Quality of Life and Challenges in a Highland Resort Destination in the Eyes of the Host Community

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Abstract

The quality of life of the host community began to change when a Highland Resort was built in the area and from that moment their life started to change for the better. The study testified on the results of Quality of Life and Challenges in a Highland Resort Destination in the Eyes of the Host Community. Qualitative design using narrative inquiry approach was applied in this study to create a narration on how these people survived life before the Resort came and how it improved the way of their living when it was built. The conversation partners were the locals living in the area where the tourism destination was built. Rigors of the finding were used to ensure and to make certain informations by taking necessary measures for the trustworthiness and reliability of the data. There were six (6) themes as a result of the data and these are 1) Quality of Life 2) Corporate Social Responsibility 3) Resort Development 4) Learning Experiences 5) Challenges 6) Community Development. Overall, the researchers discovered how a tourism destination helped the host community and how it is thriving together with their success. With all the improvement of the resort, the host community gained knowledge, skills and ideas which is a very valuable component in improving their lives.

Keywords: tourism management, quality of life, social responsibility, development, experiences, challenges, descriptive design, narrative inquiry, Philippines

INTRODUCTION

The literature suggests, as central and unanimously trusted ideas by many authors, that tourism is a way to develop communities' quality of life to the extent that, for example, it creates employment oppurtunities, promotes the infrastructure and provides contacts with diverse cultures (Renda & Oom, 2014; Turner, 2017).Once a community becomes a destination, the lives of residents in the community are affected by tourism, and the support of the entire population in the tourism community is essential for the development, planning, successful operation and sustainability of tourism (Kyungmi, 2002). A person's quality of life is dependent on the objectives facts of his or her life and the perceptions he or she has of these factors and himself or herself (Dissart & Deller, 2000).

With this, the quality of life (QOL) of the residents in a community should be a major concern for community leaders (Kyungmi, 2002). It is essential to view the quality of life as a concept consisting of some social, environmental, psychological and physical values (Paraskevi & Theofilou, 2013). Every corporation has a policy concerning CSR and produces a report annually detailing its activity (Crowther & Aras, 2008).

CSR is also the proliferation of increasingly elaborate reports by corporations on their social responsibility or their sustainability performance (Justice, 2002). Corporate Social Responsibility is the way companies conduct their businesses to produce an

overall positive pact on society through economic, environmental and social actions (Pohle & Hittner, 2008). Resort development is the process of a geographical place's touristification transforming a place into a destination, as well as about other processes that affect a constituted tourist resort (Clivaz, Crevoisier, Kebir, Nahrath, & Stock, 2014).

A development should be considered out ahead of time, and attractions and facilities that are built should be there for some reason (Ozdemir, 2007). Furthermore, the focus on the local scale has led to the neglect of the specific global tourism regime within which the development of tourist places such as seaside resorts and mountain centres (Clivaz, 2014). The community is one component for understanding community development for tourism development but is also important to appreciate how community affects local tourism development (Lee & Lijia, 2006).

At the heart of community development is economic and business performance. Leaders aim to attract new businesses and simultaneously retain and grow existing economic engines (Vogt, Christine & Jordan, 2002). Community development in the tourism realm is focused on tourism as a means to empower people and provide them with skills to advance their local communities (Gill, 2010). Learning is best done through experience; learning by doing rather than learning by listening or observing (Pearce, 2016).

High levels of skill formation can be achieved through on-the-job learning (Doornbos & Krak, 2001). Experiential learning is rooted in the behavioral theory of the firm: an organization's behaviors and actions are viewed as based on past activities and previously developed routines (Cyert & March 2001). People in poor countries have less access to health services than those in better-off countries, and within countries, poor people have less access to health services than better off citizens (Grut, Mji, Braathen, & Ingstad, 2012).

Living far away from the center of commerce and power, mountain people of the developing world exert little influence over the policies and decisions that influence their lives (Khalid, 2015).Livelihoods of mountain people and food insufficiency can vary from 1 week to more than three months per year (Khalid, 2015). Mountainous environments become increasingly more important in national growth strategies and development priorities; new avenues for livelihoods and vulnerabilities become more pronounced (Bhusal, 2016).

