RESEARCH ARTICLE

MANIFESTATION OF GLOBAL TRENDS IN HOTEL INDUSTRIES IN BAGUIO CITY AS PERCEIVED BY HOTEL GUESTS

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Manuscript Info

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Abstract

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This study is focused on gauging the perception of hotel guests regarding global hospitality trends and verifying if global trends are significant factors in economic growth. It aims to measure if enhancing and adapting to global trends and shifts would provide economic upturn and specify recommendations on enhancing its capability to generate substantial revenues for the local economy. Further, the study gauged the interest of hotel guests in acquiring hospitality services through recent global trends and their perception of how it benefits the economy in general. A survey questionnaire was distributed among 399 hotel guests from thirty selected hotels and has been collated and analyzed. Through the survey, it has been discovered that there is a moderate, positive correlation between the global trends in the hospitality industry and its economic benefits, which conveys that the global trend in the hospitality industry has a moderate impact on economic advantages. It has also been found that the hospitality sector has effectively met the demands of leisure visitors and given them access to suitable workstation facilities. Furthermore, it has also been shown that the best predictor of hotel demand is the increase in Gross Domestic Product.

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Introduction:-

Accommodations, dining establishments, event organizing, amusement parks, travel companies, cruise lines, and other tourism-related businesses all fall within the hospitality industry's wide scope. The hotel sector is worth a lot of money, and its success mainly relies on the availability of free time and disposable cash. Multiple departments, including maintenance, direct operations (including wait staff, housekeepers, porters, cooks, and bartenders), management, marketing, and human resources, all work together to run a successful hospitality establishment like a restaurant, hotel, or theme park (Ogbonna, 2019).

Businesses that cater to tourists by providing them with a place to stay and a meal are collectively known as the hospitality sector or industry. The hospitality sector is a broad term for the service sector that caters to the demands of the leisure and tourist sectors at home and abroad by providing amenities such as food, drink, and lodging. The hospitality business is a key source of employment. Tourism and food service business are examples of the hospitality industry. The economic volatility it experiences is greater than those of similar sectors. The hotel business accounts for a significant share of the service economy worldwide. Industries including hospitality, tourism, and the food service sector are included in this broad category. It is possible to objectively separate the hospitality business into two distinct sub-sectors: nightlife venues (such as bars and nightclubs) and lodging. Guests may stay in various establishments, including bars, hotels, resorts, inns, campsites, hostels, serviced apartments, and

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motels. Restaurants, quick food joints, and nightclubs are all included under the umbrella term "clubs and bars." Business operations that assist tourists, such as those performed by airline cabin crew and travel brokers, are also considered part of the hospitality sector. The hospitality sector encompasses not only the people who work in information technology (IT) but also the field of travel and tourism. In addition to being a popular pastime, corporate entertainment is a booming industry (Skipak, 2018).

Chefs, managers, plumbers, carpenters, porters, bookkeepers, secretaries, engineers, salespeople, printers, telephone operators, elevator operators, upholsterers, painters, bellhops, accountants, cashiers, and countless others make up the hospitality industry, making it one of the few that employs such a wide range of skilled and unskilled workers. The word "hospitality" has grown in popularity in recent years as a broad definition encompassing many businesses, including hotels. Hotels, motels, guesthouses, bed and breakfasts; farms, holiday parks; restaurants, fast food outlets, cafes, department store catering; public houses, clubs; industrial catering, institutional catering, and the related field of tourism and leisure are all included under the umbrella term "hospitality industry."

Income from tourism helps the economy, new businesses are created, the nation's infrastructure is improved, and a sense of cultural interchange is fostered between visitors and locals. Tourism generates a wide range of secondary effects across regions. The hospitality industry has widespread positive repercussions for the economy, including more jobs, better wages, more tax revenue for the federal and state governments, and more regional retail sales. The hospitality industry spans a wide range of businesses, including hotels, restaurants, casinos, cruise lines, and tour operators. Many different sources of money come in when people stay in hotels or visit tourist attractions. The market is profitable for the government, as visitors spend their money on a wide variety of essentials while visiting different regions. They fork out cash for medical care, clothing, nourishment, transportation, entertainment, and mementos. According to Jakada and Gambo (2019), the tourist business employs many people to facilitate out-of-home entertainment, while the hospitality sector hires people to offer lodging, food, and drink. The hotel industry is considered a cyclical sector since it is very vulnerable to economic fluctuations (Chen, 2020). The reason for this is that hotel businesses often have larger fixed costs than variable costs, which increase or decrease in proportion to the company's level of output. Since hotel companies cannot reduce expenses when the outcome lowers in economic downturns as a result of dropping sales, hotel company owners must be acutely aware of business situations. Since expenses do not change to equalize revenue unpredictability, hotel revenues will continue to alternate more widely with sales. Tourism growth may also have a notable effect on the financial health of hotels (Porcu et al., 2019). The growth of the tourist industry and related jobs has a direct impact on the development of the hotel industry by increasing the occupancy rate and, by extension, sales revenue. The tourism and travel industries contribute significantly to national and global economies (Eadington& Redman, 2021). There are several countries where the tourist industry is still a major generator of income and employment opportunities. For instance, contended that the rapid growth of the Korean economy is a direct outcome of the influx of senior tourists. This growth demonstrates that vacationers are experiencing a sense of fulfillment that is having a positive effect on their plans for the future. In a similar vein, tourism may bring in a lot of money, which can help poor countries expand and develop sustainably. This is the mainstay of economic development and progress in underdeveloped countries. The money brought in by tourists is a welcome addition to the money brought in by exports of goods and services (Reisman, 2018). The development of the economy's commercial sector is also supported by this sector by importing capital goods. Developed-world economic growth, on the other hand, influences business travel (overseas trips), which may boost a country's foreign exchange reserves. The expansion and growth of tourism may also significantly affect the hotel industry's profitability. On the one hand, an increase in tourist activities has a direct impact on the expansion of the hotel industry, driving up both occupancy rates and revenue. Thus, the increase in visitors may greatly improve the business environment, which has an indirect effect on the efficiency of the hotel industry. Numerous academic investigations have shown that an increase in visitors positively affects the economy and leads to more monetary efficacy.

