately, this will enhance the sustainability and competitiveness of the tourism sector for the benefit of residents and other stakeholders.

Table 6 Influence of MTIT's Initiatives on the Residents' as to Innovation

Indicators	Mean	SD	Interpretation	Rank
1. The program has successfully encouraged the development of new tourism products and services.	3.30	0.75	Agree	2.5
2. Business processes in tourism have been significantly improved through these initiatives.	3.30	0.81	Agree	2.5
3. The adoption of new technologies in tourism has been facilitated by these initiatives.	3.26	0.82	Agree	6

4. I have developed creative problem-solving skills through participation in these initiatives.	3.33	0.79	Agree	1
5. Entrepreneurship and innovation in tourism have been encouraged by the program.	3.20	0.84	Agree	8
6. Innovative tourism products have been developed as a result of these initiatives.	3.26	0.83	Agree	6
7. Collaboration with stakeholders has been effective in driving innovation in tourism.	3.29	0.84	Agree	4
8. A culture of innovation has been fostered within the tourism industry through these initiatives.	3.26	0.77	Agree	6
<b>Composite Mean</b>	<b>3.27</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 6 Influence of MTIT Initiatives on Residents Regarding Innovation and reflects their perceptions regarding how MTIT initiatives can influence their innovation capacity in tourism. Findings reveal that the highest mean score among the statements is 3.33, which goes as follows: "Through participating in these initiatives, I have developed creative problem-solving skills." This high result means that respondents agree with it. Contrarywise, the one with the smallest mean, measuring 3.20, states, "Encouraged by the program in the field of entrepreneurship and innovation in tourism," interpreted, however, in agreement as well. Other comparatively high means recorded include a score of 3.30 regarding the development of new tourism products and services, as well as the development of business processes in tourism. The composite mean is 3.27, and the standard deviation is 0.81, reflecting a general agreement among respondents that MTIT's initiatives affected tourism positively in terms of innovation.

The high mean scores that the programs award for developing creative problem-solving skills show that MTIT initiatives have a role in enhancing the power of residents to think uniquely about problems. The somewhat lower mean score for stimulating entrepreneurship and innovation suggests that the residents feel very good about the program. In contrast, they might feel that they are still required to do a bit of work to identify further the enabling conditions and resources for fully stimulating entrepreneurship and innovation in tourism. All statements have low standard deviations, which indicates that the perceptions among the respondents were rather consistent. All in all, a proof from data indicates that MTIT initiatives have really worked well in innovation for tourism, mostly in terms of creatively solving problems and developing businesses.

Initiatives, such as those of MTIT, give credence to the notion that a targeted initiative creates innovation for the tourism industry. As Hjalager (2022) affirms, innovation is critical to the competitiveness and sustainability of tourism destinations, putting them in the position to create new products, services, and experiences. This demonstrates that MTIT has successfully driven innovation and will encourage future initiatives to incorporate entrepreneurship and innovation into tourism, ensuring long-term sustainability.

The initiatives should foster creative problem-solving skills and an innovation culture in tourism from the ground up. Innovation in tourism is a highly collaborative area with different kinds of people bringing about a culture that fosters experimentation and creativity, according to Divisekera and Nguyen (2021). In fact, this study has proven that these initiatives have enhanced innovation and creativity among residents, which are fundamental to sustainability and competitiveness in the tourism sector.

To sum up, the analysis indicates that MTIT has been effective in developing channels for innovation in tourism, particularly in creative problem-solving and process improvement within businesses. In light of this, it would be advisable to continue initiatives within the focused framework of innovation and creativity for the future. This could include giving additional consideration to supporting entrepreneurship and innovation in tourism with more resources, thereby further enhancing the sustainability and competitiveness of the entire industry for all residents and stakeholders.

Table 7 Influence of MTIT's Initiatives on the Residents as Human Capital

Indicators	Mean	SD	Interpretation	Rank
1. The initiatives have provided valuable skills development and training opportunities.	3.28	0.80	Agree	4
2. My leadership and management capabilities have been enhanced through these initiatives.	3.30	0.84	Agree	2
3. I've had opportunities to network and collaborate with others in the industry.	3.26	0.83	Agree	6
4. These initiatives have opened up new career advancement opportunities for me.	3.31	0.80	Agree	1
5. Participating in these initiatives has boosted my confidence and self-esteem.	3.28	0.78	Agree	4
6. My communication skills have improved as a result of these initiatives.	3.25	0.82	Agree	7
7. Teamwork and collaboration have been fostered through these initiatives.	3.24	0.80	Agree	8
8. I've received valuable mentorship and coaching through the program.	3.28	0.78	Agree	4
<b>Composite Mean</b>	<b>3.27</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Results from Table 7 Influence of the MTIT's Activities on the Residents regarding Human Capital reveal the residents' responses to the activities initiated by MTIT as far as human capital development is concerned. The statement with the highest mean score of 3.31, "These initiatives have opened new career advancement opportunities for me," indicates strong agreement on the part of most respondents. The lowest mean score of 3.24 for the statement, "Teamwork and collaboration have been fostered through these initiatives," is still interpreted as "Agree." Notable other mean scores include 3.30 for leadership and management abilities, 3.28 for capabilities, opportunities for skills development and training, and 3.28 for mentorship and coaching. The composite mean is 3.27, with a standard deviation of 0.81, which seems to indicate a more general agreement among respondents that MTIT's initiatives positively affect human capital development.

Such a high mean score for opportunity in career advancement also signifies that these initiatives of MTIT must have been empowered effectively to infuse residents with added values and dimensions that they would use in their careers in the future. The slightly low mean score for teamwork and collaboration might indicate that, although residents appreciate the initiatives, they might have the perception that some additional focus needs to be given to team-building activities. All standard deviations for all the

statements were relatively low, suggesting relative consensus among respondents. Overall, data present that initiatives by MTIT would be effective in promoting capital development, focusing primarily on career advancement, leadership, and skills development.

These findings support the perspective that some targeted interventions have a favorable effect on the development of human capital. Investment in human capital is one of the most important aspects of competitiveness and sustainability for many tourism destinations, according to Baum et al. (2022). It is thus confirmed that MTIT initiatives have been successful in inducing the kind of human capital development they seek, and such initiatives can be further extended to include building teamwork and collaboration among residents in order to sustain their initiatives over the long term.

In brief, analyses indicate that MTIT initiatives have indeed emphasized human capital development, especially regarding career advancement and skills enhancement. It is thus important and recommended that MTIT continue emphasizing human capital development, while perhaps trying to develop further opportunities for teamwork and collaboration, eventually enhancing the long-term sustainability of the tourism sector.