The researchers had decided to go through with the study for they had seen the potential results that may be valuable and lucrative for the future researchers who plan to conduct a similar study. These literatures conclude the importance of tourism to a host community and how it would be able to change and improve the lives of the locals. The research provided informations about the benefits and oppurtunities that a highland resort could give. We were motivated to finish this study because of our conversational partners who always gives us a warm welcome and giving their time whenever we ask for an interview and giving us relevant information's that are very much helpful indeed to complete our data and finish our research study successfully. Having heard their stories we learned many things from them from their life experiences before and after the resort came to their lives.

Objective

The purpose of this study is to describe the contribution of a tourist destination specifically a highland resort to its nearby host community.

Framework of the Study

Tourism is usually viewed as an expression of human behaviour (Kyungmi, 2002) indicates that tourism is the set of ideas, theories, or ideologies for being a tourist and that it is the behaviour of people in tourist roles when these ideas are put into practice. Host communities have a key role in tourism development as they were crucial in providing a good environmental condition for tourists (Gill, 2010). Quality of life is a multidimensional concept comprising material well-being, physical well-being, social well-being, emotional well-being, and productive well-being (Shek & Lee, 2007).

There are also views that suggest that a holistic approach is needed to understand and research the concept of "quality of life" (Shek & Lee, 2007).Tracing the etymology of the term 'company' is relevant here because as the words 'corporate,' 'social,' and 'responsibility' rightly suggest, CSR covers the responsibilities that companies or corporations have to the societies within which they are based and operate (Asongu, 2007).

CSR involves a business identifying its stakeholder groups and incorporating their needs and values within the strategic and day-to-day decision-making process (Asongu, 2007). Resort development here should be the focal point of preserving and developing the physical component of destination image (Ozdemir, 2007). Resort planning through sustainabiliity must be regarded as a critical factor in ensuring the long term sustainable de-velopment of the resort destinations (Ozdemir, 2007).

Learning experiences followed by critical questioning and reflection lead to deeper levels of understanding and capacity for adaptation to complex development processes (Chambers, 2004). The family in rural areas is poor and without any regular income. Because of the impoverished landscape, families rarely make an income from what they grow. Many of the men have had to stay away from their families for long periods, sometimes for years, to find work (Grut, 2012). Labour Access to health services for people with disabilities who live in remote, poor communities is influenced by multiple factors which unfold and interplay throughout the person's life course (Grut, 2012).

Host communities can take part in identifying and promoting tourist resources and attractions that form the basis of community development. To achieve a long-lasting outcome, communities need to be active participants rather than passive observers (Muganda, Sirima, & Ezra, 2017). Community relationship could be based on the shared identity that is derived from the place, ethnicity, culture, interest or ideology (Goel, 2016).

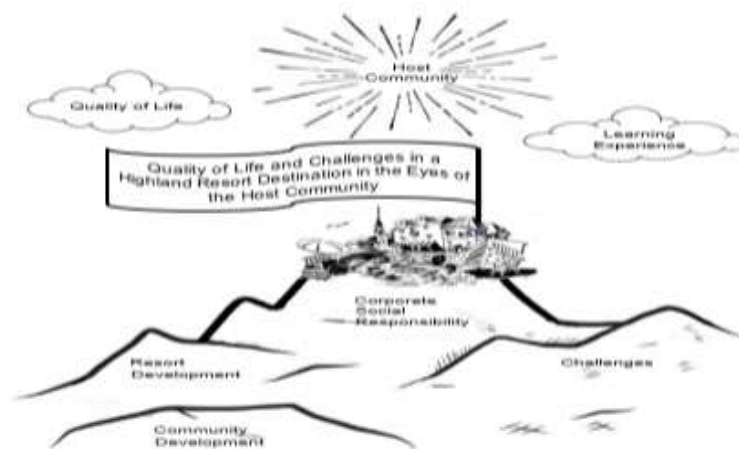The schematic diagram shows the six (6) themes that were the results from the data analysis.

Figure 1 Schematic Diagram of the Study

Scope and Limitation

This study was conducted to describe the quality of life, challenges and the development of the host community together with the increasing improvement of a highland tourist destination. The researchers utilized a qualitative research design using narrative inquiry. Information's from this study were taken from participants that are fitting to provide significant information to the central objectives of this   . Participants were the residents of the nearby community living there for at lea   years. In this study, semi- structured and Informal conversation interview was ap

METHODOLOGY

Research Design

This study seeks to achieve relevant data regarding the experiences, challenges and development of a local community in a highland tourist destination. For this study, the researchers used Qualitative research design. Qualitative research is a type of scientific research. In general terms, scientific research is consists of 6 investigation that: seeks answers to a question, systematically uses a predefined set of procedures to answer the question, collects evidence, produces findings that were not determined in advance and produces findings that are applicable beyond the immediate boundaries of the study (Collector & Module, 2011).