Literature Review:-
There are many ways in which tourism may boost an area's economy, which is why the two are inextricably intertwined. For this correlation, certain countries that rely heavily on tourism are more susceptible to the positive benefits of tourism on economic growth. Tourism has many positive effects on a community, including the creation of new jobs, the encouragement of entrepreneurship among locals through the provision of resources for starting businesses catering to tourists, the expansion of tax and other forms of income, and the improvement of infrastructure. Having a thriving tourist zone means more jobs for locals, which is one way in which tourism contributes to economic growth. The tourism business relies heavily on a variety of service sectors. The hospitality

sector, which includes the hotel and restaurant industries, is a good example of an economic driver. Having more people gainfully employed is a key driver of economic expansion since it raises consumer spending and, ultimately, the region's Gross Domestic Product (GDP) (Ejim, 2022).

The hotel sector is a major contributor to national and regional economies via both direct and indirect spending. Directly refers to the practice of customers spending money on services such as lodging, dining, and entertainment with the expectation of receiving that value without any intermediary. While for Indirectly, this occurs when these companies spend money on products and services offered by other companies. It might be argued that the hotel industry also has a monetary and induced influence in addition to its direct and indirect effects. The fiscal effect of a company's activities includes the amount of money it brings in through federal, state, and local taxes (sales taxes on revenues and payroll taxes). In addition, there are a few jurisdictions that impose levies on lodging establishments in addition to the usual fare, such as sales tax and required state licenses for doing business. Whereas Induced impact describes the positive effects on contractors and suppliers as a result of the hotel industry's demand for their products and services. Induced impact, therefore, occurs when workers and vendors spend their own money on local goods and services, further boosting the economy. The hotel sector is a major force in the areas in which it operates, contributing to economic development, higher standards of living, and lower crime rates via the jobs it creates and the improvements to local infrastructure it funds. Spending on things such as food and drink, labor, and government levies are all part of the hotel industry's bottom line. Community tax revenues rise as a result of these expenditures, while the local unemployment rate and the number of people receiving government assistance both fall as a result. Looking back at the level, one must also factor in the huge sum of money used to build or expand the hotel. Each of these outlays and receipts is reinvested in the local economy via consumer spending and infrastructure development.

Hospitality, as claimed by (Jaddoud, 2020), has risen to prominence as both a significant economic sector and a significant cultural phenomenon in the United States over the past two decades. To date, the hospitality industry has contributed more than 11 percent to global GDP. The hospitality industry is widely believed to have positive social and economic effects, especially in the areas of employment creation, wage growth, tax revenue for state and local governments, and retail sales expansion. The term "hospitality" is broad and can be used to refer to a wide range of industries, such as hotels, restaurants, casinos, cruise ships, tour operators, and more. The tourism and hospitality industries are intertwined. Some of the available literature treats the two fields as if they were entirely unrelated. Hotels, restaurants, casinos, travel, entertainment, and tourism are all a part of the hospitality and tourism industry, and their combined contributions will be discussed in this article. Customers, workers, and economies all benefit from good hospitality, the same as the communities.

Nationally, the report (Rocamora, 2019) states that Secretary Bernadette Romulo-Puyat of the Philippine Department of Tourist (DOT) praised the hotel industry for its commitment to the sustained expansion of the Philippine tourism industry and economy. She said that the tourist industry in the Philippines is currently worth PHP2.2 trillion, accounting for 12.7% of the country's GDP and providing employment for around 5.4 million people in related sectors such as passenger transport, lodging, and the service industry.

Since the following studies observed and explained the impact of hospitality industry on the two different countries' economies, the researcher found it significant to produce a local study that will discuss the economic importance of hospitality industry in the city of Baguio, Philippines.

Theoretical/Conceptual Framework/Paradigm of the Study
The tourism and hospitality sector is vital not just to national economies but also to regional and local ones. When people use hospitality services, they spend money at shops, restaurants, bars, attractions, and other establishments. The hotel sector has the financial resources to support community infrastructure projects. There are several reasons why the hospitality industry is crucial. Most nations' GDP can be directly attributed to it, and that proportion is likely to rise over time. Numerous towns would not survive without the revenue generated by the hotel sector. In addition, it is the main source of income for a very large number of people and families. Beyond that, the aim of the hospitality sector is to serve the needs of visitors and residents alike by providing a variety of services.