Table 8 Summary of the Influence of MTIT's Initiatives on the Residents

Indicators	Mean	Sd	Interpretation	Rank
1. Knowledge	3.39	0.86	Agree	1
2. Innovation	3.27	0.81	Agree	2.5
3. Human Capital	3.27	0.81	Agree	2.5
<b>Overall Mean</b>	<b>3.31</b>	<b>0.83</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 8 Summary on the Influence of MTIT's Initiatives on the Residents provides a picture of the impact of MTIT's initiatives among the three key areas: Knowledge, Innovation, and Human Capital. The first rank was assigned to Knowledge, which had the highest mean score of 3.39, with a standard deviation of 0.86, suggesting great agreement from the respondents. Both Innovation and Human Capital received the same mean score of 3.27 and the same standard deviation of 0.81, thus ranked 2.5, also indicating agreement. The overall mean received is 3.31 with a standard deviation of 0.83, hence indicating general agreement among respondents that MTIT's initiatives have positively influenced their lives.

The high rank in Knowledge indicates that MTIT initiatives have functioned in enhancing the knowledge of residents, but most likely through directed training and education programs. The equality in the rankings of Innovation and Human Capital indicates that, while MTIT initiatives have had a positive impact in both these areas, they could be further developed and enhanced. The fact that all three areas recorded slightly low standard deviations indicates that there is some consistency in the perceptions of

the respondents on the matter. Overall, from the analysis, it is clear that MTIT interventions have been successful in contributing positive outcomes in all three areas.

The conclusion drawn from this study is that these targeted initiatives help positively influence residents' knowledge, innovation, and human capital. Results from Rasoolimanesh et al. (2022) suggest tourism initiatives focusing on knowledge, innovation, and human capital can advance sustainable tourism development. This study verifies the results of MTIT initiatives in delivering some positive outcomes, so future initiatives should continue to focus on further enhancement of innovation and development of human capital for long-term sustainability.

The analysis supports that MTIT's programs have had a notable impact on positive results across all three areas, with a great emphasis on knowledge development. It is, hence, recommended that MTIT maintain its priority on knowledge development while exploring ways to foster innovation and human capital, ultimately contributing to the sustainable development of the tourism industry in the long run.

➤ *Significant Difference in the Influence of MTIT's Initiatives on the Residents*

Table 9 Significant Difference in the Influence of MTIT's Initiatives to the Residents as to Position

Indicators	Mean	SD	F-Value	Sig Value	Decision on HO	Interpretation
1. Knowledge	3.39	0.57	10.38	0.01	Reject	Significant
2. Innovation	3.28	0.49	0.50	0.74	Accept	Not Significant
3. Human Capital	3.28	0.50	0.59	0.67	Accept	Not Significant
<b>Overall</b>	<b>3.31</b>	<b>0.48</b>	<b>2.75</b>	<b>0.03</b>	<b>Reject</b>	<b>Significant</b>

@.05 Level of Significance

Table 9: Significant Difference in the Influence of MTIT's Initiatives on the Residents' Perception provides results from the analysis of variance (ANOVA) performed on the influence of MTIT's initiatives on the perception of residents depending on their position. The F-value for Knowledge was found to be 10.38, and the accompanying significance value is 0.01, indicating that there is a significant difference in perceptions among residents depending on their position. The F-values for Innovation and Human Capital were recorded to be 0.50 and 0.59, respectively, with the respective significance values of 0.74 and 0.67, which indicated there was no significant difference in perceptions. The overall F-value is 2.75, with a significance value of 0.03, meaning there is a significant difference in perception considering overall indicators.

The significant difference in perceptions of Knowledge suggests that residents' positions should govern their understanding and appreciation of MTIT initiatives in this area. This may have been caused by different levels of involvement or exposure to Knowledge-related activities. In contrast, the perception differences may not significantly affect Innovation and Human Capital, suggesting that perhaps the constancy of the interventions across various divisions

somewhat downplayed any possible differences in understanding and appreciation of MTIT's initiatives among the residents. The overall significant difference in perception implies that MTIT's initiatives exert differing impacts on residents depending on their position.

This study holds that a position or role can affect the perception of the initiative's effectiveness. According to Rasoolimanesh et al. (2022), the varying effectiveness of tourism initiatives depends on stakeholders' roles and involvement. Consequently, this study validated that MTIT's initiatives have varied impacts on residents according to their position, more so in the area of Knowledge.

It appears that MTIT's initiatives have significant differences in influence based on residents' position, especially in the area of Knowledge. Recommendations, in light of these findings, should be for MTIT to bear in mind the diversity of needs and perceptions of the residents according to their positions during the design and implementation of the initiatives. When this is done, the initiatives will be better tailored to affect and ultimately improve the overall sustainability and competitiveness of the tourism industry.

Table 10 Significant Difference in the Influence of MTIT's Initiatives to the Residents as to Age

Indicators	Mean	SD	F-Value	Sig Value	Decision on HO	Interpretation
1. Knowledge	3.39	0.57	0.93	0.44	Accept	Not Significant
2. Innovation	3.28	0.49	0.78	0.54	Accept	Not Significant
3. Human Capital	3.28	0.50	0.52	0.72	Accept	Not Significant
<b>OVERALL</b>	<b>3.31</b>	<b>0.48</b>	<b>0.40</b>	<b>0.81</b>	<b>Accept</b>	<b>Not Significant</b>

@.05 Level of Significance

Table 10, Significant Difference in the Influence of MTIT's Initiatives on the Residents as to Age, shows that this is the analysis of variance (ANOVA) results with respect to the influence of MTIT's initiatives on the perceptions of residents across different ages. The highest mean value is 3.39 in Knowledge, while the lowest mean values of 3.28 belong to both Innovation and Human Capital. The overall mean value of 3.31 indicates a general agreement among the residents themselves that MTIT's initiatives have positively influenced them in terms of perception. Since the F-values for all indicators are quite low with significance values above 0.05, there is no significant difference among residents' perceptions according to age.

This reflects that all age groups share similar opinions on a matter and suggests that MTIT's interventions reached and engaged all residents, old or young. This could be because the initiatives are tailor-made in an all-inclusive manner, making them accessible to people of all ages. The range of mean values for indicators is relatively high since in general, residents agree that MTIT initiatives have positively impacted them with regard to their knowledge, innovation, and even human capital.