The researchers used narrative inquiry to provide rich resources for their study to ensure the relevance of the information's needed to know the experiences, challenges and the development of the local community in a highland tourist destination. Narrative inquiry is a qualitative methodology, is the study of experience understood narratively (Clandinin & Huber, 2010). Narrative inquiry is a way of understanding and inquiring into the experience through "Collaboration between researcher and participants, over time, in a place or series of places, and social interaction with milieus" (Clandinin & Huber, 2010).

Source of Data

To give the researchers a solid data for the study, the conversational partners must be a resident of the Sitio near the resort for almost ten (10) years and with age ranging 20 years old and above. The Gatekeeper is the Purok President of Sitio Campuestohan, Barangay Cabatangan, Talisay City, Negros Occidental. The role and influence of gatekeepers in formal and organizational settings and explore pragmatic methods to improve understanding and facilitation of this process. Conscientious and well-informed negotiations with gatekeepers are required to honor the ethical obligations to conduct relevant stakeholder engagement before and during research, along with respect for the autonomy of institutions and their employees/clients/service recipients. A provision must be made to identify explicit and implicit gatekeepers to initiate and build collaborative networks that could best support the research process. Careful mutually respectful access agreements which consider the needs and vulnerabilities of both the gatekeeper and the researcher can improve the quality of the scientific data collected (Singh & Wassenaar, 2016).

Data Gathering/Data Collection

The researchers interviewed each conversation partners thrice with the time range of approximately an hour using a phone recorder for the data collection. This paper explores the most common methods of data collection used in qualitative research which are interviews. According to Dörnyei, a 'good' qualitative interview has two key features: "(a) it flows naturally, and (b) it is rich in detail". To attain this, it is, therefore, necessary for researchers to remember that they are there to 'listen' not just speak (Hero, 2018).

Ethical Considerations

The researchers personally went to interview with the conversation partners and explained their study and the need for their participation. The conversational partners were then requested to sign the informed consent form to verify that they have approved to the terms regarding the needed interview for the study and are willing to participate. The form consists of ethical considerations that must be observed throughout the inquiry. Also, for assurance of the conversation partners, the researchers had saved the audio recording in a password protected phone and hid the names of the conversation partners by using code names. Identifying details will be kept confidential by the researcher. Data collection will be coded with a pseudonym. The participant's identity will never be revealed by the researcher, and only the researcher will have access to the data collected.

After explaining what is written in the form, the conversation partners were asked to sign the papers for the verification and dependability.

The schedule of the interview among each conversational partner was set at their most agreeable and convenient time. The researchers made sure that every interview must not give them inconvenience.

Rigors of the Findings

Depth interview is an appropriate way of attaining good qualitative research. The conversations are in the form of using the mother tongue to clearly understand the statements of the conversational partner. In contrast, qualitative researchers' consider dependability, credibility, transferability and confirmability as trustworthiness criteria for qualitative investigation (Nichelle, 2015).

Credibility. Establishes whether or not the research findings represent credible information drawn from the participants' original data and is a correct interpretation of the participants' original views (Nichelle, 2015). The researchers used a member checks procedure for the credibility of the results.

It is often assumed that the use of so-called "member checks" improves the credibility of qualitative research. Published literature mentioning member checks was reviewed to identify the purposes and procedures for seeking feedback from research participants as well as outcomes reported from member checks (Thomas, 2017). The researchers used member checking to establish the tenet of credibility and trustworthiness of the study. Credibility involves establishing the truth of the research study's findings showing that the findings are accurate and honest by using mobile devices to record the data gathered from the conversational partners.

Transferability. The researchers used Thick description and Purposive Sampling in collecting data. Scientific Inquiry provides a forum to facilitate the on-going

process of questioning and evaluating practice, presents informed practice based on available data, and innovates new practices through research and experimental learning (Thomas & Magilvy, 2011).