Consumers and businesses alike are affected by economics. However, both firms and customers play important roles in the economy, so it makes sense to examine their actions. Furthermore, major industries, such as the hotel sector, make the most contributions and have the greatest effects. The term "hospitality industry" is often used to refer to the larger tourist sector, which includes not just hotels and restaurants but also event planners, taxi services, and

other related businesses. Yet, companies, consumers, workers, and economies rely heavily on this sector (Fernando, 2022).

Understanding the world around us is facilitated by the study of economics. Knowledge of this kind helps individuals, organizations, markets, and governments adapt to the challenges and possibilities presented by a dynamic world. People will be better able to make choices and find solutions to issues if they have a deeper understanding of the decision-making process, the functioning of markets, the impact of laws on outcomes, and the economic factors that drive social systems. To better understand the economic importance of the hospitality industry, the following concepts will explain the significant link between economics and the hospitality industry.
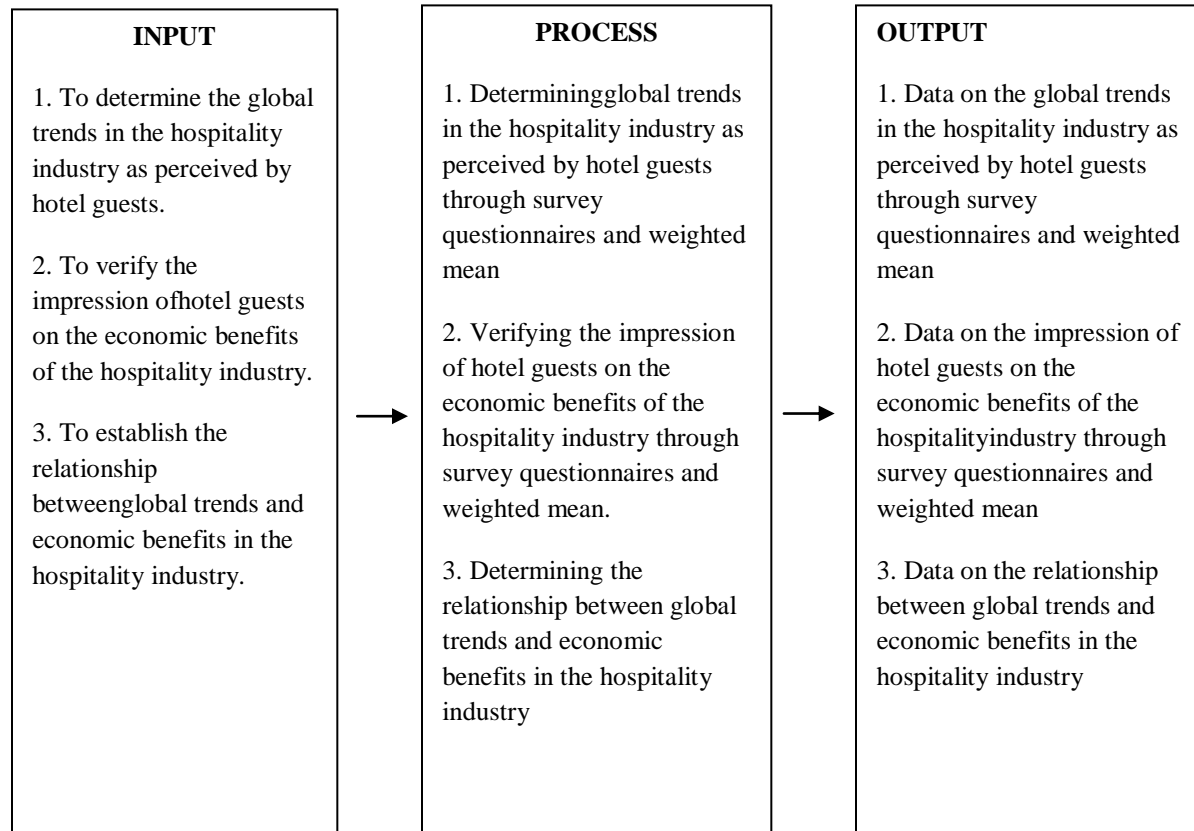
The Otus Theory
The Otus Theory of hotel supply and demand assumes that hotels of a certain size and type will attract guests over a given time period. In particular, it states that the proportion of GDP attributable to services has a positive correlation with the demand for hotels from domestic tourists. Global competitiveness has expanded due to the formation of new markets, the interaction between developing and emerging economies, and the resulting expansion and deepening of globalization and market shifts in business. Consumers' willingness to spend money on hotel services may be affected by the "green argument," which is presented as a result of climate change and sustainability efforts in the tourist and hospitality sectors. The Otus theory is useful because it emphasizes the need for adaptability in the face of environmental and trend shifts in the hotel business, which necessitates a new strategic course of action if hotels are to continue operating and making their economic contribution. It's possible that service innovation might be the answer (Chivandi et al., 2019).