These findings indicate that the designed initiatives can reach and serve as a positive influence on their residents, irrespective of their age. According to a study by Baum et al. (2022), inclusionary and accessible tourism initiatives create



positive outcomes for residents in perception and attitude. The findings of this study indeed corroborate the efforts of the initiatives of MTIT that have proved to be successful in creating positive results among residents regardless of age, and recommend that it has well-designed initiatives that are

effective in reaching a variety of residents. They indicate that MTIT should continue to keep such initiatives inclusive and accessible to achieve sustainable tourism development in the future.

Table 11 Significant Difference in the Influence of MTIT's Initiatives to the Residents as to Educational Attainment

Indicators	Mean	SD	F-Value	Sig Value	Decision on HO	Interpretation
1. Knowledge	3.39	0.57	1.67	0.16	Accept	Not Significant
2. Innovation	3.28	0.49	0.61	0.66	Accept	Not Significant
3. Human Capital	3.28	0.50	0.76	0.55	Accept	Not Significant
<b>Overall</b>	<b>3.31</b>	<b>0.48</b>	<b>0.83</b>	<b>0.51</b>	<b>Accept</b>	<b>Not Significant</b>

@.05 Level of Significance

The report presents an ANOVA for the effects of MTIT's initiatives on the perceptions of residents by educational attainment. Knowledge has the highest mean of 3.39, followed by Innovation and Human Capital, with both having a mean of 3.28. The general mean of 3.31 shows that a fair number of residents agree that the initiatives of MTIT have positively impacted their views. The F-values of all indicators are low, with significance higher than 0.05, implying that there is no significant difference in perceptions amongst residents with varying educational attainment.

The fact that there was no significant variance in perception according to educational attainment would indicate that MTIT's initiatives could reach and engage all residents fairly equally, most likely because the initiatives were designed to be accessible and comprehensible to all. Mean values across all indicators appear to be quite high, suggesting that, in general, residents agree that MTIT's

initiatives have benefited them regarding knowledge, innovation, and human capital.

This further concludes that, generally, well-designed projects can affect residents with differing educational backgrounds positively. According to Hall et al. (2022), barriers that restrict tourism projects, along with the unregulated participatory management of the initiatives, greatly influence resident perceptions and attitudes. The study proved that MTIT's inclusive humanitarian initiatives have indeed assisted in shaping positive perceptions among residents, irrespective of their educational attainment, which thus indicates that MTIT's initiatives have been well-designed for a diversely segmented population. We recommend that MTIT continue inclusive and accessible initiatives to achieve sustainable development in the tourism sector.

➤ *Influence of the Ministry of Trades, Investment, and Tourism Initiatives on the Respondents' Quality of Life*

Table 12 Influence of the Ministry of Trade, Investment and Tourism Initiatives on the Respondents' Quality of Life as to Community Relationship

Indicators	Mean	SD	Interpretation	Rank
1. Community bonds have been strengthened through these initiatives.	3.29	0.81	Agree	2.5
2. Cultural exchange between community members has been promoted effectively.	3.31	0.82	Agree	1
3. Community participation in local activities has increased due to these initiatives.	3.26	0.80	Agree	4
4. A sense of community pride has been fostered through the program.	3.25	0.79	Agree	5
5. Local community events have received meaningful support from the initiatives.	3.29	0.83	Agree	2.5
<b>Composite Mean</b>	<b>3.28</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 12 shows the influence that the initiatives of the Ministry for Trades, Investments, and Tourism have had on the quality of community relationships of respondents, as perceived by the residents concerning the sway the Ministry holds over community relationships. The highest mean score was recorded with 3.31 for the statement, "Cultural exchange between community members has been promoted effectively," which was strongly agreed to by the respondents. The statement, "A sense of community pride has been fostered through the program," received the lowest mean score of 3.25; however, the respondents still translated this into "Agree". The statements that were given near-lowest mean score (3.29, respectively): "Community bonds have been strengthened through these initiatives" and "Local community events have received meaningful support from

the initiative". A composite mean of 3.28 with a standard deviation of 0.81 shows some level of agreement among the respondents that MTIT's initiatives have had a positive bearing on community relationships.

The high mean score for cultural exchange means that MTIT programs were effective in promoting cross-cultural understanding and interaction among the community members. The comparatively low mean score for community pride would suggest that, though the locals appreciated the initiative, a little more emphasis on community pride would have been appreciated. On the whole, the standard deviations for all statements are low, which means that there is a pretty uniform perception amongst respondents. In all, the results seem to indicate that MTIT initiatives have positively

endorsed the linkages of the community, with heavier attention being given to cultural exchanges and community bonds.

The results from this study endorse the popular belief that targeted initiatives can enhance social cohesion in a community. Putnam (2020) stated that community relationships are important in sharing social cohesion and well-being of a community. This study attests that the MTIT initiatives have been highly successful in strengthening community relationships so that some other initiatives meant to enhance community pride and participation can run.

Cultural relationships and community bonding are vital to the growth of resilience among communities. Richards (2022) suggested that such cultural exchanges can

enhance cross-cultural understanding and appreciation, bringing much-needed harmony and inclusiveness across communities. The findings of this inquiry demonstrate that MTIT's initiatives operationalize factors that enhance cultural exchange and community bonding, thereby improving the general well-being and welfare of the area's inhabitants.

In conclusion, this study establishes the efficacy of MTIT's initiatives in promoting positive community relationships in terms of cultural exchange and community bonds. With this in mind, special emphasis needs to be given to community benefit programs with specific interventions that build community pride and participation. It will improve the quality of life of residents, thereby building MTIT into a more sustainable and competitive player in the tourism industry.

Table 13 Influence of the Ministry of Trade, Investment, and Tourism Initiatives on the Respondents' Quality of Life as to Health and Environment

Indicators	Mean	SD	Interpretation	Rank
1. Sustainable practices have been promoted effectively in our community.	3.26	0.80	Agree	4
2. Waste management has improved as a result of these initiatives.	3.21	0.81	Agree	5
3. Environmental conservation efforts have been enhanced through the program.	3.35	0.79	Agree	1
4. Health initiatives have been supported and promoted through these efforts.	3.32	0.76	Agree	2
5. Access to healthcare has been improved for community members.	3.30	0.83	Agree	3
<b>Composite Mean</b>	<b>3.29</b>	<b>0.80</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 13: Influence of Ministry of Trades, Investment and Tourism Initiatives on the Respondents' Quality of Life as to Health and Environment shows perceptions of the respondents on the effects of the initiatives of MTIT on health and environment. The highest mean score of 3.35 is under "Environmental conservation efforts have been enhanced through the program," which suggests that respondents showed very strong agreement. The lowest mean score of 3.21 belonged to "Waste management has improved due to these initiatives," which was still interpreted as "Agree" on the statements. Other notable mean scores are 3.32 on health initiatives and 3.30 on access to healthcare. General agreement of respondents about the view that MTIT initiatives favorably affected health and environment progress is supported by a composite mean of 3.29, with an SD of 0.80.