This was done by the researchers by selecting the conversational partner purposively. The conversational partner was classified in the inclusion criteria that the researchers made such as; must be a resident of Sitio Campuestohan, must be a resident of Sitio for almost ten (10) years, Male and Female, 20 years old and above. This method was proven by the researchers to be effective and reliable for they only have limited numbers of people that serve as primary data sources or conversational partners.

Dependability. According to Bitsch, dependability refers to "the stability of findings over time". Dependability involves participants' evaluation of the findings, interpretation and recommendations of the study such that all are supported by the data as received from informants of the study (Nichelle, 2015). Code recode strategy was used. The results from the two coding are compared to see if the results are the same or different (Nichelle, 2015).
Stepwise replication strategy is qualitative research data evaluation procedure where two or multiple researchers analyse the same data separately and compare the results (Nichelle, 2015).

For the dependability of the study, the researchers applied code recode and stepwise replication strategy and compared the results from the two codings in the data analysis.

Confirmability. An audit trail was used. Although many critics are reluctant to accept the trustworthiness of qualitative research, frameworks for ensuring rigor in this form of work have been in existence for many years. Guba's constructs, in particular, have won considerable favour and form the focus of this paper. Here researchers seek to satisfy four criteria. In addressing credibility, investigators attempt to demonstrate that a true picture of the phenomenon under scrutiny is being presented (Shenton, 2004).

An audit trail was used for the confirmability of the study; the researchers analyzed the data from the original statement to the initial themes to know what will be the results as the themes.

Procedure for Data Explication

The researchers in preparation for explication transcribed all qualitative data to be gathered from the interview. Before explication, member checking was done through giving each conversation partner a hard copy of their transcribed statements for verification, validation and authentication. Through this procedure, conversational partners were able to correct statements and ideas they wish to elaborate better than the interview to be conducted. Thematic analysis as documented by (Braun & Clarke, 2006) was presented here as a linear, six-phased method, it is an iterative and reflective process that develops over time and involves a constant moving back and forward between phases (Nowell, Norris, White, & Moules, 2017).

Familiarization. Regardless of who collected the data, it is vital that researchers immerse themselves with the data to familiarize themselves with the depth and breadth of the content (Braun & Clarke, 2006). The researchers had read through their data at least once before starting with coding, ideas and possible clusters and patterns may be determined as researchers go on with everything written in their data.

Generating the Initial Codes. Sections of text can be coded in as many different themes as they fit, being uncoded, code once, or coded as many times as deemed relevant by the researcher (Braun & Clarke, 2006). Accounts that depart from the dominant story in the analysis should not be ignored when coding (Braun & Clarke, 2006; Nowell 2017). Having ideas regarding their data, this phase is started by the researchers when they already read and familiarized themselves with it.

Searching for Themes. This phase involves sorting and collating all the potentially relevant coded data extracts into themes (Braun & Clarke, 2006; Nowell, 2017). The researchers would already have an idea of the different themes, how they fit together and the overall story from the data.

Reviewing Themes. The fourth phase begins once a set of themes has been devised, and they now require refinement (Braun & Clarke, 2006; Nowell, 2017). Some themes may collapse into each other while other themes may need to be broken down into separate themes (Braun & Clarke, 2006; Nowell, 2017). In this part, the researchers have already determined their themes and would now see if they fit together.

Defining and Naming Themes. During the fifth phase, researchers determine what aspect of the data each theme captures and identify what is of interest about them and why (Braun & Clarke, 2006; Nowell, 2017). This part is where the researchers consider each theme if they fit together into the whole story/data gathered as a result of the research questions.

Producing the Report. The final phase begins once the researcher has fully established the themes and is ready to begin the final analysis and write-up of the report (Braun & Clarke, 2006; Nowell, 2017). The researchers aim to express each theme clearly and effectively, as well as the assumptions that support it and the implications of each theme.

RESULTS AND DISCUSSION

There were six (6) themes as a result of the data, and these are Quality of Life, tackling the locals' way of living before and after the resort was built. Corporate Social Responsibility is the deed done by the owners that only aim to be beneficial for the host community. Resort Development states how the resort had come from just a simple establishment right up to its success today. Learning Experiences is what the locals had learned may it be from working or simply just living. Challenges, tells the hardships that had arrived in the lives of the host community. Community Development is about the communities, development through the years of their Quality of Life.