The Social Exchange Theory
People, according to social exchange theory, will seek out partnerships in which the benefits outweigh the costs (a positive net benefit) while leaving those in which the costs outweigh the benefits (net loss). One may calculate these gains quickly or over time. In terms of value, both costs and benefits are extremely relative. The tenets of the theory of social exchange state that individuals, consciously or not, use economic concepts such as cost-benefit analysis and comparative shopping when assessing interpersonal relationships. Thibault and Kelly's (1959) and Nickerson's (2021) social exchange theory states that people's motivation for engaging in social conduct is the prospect of gaining something of value (reward) in return for giving up something of equal or greater worth (cost). Similar in economic trades, individuals are unsettled when they feel they are not receiving a fair return from a social transaction or when they observe others receiving greater benefits from the same outlays of resources as themselves (Redmond, 2015; Nickerson, 2021).

Paradigm of the Study
The framework indicates the extent and focus of the research. It includes the study's hypothesized results, as well as the research's independent and dependent variables.

Figure 1:- Paradigm of the Study.

INPUT	PROCESS	OUTPUT
1. To determine the global trends in the hospitality industry as perceived by hotel guests.	1. Determiningglobal trends in the hospitality industry as perceived by hotel guests through survey questionnaires and weighted mean	1. Data on the global trends in the hospitality industry as perceived by hotel guests through survey questionnaires and weighted mean
2. To verify the impression ofhotel guests on the economic benefits of the hospitality industry.	2. Verifying the impression of hotel guests on the economic benefits of the hospitality industry through survey questionnaires and weighted mean.	2. Data on the impression of hotel guests on the economic benefits of the hospitalityindustry through survey questionnaires and weighted mean
3. To establish the relationship betweenglobal trends and economic benefits in the hospitality industry.	3. Determining the relationship between global trends and economic benefits in the hospitality industry	3. Data on the relationship between global trends and economic benefits in the hospitality industry

Significance of the Study
Readers will profit in a number of ways by carrying out this investigation. The researcher believes the following will benefit from this study:

Community.
This research will show the community why it's vital to invest in the local hotel business from a monetary standpoint. With this information, locals will be better able to advocate for and support the hotel sector.

Policymakers.
As this study provides knowledge about the link that binds the relationship between economics and the hospitality industry, policymakers will be informed of the need for improvement, development, and creation of programs that will lead to increased activities that will boost the local hospitality industry.

Hospitality Industry.
The hospitality sector in Baguio City will realize the need to develop their businesses and improve their services in order to attract more tourists and contribute more to the city's economy. As a result of this, aspiring company owners and investors will see the value in putting more resources into expanding their offerings.

Researcher.
The researcher might then use this information as a foundation for developing arguments in favor of the growth of the hospitality business. This opens the door for the investigator to eventually conduct a larger study.

Future researchers.
This will provide future researchers with a foundational set of guidelines or secondary data they may utilize to conduct their own research into similar themes and fill in the gaps in the relevant literature.

Objectives of the Study:-
This study aims to determine the importanceof the hospitality industry's global trendsand its economic benefits in the City of Baguio.

Specific Objectives
1. To determine the global trends in the hospitality industry as perceived hotel guests.
2. To verify the impression of hotel guests on the economic benefits of the hospitality industry.
3. To establish the relationship between hospitality global trends and economic benefits in the hospitality industry.

Methodology:-
Research Design
The researcher used a quantitative descriptive-correlational research design. This type of research mode is the most appropriate design to determine the relationship between hospitality global trends and economic benefits in the hospitality industry through survey questionnaires. Quantitative research design deals with numerical data, which are investigated through statistical methods. It includes the organization, analysis, interpretation, and presentation of numerical data collected through polls, questionnaires, and surveys or by manipulating pre-existing statistical data using computational techniques (Sheard, 2018).

Population of the Study
The respondents of the study are hotel guests in the City of Baguio. The researcher determined the acceptable sample size by adopting Slovin's formula, which is a simplified computation of the sample size (Slovin, 1960). The computation of sample size using Slovin's formula requires the population size and the desired margin of error, which, in this study, the researcher will utilize a 5% margin of error. The total population of guests is requested from the records of the Baguio City Tourism Office. The total population provided is the actual submissions of tourist arrivals from the accommodation establishments.

Table 1:-Hotel and Number of Respondents.

Hotel	No. of Hotel Guests who Responded
Hotel 1	38
Hotel 2	15
Hotel 3	12
Hotel 4	19
Hotel 5	16
Hotel 6	8
Hotel 7	14
Hotel 8	11
Hotel 9	20
Hotel 10	9
Hotel 11	10
Hotel 12	15
Hotel 13	10
Hotel 14	11
Hotel 15	11
Hotel 16	10
Hotel 17	10
Hotel 18	9
Hotel 19	10
Hotel 20	11
Hotel 21	10
Hotel 22	11
Hotel 23	10
Hotel 24	10
Hotel 25	10
Hotel 26	10

Hotel 27	23
Hotel 28	17
Hotel 29	18
Hotel 30	11
Total	**399**

The total sample is approximately 399 hotel guests, which are distributed among 30 hotels in Baguio City. The hotels where the survey is distributed are accredited hotels by the Department of Tourism. Nevertheless, hotel establishments are accredited to confirm if they are on par with national and global standards. Consequently, according to Republic Act 9593, the Department of Tourism (DOT) awards certification to tourism enterprises that have complied with the minimum and progressive levels of operating quality and internationally recognized standards for operating and maintaining their tourism facilities and services.