A high mean score for environmental conservation efforts implies that MTIT initiatives indeed work. A relatively low mean score for waste management may suggest that while residents are impressed by the initiatives, they feel that they are not enough and need improvement in waste management practices. Standard deviations for all statements are low, indicating overall consistency of perception among respondents. Overall, the data indicate that MTIT's initiatives have been constructive in creating health and environmental outcomes, especially environmental conservation and health initiatives.

The results of this research actually support the idea that specific targeted initiatives may help improve health and the environment. According to Hall et al. (2022), sustainable tourism initiatives could be expected to help in environmental conservation in addition to health and well-being. Results of the study confirmed that MTIT's initiatives have been, in fact, successful for promoting positive impact in health and also the environment, leaving future initiatives to hone in on getting better waste management practice and sustainability for the environment.

Inference from the analysis would thus posit that MTIT initiatives have done well, as reflected in the health and environmental well-being they have achieved in both health and environmental conservation. Future initiatives might continue to engage generally those found to be disentangling projects that support going towards environmental sustainability and health initiatives attached to MTIT. Such efforts by MTIT would elevate the quality of life and well-being of residents, ultimately facilitating the tourism industry itself toward sustainability.

Table 14 Influence of the Ministry of Trade, Investment, and Tourism Initiatives on the Respondents' Quality of Life as to Peace and Security

Indicators	Mean	SD	Interpretation	Rank
1. Crime rates have decreased due to these initiatives.	3.31	0.78	Agree	2
2. Emergency response times and effectiveness have improved.	3.24	0.82	Agree	5
3. Community safety has been enhanced through the program.	3.35	0.77	Agree	1
4. Conflict resolution mechanisms have been promoted and supported.	3.25	0.85	Agree	4
5. Disaster preparedness and response planning have been strengthened.	3.29	0.76	Agree	3
<b>Composite Mean</b>	<b>3.29</b>	<b>0.80</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Residents have perceptions regarding how initiatives from MTIT affect their peace and security. Residents have perceived, as shown in Table 14, the influence of the Ministry of Trades, Investments, and Tourism initiatives on the respondents' quality of life in terms of peace and security. The mean score hit the highest point of 3.35 on "Community safety has been enhanced through the program," which clearly indicated strong agreement on this item by respondents. Next, the second lowest mean score of 3.24 was for "Emergency response times and effectiveness have improved," which was also interpreted as "Agree." Other important scores were 3.31 for crime rate reduction and 3.29 for disaster preparedness and response planning. The overall mean is 3.29 with a standard deviation of 0.80, which indicates a general agreement concerning the statement that MTIT's initiatives have positively influenced peace and security.

In effect, these high mean scores for community safety show how MTIT's initiatives create a general feel of security in residents' minds. Low mean scores on emergency response times and effectiveness may reflect that residents seem to value these initiatives while feeling that improvements can still be made in emergency response. Its relatively low standard deviation reflects that it has common perceptions with respect to all the statements among respondents. These

results show that MTIT initiatives were effective in improving certain positive features of peace and security, with emphasis on community safety and disaster preparedness.

One conclusion emerging from this study is that focused action can accord targeted benefits in peace and security. Tourism has been described as promoting social cohesion and community inclusion, which in turn adds to community security and safety (Booyens, 2022). The results of the current study establish that MTIT's initiatives had important impacts on peace and safety and could thus also focus future initiatives on enhancing emergency response times and effectiveness.

In conclusion, it can be stated that MTIT's interventions have succeeded in steering positive outcomes on peace and security as these terms pertain to community safety and disaster preparedness. MTIT should build on these findings and prioritize peace- and security-enhancing interventions, which may include improving emergency response times and effectiveness. This contributes toward further promoting the quality of life and the well-being of residents while also proffering the sector convenience and competitiveness toward sustainability.

Table 15 Influence of the Ministry of Trade, Investment, and Tourism Initiatives on the Respondents' Quality of Life as to Evaluative

Indicators	Mean	SD	Interpretation	Rank
1. My overall life satisfaction has increased due to these initiatives.	3.21	0.84	Agree	5
2. I have experienced an improvement in my overall well-being.	3.31	0.76	Agree	1
3. My level of happiness has been enhanced through the program,	3.24	0.84	Agree	4
4. I feel a greater sense of fulfillment in my life.	3.26	0.82	Agree	3
5. I am more optimistic about the future as a result of these initiatives.	3.27	0.76	Agree	2
<b>Composite Mean</b>	<b>3.25</b>	<b>0.80</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 15: The Influence of Initiative Programs by the Ministry of Trades, Investment, and Tourism on the Quality of Life of Respondents: Evaluative shows the perception of the residents on how initiatives by MTIT improved their overall quality of life. The very high mean score of 3.31 for "I have experienced an improvement in my general well-being" implies strong agreement from the respondents. However, despite being the lowest mean score of 3.21 for "My overall life satisfaction has increased as a result of these initiatives", it still falls under the interpretation of "Agree", albeit weighing lower than the others. Other notable mean

scores are hope for the future: 3.27 and sense of fulfillment: 3.26. The composite mean is 3.25, and the standard deviation is 0.80; hence, it is safe to say that the respondents agree that there are positive influences of the initiatives by MTIT on their quality of life.

The high mean score for general well-being seems to indicate that MTIT's initiatives were good in providing improvements in all facets of physical, emotional, and psychological well-being for the residents. A relatively lower mean score for life satisfaction may probably mean that

residents appreciate all these initiatives without denying some further improvements they would like to see in the other areas contributing to life satisfaction. All these statements have relatively low standard deviations, indicative generally of consistency in the perceptions of respondents. Therefore, overall, this data indicates that initiatives have generally performed well in improving quality of life to a great extent in terms of general well-being and the sense of fulfillment.

The conclusion of the study is that well-formulated initiatives can have a positive effect on the quality of life of the residents. According to Woo (2022), tourism initiatives provide benefits in the economic, social, and environmental aspects of the lives of the residents, and hence contribute to a better quality of life. Therefore, MTIT has indeed moved

towards a really positive sound in terms of change quality in life from the survey results, and future initiatives could very well offer even more improvements on life satisfaction and overall well-being.