Quality of Life

This theme shows the quality of life of the host community before and after the tourist destination was built. Quality of life is then quite often described as the goal of the professional activities, a goal which is described as being equally as important as the more objective-sounding welfare and health (Lennart, 1993). The concept of quality of life broadly encompasses how a person measures the 'goodness' of multiple aspects of their life. These evaluations include one's emotional reactions to life occurrences, disposition, sense of life fulfilment and satisfaction with work and personal relationships (Theofilou, 2013). In literature, the term 'quality of life' is also often referred to as 'well-being'. However, there are some challenges to developing a

meaningful understanding of the quality of life and well-being literature. The first is to ascertain what the terms mean (Theofilou, 2013). The development of tourism in the mountains can be a key factor in the focal concern for overall improvement in people's quality of life through sustainable economic development initiatives and environmental conservation. In socio-economic and environmental terms, tourism in mountain regions is a mixed blessing: it can be a source of problems, but it also offers many opportunities (Chipeniuk, 2005).

According to our Conversational partners:

> **CP 1** *"Eating three times a day is the right way of living, right way in a sense that there will be no shortage of goods to eat. Before, living here was not enough and can't even sustain our need; so as we age, my brothers and I have talked about going to the city and work as a construction worker where we can earn enough to sustain us. Before the Resort came, we already have an idea about living in the city. So that's it, we decided to explore and look for fortune until we were hired as a construction worker."*

> *"We wanted to have clothes, now we'd have to be practical and buy second-hand clothes on garage sales, the branded ones. Before, we couldn't even afford relief because we'd have to prioritize our need to eat."*

> **CP 2:** *"Coffins here are not provided, we make our own using the avaialble materials and resources around."*

> *"We have a midwife to assist the women in giving birth. She lives from afar and at times, the baby is already out by the time she arrives. We'd be lucky if the baby will live."*

> **CP 3:** *"Growing up, we never had toys. We used to climb on fruit trees and get some leaves and use as play money. We play tag and we always find ways to get by."*

> *"We experienced Harana before because we have guitars here. Whenever there are people running, and we hear guitars strumming, that's when we know there's a harana going on. Our sister used to pretend to be sleeping when a guy is interested with her because courtship is allowed for girls as young as fifteen."*

A person's quality of life is dependent on the objectives facts of his or her life and the perceptions he or she has of these factors and himself or herself (Dissart & Deller, 2000). Our families, community and place of birth all influence our views on what is important in defining the quality of life. Our individual and collective memories and histories play major roles in determining the opinions tour quality of our lives (Massam, 2002). The desire to improve the quality of life in a particular place or for a particular person or group is an important focus of attention (Massam, 2002). The aim of this conception of quality of life is to mitigate poverty, to fix meaningful life standards to meet the individual's basic needs, to stimulate economic growth and to avoid damage to natural resources. (Nakanishi & Hu, 2012).

Corporate Social Responsibility

This theme explained the corporate social responsibility of the tourist destination to its host community. Corporate social responsibility (CSR) has become a common practice for businesses across all industries. From the largest oil companies such as Exxon Mobile to home improvement stores including Home Depot and Lowes, it seems all corporations are increasingly supporting socially responsible practices (Brooke & Forester, 2009). An additional term associated with CSR is corporate philanthropy, which emerged at the beginning of the 21st century as an important, but discretionary part of corporations' business strategy. Corporate philanthropy was defined as, ―The act of corporations donating a portion of their profits or resources to a non-profit cause or organization (Taubken, 2010). CSR is about businesses and other organizations going beyond the legal obligations to manage the impact they have on the environment and society. In particular, this could include how organizations interact with their employees, suppliers, customers and the communities in which they operate, as well as the extent they attempt to protect the environment. (Gordon & King, 2000). The present-day CSR is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment (Ismail, 2009).

According to our Conversation Partners:

CP 1:" *Our employers are very responsible in making sure to give our salaries on time.*"
"*Since we havethe Resort, we were able to have the ambulance and nurses around.*"

CP 2 "*The benefits of campuestuhan as a whole, of course, is work that's number one 'cause if you don't work then you'd be poor. The management is really good because ma'am is not selfish to the community.*"

Aside from the ambulance, they also have gift givings for the people. The people in the community expect that they would be giving something worth it and no one would really criticize them because they help people with their needs."