Demographic Data
Table 2:-Demographic Data of the Respondents.

Demographic Profile		N = 399	
		f	%
A. Age (in years)			
	18 – 27	181	45.36
	28 – 37	108	27.07
	38 – 47	59	14.79
	48 – 57	41	10.27
	58 – 67	10	2.51
B. Gender			
	Male	183	45.86
	Female	216	54.14

OR

		Gender		TOTAL	
Age	Male	Female	f	%
18 – 27	80	101	181	45.36
28 – 37	55	53	108	27.07
38 – 47	23	36	59	14.79
48 – 57	19	22	41	10.27
58 – 67	6	4	10	2.51
TOTAL	183	216	399	100.00

Age and Gender Distribution of the Respondents
In the surveyed population, 45.36% of participants were between ages 18 and 27, comprising 80 male and 101 female respondents. Another 27.07% fell into the age range of 28-37, with 55 male and 53 female participants. The age group of 38-47 accounted for 14.79% of respondents, including 23 male and 36 female participants. Those between 48 and 57 years old represented 10.27% of the total population, with 19 male and 22 female participants. Last, the remaining 2.51% of the sample population, comprising six male and four female respondents, were aged between 58 and 67.

Data Gathering Tools
The research instrument that was used was a survey questionnaire, which was manually distributed per respondent. The questionnaire will serve as a tool to evaluate the economic importance of the hospitality industry in Baguio.

The questionnaire that is floated includes a 4-point Likert scale system. In this sense, the respondents are forced to form an option by eradicating the safe or neutral midpoint (Formplus, 2022). Moreover, the questionnaire includes three sections, general instructions, personal information or demographics, and the body. The general instructions give the respondents a general understanding of the purpose of the research study and serve as a general orientation about the topic. The second part is the personal information, which includes the demographics of the respondents.

Last, the body of the questionnaire includes the general direction, which explains how the respondents will respond. Furthermore, the body of the questionnaire comprises two parts; the first part provides a checklist of the global trends in the hospitality industry, which would determine the significant relationship between economics and the hospitality industry through global trends. The second part of the body is used to determine how global trends in hospitality benefit the economy, which would answer the study's main objective.

Data Gathering Procedures

The data collection is performed during the peak season, particularly in February and March. In this way, there is a high probability of hotel guests acquiring the hospitality establishments' services, yielding more accurate data. In addition, the greater population density will allow the researcher to gather an adequate sample. The researcher is planning to utilize a non-probability convenience sampling design. Convenience sampling refers to the procedure of taking samples that are conveniently placed near a location (Edgar &Manz, 2017). The researcher used this type of sampling design due to its quickness, simplicity, and cost-effectiveness.

To commence, the dispersed questionnaire is tailored to gauge the perception of hotel guests on how the hospitality industry contributes to the city's economy by measuring its beneficial hallmarks through global trends. Succeedingly, a request letter was sent to the city tourism office to request the total number of guests who acquired the services of hospitality establishments. Last, the questionnaires were distributed among 30 hotels in Baguio City. The survey questionnaires were distributed along the hotel reception area during the standard check-in and check-out time at 12 noon and 2 pm; as a result, the guests were along the hotel's reception area, which is a great opportunity for the researcher to distribute and collect the survey questionnaires. After the researcher met the suggested number of required participants, computation and analyses of data were performed.

Validity of Questionnaire

The research questionnaire was forwarded to the research adviser for corrections and approval and was emailed to the University of Baguio Graduate School for tool validation.

Treatment of Data

After receiving all the responses, the researcher collated, tabulated, analyzed, and interpreted the data accordingly.

The data was quantified and evaluated by utilizing frequency, percentage, weighted Mean, and rank. The responses were collated after the questionnaires were answered and retrieved. Further, a Likert scale system will be used to treat the following test and to answer problems 1, 2, and 3.

Table 3:-Range Used in Determining the Top Global Trends in the Hospitality Industry.

Scale	Value	Verbal Interpretation	Description
4	3.26 – 4.00	Very Likely	This is the most considered the most important and more prioritized global trend.
3	2.51 - 3.25	Likely	This demonstrates important global trends and needs to be given attention after priorities.
2	1.76 - 2.50	Unlikely	This considers global trends that are less important and needs to be given less attention.
1	1.00 – 1.75	Very Unlikely	This demonstrates global trends that are not essential at all

Table 4:- Range Used in Determining the Economic Benefits of Global Trends in the Hospitality Industry.