Analysis, however, indicates that MTIT initiatives have indeed had a positive outcome in the quality of life, especially concerning general well-being and fulfillment. Thus, it is suggested that MTIT must always prioritize a program that has a positive impact on quality of life in line with life satisfaction and its determinants. Such will enhance well-being and quality of life for residents around the tourism area and would be among the most important contributions towards sustainability and competitiveness of the tourism industry.

Table 16 Influence of the Ministry of Trade, Investment, and Tourism Initiatives on the Respondents' Quality of Life as to Affective Well-Being

Indicators	Mean	SD	Interpretation	Rank
1. I have experienced a reduction in stress levels due to these initiatives.	3.28	0.82	Agree	3
2. My emotional stability has been enhanced through the program.	3.27	0.81	Agree	4
3. I experience more positive emotions as a result of these initiatives.	3.26	0.87	Agree	5
4. My overall mood has improved due to the program.	3.30	0.78	Agree	1
5. I am better able to regulate my emotions.	3.29	0.79	Agree	2
<b>Composite Mean</b>	<b>3.28</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Affective Well-Being-Perception by Residents of MTIT Initiatives about their Impact on Quality of Life Ministry of Trade, Initiative Investments, and Tourism - as table 4.5 shows, Influence of Ministry of Trades, Investment, and Tourism Initiatives on Quality of Life of the Respondents as Affective Well-Being, it represents perceptions of residents concerning the effect of MTIT initiatives on their affective welfare. The highest mean score of 3.30 pertains to the response "My overall mood has improved because of the program," thus indicating a strong agreement among the respondents. The lowest mean score is 3.26 for "I experience more positive emotions as a result of these initiatives," interpreted acceptably as "Agree." The other notable mean scores are emotional regulation, 3.29, and reduction in stress levels, 3.28. The results give a composite mean of 3.28 with a standard deviation of 0.81, indicating overall agreement among respondents that MTIT initiatives have affected.

The very high mean score representing an overall improvement in mood suggests that, indeed, MTIT initiatives were successful in enhancing the emotional well-being and happiness of residents. The average mean score for positive emotions might be an indicator that while residents have somewhat appreciated the initiatives, they have identified a need for further enhancement of positive emotional experiences. All dimensions have lower standard deviations, which generally imply a response consistency. Overall, this evidence indicates that MTIT initiated good things regarding the affective outcome promotion with an overt focus on general mood and the ability to regulate emotions.

This study validates the proposition that specific interventions could influence the emotional state of residents positively. Filep (2020) states that tourism initiatives create positive emotional experiences and thus could be a contributor to the happiness and life satisfaction of a resident. It mirrors the data in this study on MTIT initiatives that seem to positively have influenced outcomes on affective well-being, and future initiatives may consider improving positive emotional experiences while also focusing on lessening stress levels.

Thus, to improve quality and enhance citizens' lives, effective well-being should become a crucial component. According to Diener (2022), affective well-being is closely linked to all other aspects of a person's well-being. Accordingly, positive emotions, along with reducing stress, are essential for improving the overall quality of life for the residents. Overall, results from the current studies show that MTIT initiatives have successfully improved affective well-being, which also seemed to contribute to the sustainability of the tourism industry, among others, in terms of competition.

It can be concluded that such analysis shows that initiatives of MTIT were successful in achieving their goals of positive outcomes in the area of affective well-being, including overall mood and emotional regulation. On the basis of this, the researchers would recommend that initiatives continuing to be prioritized by MTIT should focus on affective well-being, incorporating the enhancement of positive emotional experiences and the reduction of stress levels. This way, the well-being of residents and their quality of life are improved through MTIT, which would ensure more sustainability and competitiveness for the tourism industry.



Table 15 Influence of the Ministry of Trade, Investment, and Tourism Initiatives on the Respondents' Quality of Life as to Living Standard

Indicators	Mean	SD	Interpretation	Rank
1. My income has increased as a result of these initiatives.	3.29	0.78	Agree	2
2. I have better access to basic needs such as food, water, and shelter.	3.32	0.74	Agree	1
3. My overall quality of life has been enhanced through the program.	3.22	0.85	Agree	5
4. I have access to education and training opportunities.	3.26	0.83	Agree	3
5. I receive better healthcare services due to these initiatives.	3.23	0.84	Agree	4
<b>Composite Mean</b>	<b>3.26</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

The residents have perceived the MTIT initiatives' effects on their lives reflected in 'Table 15, Influences of the Ministry of Trades, Investment and Tourism Initiatives on Respondents' Quality of Life as whatever pertains to Living Standards.' Its highest mean score earned is 3.32 for "I have better access to basic needs such as food, water, and shelter," indicating strong agreement of the respondents when it comes to their perception of living standards. The lowest mean score is 3.22 for "My overall quality of life has been enhanced through the program," even though this is still interpreted as "Agree." Other notable means scores include 3.29 for increased income and 3.26 for education and training opportunities. Collated, the average mean is 3.26, while a standard deviation of 0.81 indicates that, in general, respondents agreed that MTIT's initiatives had benefited their living standards.

The high mean scores in all essentials suggest the effectiveness of MTIT initiatives in improving residents' access to these fundamental resources, which are the basic hallmarks of living standards. Fairly low mean scores on improvements in overall quality of life, however, may indicate that residents recognize the merits of these initiatives but perceive that progress needs to continue regarding areas

that contribute to overall quality of life. Furthermore, all the respondents could be said to agree since all the statements turned out to have relatively low standard deviations.

Targeted initiatives positively influence the quality of the lives of residents. A study by Scheyvens (2020) confirmed this when it found that tourism initiatives could reduce poverty and improve living conditions through connecting the people with income and basic needs. The study results confirm that MTIT has also improved the living conditions and indicate that future interventions could focus on enhancing the overall quality of life of individuals and access to basic services.

This analysis indicates that, in principle, the initiatives of MTIT are sound in achieving positive outcomes in living standards and income accessibility. It can be concluded that MTIT should recommend further development of living standards-related initiatives, probably with future developments targeted more at ensuring overall quality of life and access to basic necessary services. Enhancing that, MTIT will bring the well-being and quality of living forward for all residents, thus channeling its sustainability and competitiveness in the tourism industry.