CP 3:"*The SSS, Philhealth which has an ambulance, if something happens here in our area, the owner will help us in case of emergency.*"

"*The other benefit is the free wifi inside and out even if you're just sitting on the roadside we could get access to the wifi.*"

CSR simply refers to strategies corporations or firms conduct their business in a way that is ethical and society friendly. CSR can involve a range of activities such as working in partnership with local communities, socially sensitive investment, developing relationships with employees, customers and their families, and involving in activities for environmental conservation and sustainability (Ismail, 2009). CSR's obligation shows that the organizations have to comply with legislation and voluntarily take initiatives to improve the well-being of their employees and their families as well as for the local community and society at large (Ismail, 2009). Business and society are proposed to mean 'business in society' in which CSR emerges as a matter of interaction

between the two entities. One of the measures of CSR is the development of economic values in a society.

Another is a person's obligation to consider the effects of his decision and action on the whole social system. Stated in the form of a general relationship, social responsibilities of businessmen need to reflect the amount of social power they have (Ismail, 2009). Thus, a credible and sustainable CSR concept covers all functions within the company. To have the path for achieving this understood less as cost-related expenses but rather as an investment into an improvement process, comparable for example to investments into quality management (Taubken, 2010).

Resort's Development

This theme entails the development of the tourist destination, from how it is built to how it is recently. Tourist destination research, particularly in rural tourism research, mostly has been discussed primarily in both destinations' lifecycle and the implications of tourism on destinations (Page, 2007). The concept refers to the process of transformation of destinations after going through the pressure of rapid and heavy tourism development. With this research area (Prideaux, 2000), it has granted understandings of tourist destination development processes. Resort Development is a process investors/owners, developers and the hotel operating company in a lengthy working relationship to develop a product which appeals to the market and at the same time satisfies the demands of all three parties (Sudheep, 2019). Resort development its popularity has waxed and waned; but it has survived the changing times by adjusting to suit new tastes and conditions, to become a new force in today's relatively stable and prosperous times (Page, 2007).

According to our Conversation Partners:

CP 1: *"The peak season is usually on Saturday and Sunday, but during summer it is almost every day. A large number of people enters the resort."*

"Before the pool was small and it is only one in there. The towers and rides was not yet constructed, and they only have 10 cottages."

CP 2:*"So, when they sold that to Sir Cano, the land was a hayfield for carabaos because it was just a flat land overlooking Negros without any thin blocking the view he didn't touch or cut any trees. NNNP complained about the land but when they surveyed it wasn't really included."*

"When the rest house was finished. His friends would say why not make it a resort? So maybe he was encouraged to put one up."

CP 3 *"So the resort before used to be a grassland to feed the carabaos. But many people come to buy lots for their fighting cocks. You cannot just get in there and let your carabao eat the grass."*
"
"The population of the people had increased which caused the shortage of the cottages especially if they feel like going here in December and summer."

Today, resort concepts are being developed by corporate entities to appeal to the wealthy populations of industrial societies and to develop the hinterlands of industrial-

urban regions in Europe, North America and Asia (Page, 2007). Resort Development Spectrum approaches the question of development from an eco- nomic viewpoint, based on changes within the resort market place (Prideaux, 2000). Resort Development Strategy, developing a swimming Pool facility was a project that had strong support from community members (Welk, 2008). The planning of any development should bring together multiple layers of strategic thinking from the perspective of the purchaser, the visitor and the management, with the objective of creating an environment that is attractive, profitable and sustainable. While there is no fixed blueprint for resorts of the future, certain features are establishing themselves as integral components of successful delivery (Walker, 2006).

Learning Experiences

This theme informs us of the learning experiences of the residents in the nearby resort throughout their life before 'till up to this day. People make up their minds about working life in part by what they have seen-and- done. But they also learn from what we, as careers workers, know-and-enable (Law, 2006). Learners will reflect on their learning and make choices and set targets accordingly (Pearce, 2016). Some key theorists on learning from experience suggest that new learning begins with a trigger of surprise or discomfort that prompts intentional reflection on experience (Kolb, 2000). Relative to a person's existing knowledge, the environment's complexity can change, for instance. A person can reduce the C-D gap by adopting suitable rules of conduct – we call this ``learning'' (Dolfsma, 2002).