Scale Value	Verbal Interpretation	Description
4 3.26 – 4.00	**Very Likely**	This demonstrates aspects of how the hospitality industry benefits the economy the most.
3 2.51 - 3.25	**Likely**	This demonstrates aspects of how the hospitality industry moderately benefits the economy.
2 1.76 - 2.50	**Unlikely**	This demonstrates aspects of how the hospitality industry less benefits the economy.
1 1.00 – 1.75	**Very Unlikely**	This demonstrates aspects that do not provide any benefit to the economy at all.

Ethical Considerations
This section of the study discusses the ethical considerations of the research alongside the repercussions of violating such. A letter of approval to conduct the study was sent to the University. Further, a letter to float the survey is forwarded to each hotel manager to seek approval to disseminate the research questionnaire among their hotel guests. Additionally, the researcher wrote an informed consent that will be given to the informants and respondents of the study, which states that all of their personal information will be kept private, treated with utmost confidentiality, and will be used for academic purposes only.

Moral principles and guidelines help determine and uphold what is morally justifiable. As a result, the researcher promises to uphold ethics in all actions over the course of the study, which will primarily depend on the following:
1. Trust –The researcher will provide accurate information and data;
2. Goodwill - This demonstrates the respondents' willingness to divulge private information about their knowledge, attitudes, and behaviors, and;
3. The researcher is committed to executing professionalism and confidentiality.

The researcher is performing ethical considerations such as:
1. Informed Consent–Proper authorization will be asked from the participants to conduct a study that requires their involvement. In this sense, it is the researcher's responsibility to get the participants' informed consent. As a result, the researcher will give the respondents clear and thorough explanations of the study's nature and goal.
2. Invasion of privacy and confidentiality – The researcher will treat all data collected through survey questionnaires with utmost confidentiality. If, under any circumstances, the identity of the respondents who are the subjects of the research is disclosed, the data must be voided upon the completion of the studyunlessthe individual consented in writing to its inclusion beforehand.
3. Deception - The researcher promises not to share any false information about the study with the respondents.The researcher reduces the likelihood of dishonesty in that aspect. Human dignity is paramount in the gains achieved by the study. Additionally, the study will be followed up with a thorough explanation from the researcher.
4. Data Protection – Any information collected from the respondents is strictly for the purpose of the study only.

Results And Discussions:-
Results and Discussions A:
"To determine the global trends in the hospitality industry as perceived hotel guests"
As specified in the first objective of the research, which is "To determine the global trends in the hospitality industry as perceived hotel guests," Table 5 presents the standard deviation of Global Trends in the Hospitality Industry. This is to assess the awareness of hotel guests in terms of global trends in the hospitality industry.

Table 5:- Mean Scores and Standard Deviation of Global Trends in the Hospitality Industry.

Global Trends in Hospitality Industry	M	SD	VI
1. leisure travelers & hotel workspaces	3.66	0.50	VL
2. Holistic hospitality, health & well-being	3.38	0.64	VL
3. Digitalized guest experiences	2.88	0.88	L
4. Experience economy & essentialism	3.37	0.57	VL
5. Solo travel	3.20	0.68	L
6. Sustainability	3.32	0.73	VL
7. Virtual & augmented reality	2.42	1.08	U
8. Traveling less (& Staycations)	3.11	0.74	L
9. Local Experiences and Cultural Exploration	3.43	0.68	VL
10. Remote Workers Blend Work and Travel	3.19	0.85	L
Overall Mean	3.20	0.44	L

Note. M = Mean. SD = standard deviation. VI = verbal interpretation. VL = Very Likely. L = Likely. U = unlikely.

Table 5 illustrates the results of an assessment conducted on the current global trends in the hospitality industry. It features multiple indicators, among which is the average Mean of 3.20, indicating a "likely" verbal description for evaluating these trends. The mean responses ranged from 2.42 to 3.66.

The collected data showed that the variable "leisure travelers and hotel workspaces" received the highest mean score of 3.66, indicating a "very likely" verbal description. This indicates that the hospitality sector has effectively met the demands of leisure visitors and given them access to suitable workstation facilities. Colliers International estimates that by offering communal workspaces for co-working and socialization, hotels might see a 20% boost in turnover. According to Dirk Bakker, one of the most effective ways to maximize revenue and income in underperforming portions of the property is to rent out space to meet, collaborate, socialize, and work and provide a place to sleep and dine. While a regular workstation can only be used once, hotel space can be used twice.

On the other hand, the variable "virtual and augmented reality" received the lowest mean score of 2.42, indicating an "unlikely" verbal description. This means that virtual and augmented reality has yet to become widely accepted in the hospitality sector and may not substantially impact its development and success. According to Hobson and Williams (1995), travel is a secondary reality that a visitor temporarily slips into. Tourists are content to retreat into well-known simulations such as Disneyland and become wholly engrossed in manufactured parallel realms (Cohen, 1979). One may argue that incorporating VR/AR into travel experiences only advances this parallel world (Williams & Hobson, 1995). According to research, VR's capacity to visualize spatial situations is its biggest strength (Guttentag, 2010). This is especially important in the travel industry because there are many intangible and confidential commodities that customers cannot verify beforehand. Consumers may be assisted in making wise judgments by donning a VR headset and comparing various locations (Cheong, 1995). Due to the complexity and interaction of the content, Wan, Tsaur, Chiu, and Chiou (2007) discovered that for theme parks, virtual experiences offered more effective promotion than brochures.