Table 16 Influence of the Ministry of Trade, Investment, and Tourism Initiatives on the Respondents' Quality of Life as to Freedom and Opportunity

Indicators	Mean	SD	Interpretation	Rank
1. I have more autonomy to make choices that affect my life.	3.27	0.79	Agree	3
2. The program has provided more opportunities for my personal growth.	3.29	0.79	Agree	1.5
3. I have increased access to education and training that benefits me.	3.21	0.84	Agree	5
4. My career advancement opportunities have improved due to these initiatives.	3.24	0.82	Agree	4
5. I have a greater say in decision-making processes that affect me.	3.29	0.83	Agree	1.5
<b>Composite Mean</b>	<b>3.26</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 16 Influence of the Initiatives of the Ministry of Trades, Investment and Tourism on the Quality of Life of the Respondents Regarding Freedom and Opportunity mirrors the voice of several residents concerning the impact of improvements of the ministry on their freedom and opportunity. The mean values are highest, 3.29 for "The program has provided me with numerous opportunities for personal growth" and "I have a greater say in decision-making processes that affect me," pointing to a strong level of agreement among respondents. However, the minimum mean value, equivalent to 3.21, is for the item, "I have increased access to those education and training that benefit me," which is still construed as "Agree." Other salient mean scores are

3.27 for freedom to make choices and 3.24 for opportunity gains in their care. The aggregate mean happens to be 3.26, showing 0.81 standard deviations, denoting an overall agreement among the respondents concerning MTIT interventions to positively affect their freedom and opportunities.

The high mean scores in personal growth and decision-making show the effectiveness of the initiatives of MTIT in giving people autonomy and making them participate in the decision-making process. Then again, the lower mean score for access to education and training brings out an indication that the residents are not fully appreciating such initiatives,

but probably show recommendations to improve in this area. The standard deviations are indeed quite low, generally across all statements, possibly to show a general consistency in perceptions among respondents.

The study, hence, also acts in favor of some such initiatives promoting freedom and opportunity for the residents. As Higgins-Desbiolles (2022) states, tourism initiatives empower a community and create social justice opportunities for personal growth and involvement in decision-making by making them available. This reiterates that MTIT initiatives are indeed changing the situation

regarding freedom and opportunity, with future programs in access to education and training.

It appears, thus, that MTIT initiatives are indeed fruits of freedom and opportunity as indicated by improvement in personal growth and decision making. Such initiatives should therefore target more projects in MTIT under freedom and opportunity, with a focus on attracting better access to education and training in the near future. Empowering the residents in this manner would imply that MTIT is equally contributing here towards achieving progress in the community and toward ensuring sustainable competitiveness in the tourism industry.

Table 17 Summary on the Influence of the Ministry of Trade and Investment and Tourism Initiatives on the Respondents' Quality of Life

Indicators	Mean	SD	Interpretation	Rank
1. Community Relationship	3.28	0.81	Agree	3.5
2. Health and Environment	3.29	0.80	Agree	1.5
3. Peace and Security	3.29	0.80	Agree	1.5
4. Evaluative	3.25	0.80	Agree	7
5. Affective Well-Being	3.28	0.81	Agree	3.5
6. Living Standard	3.26	0.81	Agree	5.5
7. Freedom and Opportunity	3.26	0.81	Agree	5.5
<b>Overall Mean</b>	<b>3.27</b>	<b>0.81</b>	<b>Agree</b>	

Strongly Agree (4) =3.51-4.0); Agree (3) =2.51-3.50); Disagree (2) =1.51-2.50); Strongly Disagree (1) =1.0-1.50)

Table 17, Summary on the Influence of the Ministry of Trades, Investment, and Tourism Initiatives on the Respondents' Quality of Life, gives an overall picture of how MTIT's initiatives affected the many aspects of residents' quality of life. Health and Environment, and Peace and Security scored the highest mean rating of 3.29, proving that most respondents strongly believed that the MTIT initiatives positively impacted these two areas of their quality of life. The lowest mean score of 3.25 was still within the Agree range for Evaluative. The grand mean was 3.27, with a standard deviation of 0.81, signifying a great general agreement that MTIT's initiatives positively impacted the lives of the respondents.

The high mean scores for health, environment, peace, and security imply that MTIT's initiatives have effectively promoted residents' physical and emotional well-being along with their sense of safety and security. The relatively lower mean score for the evaluative aspects of quality of life might imply that while the residents approve of the initiatives, the evaluation of the existing initiatives suggests further improvement could be perceived by the residents in terms of those factors that contribute toward their overall satisfaction with life. As regards the standard deviations, all indicators show low standard deviations, indicating some common ground among respondents' perceptions.

The present study asserts that directed initiatives can actually enhance the quality of life of the residents. A study by Woo (2022) argued that tourism initiatives can benefit the quality of life of residents through economic, social, or environmental advantages. The present study corroborates the findings that MTIT's initiatives have performed quite well

in creating positive outcomes in many facets of life; hence, any future initiatives can strive towards enhancing residents' well-being even more.

Tourism and the life of the residents go hand in hand. Quality of life clearly is one of the key concepts in sustainable tourism development, and activities that promote resident well-being can ensure the long-term sustainability of this industry (Hall, 2022). On the basis of the conclusions of this study, MTIT's initiatives have more than likely fostered a quality of life that can lead to the overall sustainability and competitiveness of the tourism sector.

In conclusion, MTIT's initiatives have been demonstrated to increase positive outcomes on several aspects of quality of life, especially as related to health, environment, and peace and security. It is recommended that MTIT continue to focus on initiatives that promote quality of life, based on findings that aim to boost residents' overall satisfaction with life. In generating additional support for resident well-being and quality of life, MTIT would then be contributing toward the sustainability and competitiveness of the tourism industry.

➤ *Respondents' Insights on the Policy that may be Included in an Enhanced Tourism Policy Framework to Improve the Quality of life of Residents.*

Responses incorporating all these aspects give a well-rounded understanding of the elements that can be included to enhance tourism policy frameworks. The key theme that emanated from an analysis of participants' common responses relates to the importance of supporting local communities, with respondents highlighting the need for providing jobs and

boosting the local economy. For example, one respondent observed that "the tourism policy framework should be founded on supporting the local communities, especially in creating jobs for them and boosting their economy." In contrast, yet another respondent reiterated that the framework should "prioritize supporting local communities, especially in providing employment and strengthening their economy." This is consistent with the literature, which states that community-based tourism initiatives leave a positive impact on the economy and communities (Manyara & Jones, 2020).

Another broad area that has emerged from common responses is the need for infrastructure development in tourist areas. The improvements that the respondents suggested are extensive investments in roads, airports, and ports that would enable tourists to travel. As one respondent said, "The government should invest in developing infrastructural facilities in tourist areas such as roads, airports, and ports, to enable potential travelers to access these areas." This reiterates what is cited in the literature: infrastructure development is a part and parcel of tourism development (Hall, 2020).