According to our Conversation Partners:

CP 1

"*Long before, I can say that when we go to the city, we were ignorant especially when riding in a jeepney and in the malls. We asked our parents what is the name of a moving stairs (referring to escalators). We also wished to have a moving stairs in climbing the mountain.*

CP 2 "*Yes we were new to this environment it was my first time working in the city after I graduated in highschool I didn't know how to cook tocino, so I put water on it.*"

CP 3 "*A helicopter passed by, it was the birthday of Fidel Ramos, we hid because of fear but I was just a child then around eight years old, and all of us were bitten by bees that time.*"

"*Here, we become more socialized to people, before when we meet someone new to our eyes we used to hide because of our fear that those strangers might be a threat to us and we don't know where they came from.*"

Authentic learning experiences generate engagement with people (Pearce, 2016). The perception, interpretation and evaluation of individuals are shaped by their previous learning experiences. To understand the present and future behaviour; then, these past experiences need to be known (Dolfsma, 2002) Theories have to be learned, either from others or for oneself. It is this process of learning that particularly interesting in here, not so much the actual things learned. Whatever perspective taken in economics, a perception of the concepts of knowledge and learning is always, implicitly or explicitly, underlying it (Dolfsma, 2002). Accounts of experience in life roles are important also because it is in terms of roles that learners find the most easy-to-

recognise ways of appreciating the usefulness of learning in their lives. The wider the range of experience encountered, the more frequently those connections will be made (Law, 2006).

Challenges

This theme speaks of the challenges in the everyday life of the locals before the tourist destination was established. The chronic poor experience severe deprivation(s) for extended periods of their lives or throughout the entire course of their lives. Commonly they are victims of inter-generational poverty, coming from poor households and producing offspring who grow up into poverty (Hulme, Moore & Shepherd 2001). Recent societal changes and the chronic struggles of rural communities have negatively affected rural economies (Spartz, Akin, & Shaw, 2015). A significant proportion of mountain people live on less favoured lands, such as in the upper watersheds of the Andes and Himalayas, and in the East African Highlands, where severe degradation of resources has been experienced. Living far away from the centers of commerce and power, mountain people of the developing world exert little influence over the policies and decisions that influence their lives (Khalid & Kaushik, 2007). Also, the situation of food insecurity becomes particularly severe in communities that reside in isolated, far-flung and inaccessible remote areas (Khalid & Kaushik, 2007).

According to our Conversation Partners:

> **CP 1:** *" When it comes to making a living here before the Negros forest arrived and implemented the restriction of illegal logging. That's why it's hard because we use to make charcoal we would go to the forest and make charcoal and sell it, before it was really cheap but it was cheaper before, one sack of charcoal before was only thirty pesos it was that cheap before, that is how cheap it was and before I remember that rice was also around thirty pesos and that was for three kilos."*

> *"We are nine siblings, and I'm the fifth one, as I can remember we always lack of the food supply. It is very difficult for us."*

> **CP 2** *"Before we cant afford to have TV, in our place there isj ust one house that have a TV, and one of my experience is that every 6 pm me we gather there and we ask if we can all watch tv because we want to watch television shows. Before we do have radio, we just listen to news and radio dramaas, and if will run out of battery we remove the battery and try to heat it and sometimes we smash it, to let it works."*

> *"Of course there is no jeepney, so we have to walk, because there is no transportation from bacolod. We couldn't really afford a tricycle or motorcycle even just a bicycle that's really true."*

> **CP 3** *"Money was scarce before, and now we receive minimum pay, sure prices are high when you buy things, but here in the mountains, 10 pesos is alot more. Yes, ferns are being banned same with other things here."*

> *"when the resort has not yet constructed our living is very hard, we're very poor way back when we still depend on our parents, until we grow up we still depend on our food on farm because there's no fixed income, there's nothing that we could get money for every day because*

> *of the poverty of life what we depend is the product that we could get*
> *in our houses. sometimes if we cannot buy rice, we only depend on the*
> *different kinds of foods such as banana, sweet potatoes, cassava and*
> *vegetables that are the only thing that we had."*

People in rural areas have fewer choices in social and economic terms. They are facing many problems such as low income, unemployment, low quality of social services like education and healthcare. Another characteristic of these regions is their remoteness from major urban centers, implying the need for well-developed transport infrastructure to support economic development (Surchev, 2010). Low income and employment are among the main problems inherent in rural areas. They emerge in several aspects: problems with the labour force, low labour productivity, lower prices of agricultural products (Surchev, 2010). Many rural people feel that their life chances are deteriorating and in looking to identify the causes, often find scapegoats (Cavaye, 2001). Rural parts have difficulties in accessing new technologies, and since we are in a computer era, they will not catch up with the base at which other people are moving. All the above challenges are just, but a few and these areas should be given more emphasis in terms of resource allocation (Rono, 2012).