This assessment is anchored on the Otus theory of supply and demand, which implies that the greater the innovation in service, the greater the capability of a business to contribute to a positive economic trend. Nonetheless, the "likely" verbal description assumes that the global trends in hotel industries in Baguio City are somewhat in practice. The subsequent assessment will be focused on the economic benefits of global trends in the hospitality industry and will present if there is a significant relationship between the two.

Results and Discussions B:-
"To verify the impression of hotel guests on the economic benefits of the hospitality industry"
Table 6 illustrates the mean scores and standard deviation of economic benefits of global trends in the hospitality industry which is essential to address the second objective of the research which is "To verify the impression of hotel guests on the economic benefits of the hospitality industry".

Table 6:- Mean Scores and Standard Deviation of Economic Benefits of Global Trends in the Hospitality Industry.

Economic Benefits of Global Trends in Hospitality Industry	M	SD	VI
1. Increase in Gross Domestic Product.	3.53	0.60	VL

2. Hotel and accommodations generate local taxes.	3.52	0.58	VL
3. Increase job employment.	3.52	0.65	VL
4. Increase wage and salary income.	3.39	0.72	VL
5. Attracting foreign investors	3.44	0.62	VL
6. General increase in economic activities	3.42	0.57	VL
7. Fluctuation of demand for services	3.26	0.63	VL
8. Promotion of entrepreneurship and partnerships	3.40	0.62	VL
9. Increase foreign exchange earnings	3.41	0.64	VL
10. Drives local firms toward greater efficiency due to the increased competition	3.36	0.60	VL
Overall Mean	3.42	0.40	VL

Note. M = Mean. SD = standard deviation. VI = verbal interpretation. VL = Very Likely.

The data in Table 6 displays some measures of economic benefits related to global trends in the hotel sector. The results show that the combined mean reaction of these variables is 3.42, which suggests a high likelihood of favorable economic consequences. The range of the mean responses for the various variables, which ranged from 3.26 to 3.53, further shows that the economic gains are likely substantial across the board. The latter assessment has contributed to these results. The service innovation, as suggested by the Otus theory, has driven an adequate mean response, which indicates that the greater the innovation in services through global trends, the higher the propensity of the consumers to spend in a particular business, which is backed up by the principles of the social exchange theory.

The indicator "Increase in Gross Domestic Product" has the highest mean response of the indicators, 3.53, indicating a substantial likelihood of a favorable economic impact. The best predictor of hotel demand, if not the strongest, is typically GDP. In the literature on revenue management, demand forecasting has also been the subject of some research studies in the hospitality sector (Anderson &Xie, 2010; Pereira, 2016; Song & Li, 2008). According to numerous research (Karima et al., 2019; Song & Li, 2008), the demand for tourism is determined by factors such as tourists' income, tourism pricing at destinations, costs at rival destinations, and currency rates.

The indication "Fluctuation of demand for services," on the other hand, has the lowest mean response (3.26), but it still suggests a high likelihood of having a positive economic impact. This indicates that even while the demand for services in the hotel sector may change, it will still have a beneficial impact on the economy. Due to external issues, including international instability, extremism, natural catastrophes, pandemics, and economic uncertainty, changes in the global economy have an impact on the hospitality sector (Baud-Bovy, 1982; Leong & Hui, 2014).

Results and Discussions C:
"To establish the relationship between global trends and economic benefits in the hospitality industry"
Table 7 signifies the significant relationship between global trends and economic benefits in the hospitality industry to address the third objective of the study.
Table 7:- The Significant Relationship between Global Trends and Economic Benefits in the Hospitality Industry.

Variables	N	M	SD	VI	r	p
Global Trends in Hospitality Industry	399	3.20	0.44	L	0.427	0.001*
Economic Benefits of Global Trends in Hospitality Industry	399	3.42	0.40	VL		

Note. N = number of samples. M = mean. SD = standard deviation. VI = verbal interpretation. r = Pearson's r. p = probability (Sig.) value. * = The relationship is significant at 0.05.

As illustrated in Table 7, the mean response for the global trends in the hospitality industry is 3.20, which shows a verbal interpretation of "likely." This means that respondents likely agree with the variable. The table shows that there is a moderate, positive correlation (relationship), r (98) = 0.427, between the global trends in the hospitality industry and its economic benefits. A correlation coefficient of .10 is supposed to indicate a weak relationship, while .30 is seen to indicate a moderate correlation, and a coefficient of .50 or more is thought to indicate a strong or significant correlation (Cohen, 1988).