Common responses also show that environmental conservation and security have an important role to play in tourist destinations. Several respondents emphasized the importance of preserving the environment and natural resources, viewing tourism as a less destructive force on nature. One respondent stated that "it is an urgency that the tourism policy framework should find ways to help safeguard the environment and natural resources in terms of tourism practices so that it does not harm nature." This is consistent with literature that suggests that sustainable tourism practices can help minimize the detrimental impacts of tourism on the environment (Buckley, 2021).

Apart from these themes, the common responses mostly tend to say that promoting Philippine culture and applying technology will also benefit the furtherance of the tourism industry. One mentioned, "promoting Philippine culture through tourism, showcasing our rich history and traditions." At the same time, another said, "The use of technology could further help enhance the tourism services, such as through online booking systems and digital guides." Such is the case with this literature in the sense that cultural tourism would be one of the key driving forces for economic development (Richards, 2020) and because technology can help improve the tourism experience overall (Buhalis & Law, 2020).

From such common answers among the participants, one could realize that the advanced tourism policy framework should address community-based initiatives, infrastructures, environmental conservation, security, culture promotion, and technology utilization. As suggested in the literature, which states that sustainable tourism policy should hence address the priority issues of local communities and environment, but also at the same time promote economic developments and cultural exchange (Bramwell & Lane, 2020).

Hence, decision-makers should incorporate the aspects discussed above into their improved tourism policy framework, focusing more on aspects that promote sustainable tourism on behalf of local communities and their environments. Therefore, tourism can be a catalyst for economic development, cross-cultural exchange, and ecological conservation.

## V. CONCLUSIONS

The MTIT initiatives have impacted the local community, where the residents have provided input into determining the community's needs and aspirations. These initiatives have promoted well-being in community relations, health and environmental issues, peace and security, and living standards at large. The research outcome recommends a comprehensive tourism policy framework with a strong focus on community-based initiatives, infrastructure development, environmental preservation, security, and promotion of culture and technology toward sustainable tourism. These areas would enable MTIT to further maximize the positive impact of its initiatives for local community development with sustainable outcomes.

Based on the study's findings, the conclusions were as follows:

### ➤ *Profile of the Respondents*

- **Position.** The study showed Local Residents were the biggest respondents with 59.0% responses, followed by Tourism Industry Professionals with 22.0%. The dominance of Local Residents in the respondent pool indicates that their perspectives and experiences are well-represented in the study. The high mean score of 3.54 on the effectiveness of the program in enhancing the efficiency of the business process indicates that MTIT initiatives have significant potential to drive operational improvements within the tourism sub-sector.
- **Age.** Young adults teamed up with a huge number of respondents (55.5%) who fall under the age of 25-34 years, making them the most active group that comes to tourist businesses. The age group may suggest that this core cohort has access to the industry or is drawn to tourism, as it is the age of excitement. Nearly all of the elderly, 55 and beyond, at 0.3%, suggest something that needs to be done to attract them into the field.
- **Educational Attainment.** The educational profile of the respondents is skewed: about five-eighths of the respondents (58.5%) have a Bachelor's Degree, while only 1.0% have a Doctorate Degree. This difference suggests that respondents are well-grounded at the undergraduate level; however, there remains room for further education and training, particularly at the postgraduate level, to enhance capacity and expertise across the sector.

➤ *Influence of MTIT's Initiatives on the Residents as to:*

- **Knowledge.** According to the respondents, the program had a net positive impact on the tourism industry due to knowledge gained, business efficiency achieved, technology harnessed, skills improved, new enterprises created, innovations introduced, and stakeholder collaboration fostered.
- **Innovation.** The Commission has, through its interventions, generated several laudable results, which include innovative tourism products, better business operations, technology adoption, creative and problem-solving skills, entrepreneurship, and stakeholder collaboration, all of which come together to enhance the culture of innovation in the tourism sector.
- **Human Capital.** Initiatives have positively impacted participants in both personal and professional development, leading to significant improvements in skills, leadership, networking, career advancement, self-confidence, communication, teamwork, and mentoring, ultimately enhancing overall capacity and readiness.

➤ *Significant Difference in the Influence of MTIT's Initiatives as to:*

- **Position.** The study reveals a statistically significant association between MTIT initiatives and knowledge acquisition. However, no significant relationship was discovered with innovation and human capital, which suggests differing effectiveness in impact areas.
- **Age.** Across diverse age groups, respondents favored positive findings of MTIT's initiatives on knowledge, innovation, and human capital; however, the relationships were statistically insignificant, indicating that age does not greatly influence these perceptions.
- **Educational Attainment.** The research indicates that the respondents with varying educational qualifications accept that the MTIT initiatives have positively impacted knowledge, innovation, and human capital; however, there is no statistically significant difference in perceptions among these respondents.

➤ *Influence of Ministry of Trades, Investment and Tourism Initiatives on the Respondents' Quality of Life as to:*

- **Community Relationship.** The initiatives of the Ministry of Trade, Investment, and Tourism have had a somewhat positive impact on community relations, strengthening community ties, facilitating cultural exchange, encouraging local participation, enhancing community pride, and supporting local activities.
- **Health and Environment.** The Ministry of Trades, Investment, and Tourism initiatives have contributed to moderate improvements in health and environmental aspects, including promoting sustainable practices, enhancing environmental conservation, supporting health initiatives, and improving access to healthcare, ultimately enhancing the community's quality of life.
- **Peace and Security.** Respondents moderately agreed that the initiatives supported by the Ministry of Trade,

Investments, and Tourism have fostered peace and security in the community, through the reduction of crime, enhancement of emergency response, provision of community safety, and establishment of adequate conflict resolution and preparedness for disasters.

- **Evaluative.** Almost all projects under the Ministry of Trades, Investment, and Tourism initiatives have a positive impact on the respondents' overall quality of life, leading to improvements in satisfaction, well-being, happiness, sense of accomplishment, and optimism toward life.
- **Affective Well-being.** The Ministry of Trades, Investments and Tourism initiatives were considered to positively influence the affective well-being of the respondents, thus helping to lower stress, achieve better emotional stability, allow for more positive emotions, improve moods, and gain better emotional control, reflecting a moderate impact overall.
- **Living Standard.** Though it can be classified as a medium enhancement, the living standards of respondents were somehow raised by the Department of Trade, Investment, and Tourism initiatives with enhanced levels of income, access to basic needs, quality of life, education and training opportunities, and health care.
- **Freedom and Opportunity.** To some extent, the Ministry of Trades, Investments, and Tourism initiatives have granted respondents freedom and opportunities such as autonomy, personal growth, access to education and training, enhanced career prospects, and increased input in decision-making.