Community Development

This theme speaks about the development of the host community and how their lives had improved when the tourist destination was built. The concept of community development is explored in terms of participation, empowerment and community capacity as they related to tourism development (Lynch & Maggio, 1999). Helping a community to build its capacity for development is a primary goal of community development (Ife, 2002). Tourism has the potential to generate employment opportunities, create regional and local investment, provide local people with trade opportunities and support other economic sectors within a destination zone (Lin & Mao, 2015; Pappas, 2014; Ryan, 2003). Participation of local people is a criterion often agreed on as an essential condition for the development and sustainability of any "new" form of tourism (Toro & Claiborne, 2010).

According to our Conversation Partners:

> **CP 1** *"The land is ours but we still need to improve the road and*
> *electricity ourselves. Maybe he (the owner) saw that he could afford*
> *this kind of project so he helped with the improvement which resulted*
> *to its good state today."*

> *"If we put our hardships into percentage form, it would most likely be*
> *to a hundred percent. But now, it went down to twenty-five percent*
> *imagine seventy-five percent was ticked off."*

> **CP 2** *"Life became easier and more convenient for us, especially when*
> *there was electricity. Roads were improved and living here became*
> *more easier. As you can see, there are lots of stores right now unlike*
> *before, we can now buy our needs without much of a hassle."*

> *"Education was made easier and attainable, these days children*
> *complains about not going to school when there is no service, because*
> *now were used that they have service when they go to school."*

CP 3:*"When the roads were developed, my younger sibling bought a tricycle for transportation purpose, especially for the service of our children when they go to school."*

"I was already married and had family of my own when the resort was built. These days they havent experienced what weve been through, When our children started schooling the road were already starting to developed and there were electricity and street lights and the place became accessible. children complains about not going to school when there is no service, because now were used that they have service when they go to school."

Hence, the process of tourism development in local communities is the process of community development. Community development builds peoples' skills for community issue. Hence it is vital to the survival of local communities (Talbot & Verrinder, 2005). A participation concept is widely used in many fields of development including tourism. The definition of community participation in the tourism development process is an adaptive and flexible paradigm that allows local communities, in various tourist destinations at different levels of development, to participate in the decision making process of tourism development, including sharing benefits from tourism development and determining the type and scale of tourism development in their localities (Rojun, 2000). Socio-Economic development planning is a macro approach to tackling issues of development progress. Local economic growth and community development are integral in development panning. Community development is meant for local economic growth. Community development reflects a dimension of development growth theory (Puziah, Fatimah & Faizul, 2013). According to (Philips & Pittman, 2009), community development involves capacity bu community development process and social capital. Community development is] overall development planning.

GENERAL STATEMENTS

The result of this study revealed that there are six (6) themes that came out in Quality of Life and Challenges in a Highland Resort Destination in the Eyes of the Host Community. These are as follows: 1) Quality of Life, 2) Corporate Social Responsibility, 3) Resort Development, 4) Learning Experiences, 5) Challenges 6) Community Development.

The quality of life of the host community living in Highland is greatly improved when the highland resort was built in the area, and it changed their lifestyles.

Benefits and opportunities were given by the highland resort to the host community such as jobs, road improvement, electricity, accessibility in the area, technology literacy, maintenance of the cleanliness of the area and free use of utilities and facilities.

When the resort was built, people became knowledgeable and aware of the happenings in their area. Thus, education and work are now attainable and accessible to the host community.

The host community had its share of challenges and difficulties. Before the resort came, they were able to survive and deal with life's struggles such as inaccessibility to the city, lack of electricity and communication difficulties.

With all the improvements of the resort, the host community gained knowledge, skills, learnings and ideas through their experiences. The learning experiences helped them in improving their lives.

Overall, this study revealed the quality of life of the host community living in a highland area before and after the resort was built. The benefits and opportunities given by the resort to the host community were reciprocated by the host community to the resort.

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