A moderate correlation (relationship) means that the global trend in the hospitality industry has a slightly strong effect on the economic benefits since there are other factors that affect the economic benefits of the global trends in

the hospitality industry. This means that this moderately favorable correlation offers proof in favor of the idea that the hospitality industry can boost the nation's economy. According to Hall & Page (2014), a moderate correlation suggests that while the worldwide trend in the hospitality industry has a somewhat high impact on economic advantages, other factors also affect economic benefits. A positive correlation (relationship) means that the more (less) likely a global trend is in the hospitality industry, the more (less) likely it has economic benefits. This means there is a greater possibility that emerging global trends in the hospitality sector will favorably affect the economy as they develop and flourish. For instance, as tourism and travel grow, there is a higher demand for hospitality services like lodging, dining, and transportation, boosting employment and the local and global economies. According to Neuhofer, Buhalis, &Ladkin (2015), when new global trends in the hospitality industry emerge and prosper, such as digitalization and sustainability, they may positively impact the economy.

The mean response for the variable "Economic Benefits of Global Trends in the Hospitality Industry" is 3.42, which shows that respondents very likely agree with this variable. The table also reflects that the correlation (relationship) between the global trends in the hospitality industry and its economic benefits is significant ($p < 0.05$). This means that the sample data supports the notion that the correlation (relationship) between global trends and their economic benefits in the hospitality industry exists in the population. This implies a high degree of confidence that these two variables have a statistically significant correlation in the population. According to Dogru&Bulut (2018) and WTTC (2020a), the travel and tourism industry is predicted to play a significant role in accelerating the recovery of the global economy following COVID-19 by creating new jobs, luring travelers back to their destinations and benefiting suppliers along the entire supply chain. Restoring traveler confidence, creating cutting-edge digital technologies, and providing more inexpensive goods are part of projected recovery strategies (WTTC, 2020d). Hospitality prepares for the "new normal" as it moves from crisis management to recovery by focusing on operational excellence, improving cleanliness and hygiene best practices, reestablishing trust and confidence through openness and communication, and putting new enabling policies into place (WTTC, 2020e).

Among the identified variables, the assessment conducted by the researcher on the global trends in the hospitality industry as perceived by hotel guests shows that "leisure travelers & hotel workspaces" received the highest mean score. On the other hand, virtual and augmented reality" received the lowest. Further, the assessment of the economic benefits related to global trends in the hotel sector shows that the indicator "Increase in Gross Domestic Product" has the highest mean response, and "Fluctuation of demand for services" received the lowest.

Conclusions And Recommendations:-
Conclusions:-
The analysis of the result simply means a moderately positive relationship exists between hospitality global trends and the economic benefits of the hospitality industry. It signifies that there are other factors that affect the economic benefits of the hospitality industry aside from global trends. In addition, the verbal interpretation of "likely" implies that there is still a moderate effect in practicing global trends for the development of hospitality brands in Baguio City, resulting in a positive effect on the city's overall economy.

According to the Philippine Information Agency (PIA), students are a major contributor to the overall development of the local economy, followed by tourism. Nonetheless, students enrolled in colleges and universities contribute an estimated P6.2 billion in annual gross receipts. Further, the city tourism officer Engr. Aloysius Mapalo emphasized that the primary focus of the city in flourishing the economy is education and tourism. Through the cooperation of educational and tourism institutions, businesses, and government leaders, we can close the gap between the hospitality industry and academics and raise knowledge of ways to sustain competitiveness and economic growth (Dar, 2023). In that context, it is appropriate to prioritize the hospitality industry as it serves as a vehicle for economic development.

Recommendations:-
The Community
The willingness of the community to generate partnerships with the hospitality industry provides an authentic experience for guests since the hospitality industry is reliant on the quality of the surrounding environment. Local vendors and organizations should promote local talent, produce activities and local products. Moreover, to highlight a product or experience that is exclusive to Baguio City, collaboration with local businesses or tour operators is a

good idea. The engagement of the community in hospitality events and projects contributes to the growth of hotel brands and creates brand recognition, which can help when marketing to the local population.

Policy Makers
The hospitality sector should be a top priority for the government and politicians in Baguio City as a significant engine of economic growth. This could entail investing in the industry's infrastructure and resources, such as enhancing transportation systems or creating training programs to improve the abilities of hospitality employees. Policies and rules should also be developed to support the expansion of the hotel sector while ensuring that it runs ethically and sustainably. Baguio City might improve its economic competitiveness and develop a lively and thriving community for locals and visitors by prioritizing the hotel sector and fostering its growth.

To draw more tourists to the area, efforts should be made to cultivate and market Baguio area's distinctive cultural and natural assets. Increasing the city's exposure and accessibility to both local and foreign tourists could entail developing new tourism goods, enhancing existing ones, and utilizing digital technology. The city can boost its revenue, increase jobs, and improve its overall economic health by promoting the hospitality industry and attractions.

Hospitality Industry
The emerging globalization and market shifts may render their current products and services outdated. The hotel industry should adopt the global trends and strategies and maximize its potential. In this vein, hotel industries can exploit this to gain an edge over their competitors. The higher the probability that this will be placed into practice, the higher the possibility that these practices will be more concentrated in the different hotel brands in the City of Baguio. Furthermore, the industry will provide a slight upturn in the city's economic conditions.

Future Researchers
Future researchers who will conduct their research into similar themes may fill in the gaps in the relevant literature by reducing the limitations encountered and studying the aspects and other variables that were not investigated in this study.

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