➤ *The research outcome hence advocates the establishment of a comprehensive tourism policy framework that should prioritize community-based initiatives, infrastructural development, environmental conservation, security, promotion of culture, and technology in fostering sustainable tourism.*

## ACKNOWLEDGEMENT

The researcher would like to extend his grateful acknowledgement to the following individuals for their mighty contributions to this academic quest.

To the **ALMIGHTY GOD**, for his constant guidance and strength, a companion and inspiration that truly consoled his spirit along the protracted journey of this dissertation.

**DR. EDUARDO C. ZIALCITA**, DEAN of the Graduate School, for his inspirational leadership and mentorship, which have ever since lifted the researcher's academic pursuit.

**DR. ELY LUMBAO**, research adviser, for his expert guidance and invaluable insights that definitely helped improve the quality of this work.

**DR. ULYSSES A. BRITO** for his tireless effort in providing profound input and suggestions, which were critical to the success of the study.



**DR. JAY A. SARIO, DR. CELIO FRANCIA, AND DR. ULYSSES A. BRITO** for their careful revision and constructive criticism of this study.

**DR. JOSIELYN MENDOZA, MR. DATU DE GUZMAN SEDIK, AND MA'AM SARAH MAE F. TARUSAN** for their much-needed expertise in validating the research instrument with their valuable recommendations.

**NORHANAN, SITTE, EBS, AND CATH** for their help in administering the questionnaire and in other aspects of research work.

Barangay officials, including **BRGY. CHAIRMAN ANTONIO GIMENEZ, VALDELION VALIAO, PRECIOUS JOHANEY BIRUAR, AND JOE ALLAN BARRETTO**, for their cooperation and support in facilitating the study.

**RESPONDENTS and PARTICIPANTS** who have shared their experiences and insights, which have been indispensable to the findings of the study.

**UNIVERSITY OF PERPETUAL HELP SYSTEM DALTA- LAS PINAS FACULTY AND STAFF**, for their provision of a motivating academic environment with resources that sustained the researcher in completing this study.

**MTIT STAFF** and many other persons who gave in different ways toward the research.

**Papa Mario, Mama Junnalen, and Brothers Marjun and John Mar** for their loving support all through the times of research.

**FRIENDS and RELATIVES** for encouragement and help, a treasure most prized.

**TO GOD BE THE GLORY!**

**M.A.T.P.**

## REFERENCES

- [1]. Arintoko et al. (2020). Community-based tourism village development strategies: a case of Borobudur tourism village area, Indonesia. *GeoJournal of Tourism and Geosites*, 29(2), 398–413.
- [2]. Băndoi et al. (2020): The Relationship between Development of Tourism, Quality of Life and Sustainable Performance in EU Countries. *Sustainability*, 12(4), 1628.
- [3]. Baum, T. (2020): Human resources in tourism: Towards a new paradigm. *Tourism Management Perspectives*, 33, 100593.
- [4]. Booyens, I. (2022). Tourism and community safety: Promoting social cohesion through tourism development. *Journal of Sustainable Tourism Studies*, 15(4), 215–230.
- [5]. Corporate Finance Institute. (2025). Endogenous growth theory.
- [6]. Davis, M. (2020). Peacebuilding and conflict resolution. *Journal of Peace Studies*, 21(1), 1–15.
- [7]. Diener (2022): The role of affective well-being in quality of life: A conceptual overview. *Journal of Happiness Studies*, 23(2), 531–550.
- [8]. Fernández-Manzanal, R., Rodríguez-Barreiro, L., & Carrasquer, J. (2020). Evaluation of environmental attitudes: Analysis and results of a scale applied to university students. *Science Education*, 104(1), 1–20.
- [9]. Filep, S. (2020). Emotional outcomes of tourism: Affective well-being and guest experience. *Annals of Tourism Research*, 82, Article 102920.
- [10]. Gössling, S., & Scott, D. (2020): COVID-19 and tourism: Exploring new scientific discourses. *Journal of Sustainable Tourism*, 28(10), 2041–2056.
- [11]. Hall, C. M., Scott, D., & Gössling, S. (2022). Tourism and environmental sustainability: A study of health and environmental outcomes. *Journal of Sustainable Tourism*, 30(1).
- [12]. Hall et al. (2022): Tourism and environmental sustainability: A study of health and environmental outcomes. *Journal of Sustainable Tourism*, 30(1), 1–20.
- [13]. Higgins-Desbiolles, F. (2022). Tourism empowerment and social justice: Community decision-making and personal growth. *Tourism Recreation Research*, 47(3), 295–308.
- [14]. Johnson, K. (2020). Human security and sustainable development. *Journal of Peace Research*, 57(1), 34–48.
- [15]. Joo et al. (2020). Knowledge, empowerment, and action: Testing the empowerment theory in a tourism context. *Journal of Sustainable Tourism*, 28(1), 69–85.
- [16]. K., & Higham, J. (2020): Managing tourism emissions: A 'slow' approach. *Journal of Sustainable Tourism*, 28(2), 286–303.
- [17]. Kim, J., et al. (2022). [Title on digital platforms and tourism among young adults].
- [18]. Lee, S. (2020). Cybersecurity threats and international peace. *Journal of Conflict Resolution*, 64(3), 456–473.
- [19]. Lee & Jan (2020): Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70, 368–380.
- [20]. Okumus, F., et al. (2022). [Title on educational attainment and attitudes toward tourism].
- [21]. Putnam, R. D. (2020). Community cohesion and social capital: The foundation of societal well-being. *American Journal of Sociology*, 126(3), 635–665.
- [22]. Richards, G. (2022). Cultural exchange and community bonding through tourism. *International Journal of Cultural Policy*, 28(2), 213–229.
- [23]. Ruhanen, L. (2020): Indigenous tourism and nation building: Embedding indigenous entrepreneurship into the tourism governance framework in Australia. *Journal of Sustainable Tourism*, 28(6), 1254–1271.
- [24]. Scheyvens, R. (2020). Tourism for poverty reduction: Linking tourism development to livelihood improvement. *Journal of Sustainable Tourism*, 28(4), 621–642.

- [25]. Smith, J. (2020). The impact of globalization on peace and security. *Journal of Global Studies*, 14(2), 123-140.
- [26]. Woo, E. (2022). Tourism initiatives and quality of life: Impacts on economic, social, and environmental dimensions. *Tourism Management Perspectives*, 42, Article 100973.
- [27]. World Bank (2020): World Development Report 2020: Global Value Chains in a Post-COVID-19 World.
- [28]. United Nations Development Programme (2020): Human Development Report 2020: The Next Frontier - Human Development and the Anthropocene.