

Economic impacts of selected wellness SPAs in Tagaytay City

Victor Jacob Carandang Palad, Denise Nicole Salinoy, Jimford Tabuyo,
Cyrill John Malacca Jamandron*

*De LaSalle University Dasmariñas, College of Tourism and Hospitality Management,
Republic of the Philippines
Jcm0309@dlsud.edu.ph, jamandroncyrill@gmail.com*

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ABSTRACT

Tagaytay City, renowned for its cool climate and scenic landscape, has emerged as a popular destination for various types of tourism, including adventure, health, and wellness. This study evaluates the perceived economic impacts of wellness SPAs from the perspective of their customers. This study utilized a quantitative descriptive research design, with purposive sampling used to select respondents based on specific criteria. Data were gathered through an online survey distributed via social media platforms. Data were analyzed using frequency and percentage distributions, measures of central tendency such as mean and standard deviation, and inferential statistical methods including t-tests and ANOVA. The majority of respondents were female, aged 18–25, college graduates, and reported a monthly income exceeding ₱60,000. Findings revealed that wellness SPAs are widely perceived as significant contributors to the local economy, particularly through employment and income generation. Respondents also noted positive spillover effects on related sectors such as hospitality and tourism. Although induced impacts, such as enhancements in overall quality of life, were rated slightly lower, they were still viewed favorably. Perceptions were significantly influenced by age, educational attainment, and income level, while gender did not appear to have a notable effect. SPA operators and policymakers can use these insights to promote the local economic benefits of wellness tourism, while SPA managers can strengthen ties with local partners to boost customer loyalty and support sustainable growth.

ABSTRAK

Kota Tagaytay, yang terkenal dengan iklim sejuk dan pemandangan alamnya yang indah, telah menjadi destinasi populer untuk berbagai jenis pariwisata, termasuk wisata petualangan, kesehatan, dan kebugaran. Penelitian ini menilai dampak ekonomi yang dirasakan dari keberadaan SPA dari perspektif para pelanggannya. Penelitian ini menggunakan desain penelitian deskriptif kuantitatif, dengan teknik *purposive sampling* untuk memilih responden berdasarkan kriteria tertentu. Data dikumpulkan melalui survei daring yang disebarluaskan melalui media sosial. Data dianalisis menggunakan distribusi frekuensi dan persentase, ukuran tendensi sentral seperti rata-rata dan simpangan baku, serta metode statistik inferensial termasuk uji t dan ANOVA. Mayoritas responden adalah perempuan berusia 18–25 tahun, lulusan perguruan tinggi, dan memiliki pendapatan bulanan lebih dari 17.000.000. Hasil penelitian menunjukkan bahwa SPA secara luas dipandang sebagai kontributor penting bagi perekonomian lokal, terutama melalui penciptaan lapangan kerja dan peningkatan pendapatan. Responden juga mencatat adanya efek limpahan positif terhadap sektor terkait seperti perhotelan dan pariwisata. Meskipun dampak tidak langsung, seperti peningkatan kualitas hidup secara keseluruhan, dinilai sedikit lebih rendah, namun tetap dipandang secara positif. Persepsi responden dipengaruhi secara signifikan oleh usia, tingkat pendidikan, dan tingkat pendapatan, sementara jenis kelamin tidak menunjukkan pengaruh yang berarti. Pemilik SPA dan pembuat kebijakan dapat menggunakan temuan ini untuk mempromosikan manfaat ekonomi lokal dari pariwisata kebugaran, sementara manajer SPA dapat memperkuat hubungan dengan mitra lokal untuk meningkatkan loyalitas pelanggan dan mendukung pertumbuhan yang berkelanjutan.

INTRODUCTION

In Tagaytay City, the wellness SPA sector has grown to be an important element of the local economy, especially in terms of employment, tourism, and company expansion. With an annual growth rate of 80% between 2020 and 2022, wellness tourism in the Philippines reached USD 2.44 billion in 2022, reflecting the increasing appeal of health-focused travel ([Global Wellness Institute, 2024](#)). Tagaytay has become a popular destination because of its tranquil setting and ease of access from Metro Manila.

The rising number of wellness SPAs has led to an increase in tourist arrivals, boosting the incomes of nearby businesses such as accommodations, restaurants, and transport service providers ([Parungao, 2024](#)). Furthermore, wellness SPAs support livelihoods in the city by providing jobs for massage therapists, hotel employees, and wellness practitioners ([Enriquez, 2017](#); [Nurture Admin, 2016](#)). With upscale projects like The SPA and Lodge in Tagaytay Highlands boosting the city's tourism attractiveness and raising real estate values, investments in the wellness sector have also increased.

Additionally, local business owners who provide organic goods, herbal oils, and health-related services are bolstered by the desire for wellness experiences. Although there are financial advantages, to fully realize the industry's potential, issues including infrastructure constraints and compliance with regulations must be resolved. With sustained government assistance and investment, Tagaytay's wellness SPA industry is anticipated to boost economic expansion and solidify its standing as a top wellness travel destination.

Despite these signs of growth, there is a significant gap that remains in how the direct, indirect, and induced

economic effects of wellness SPAs specifically unfold in Tagaytay City. Previous studies on tourism impacts in nearby Cavite localities ([Lucero et al., 2021](#)) show that hospitality establishments can generate substantial benefits, but have primarily focused on resorts and hotels rather than wellness SPAs. Addressing this gap would clarify whether and how wellness tourism in

Tagaytay magnifies job creation, stimulates ancillary businesses, and contributes to the area's long-term development. As the Philippine Department of Tourism (DOT) increasingly prioritizes wellness travel, a systematic study of Tagaytay's wellness SPAs can offer stakeholders a clearer roadmap for maximizing the advantages of this emerging sector.

In Tagaytay City, the wellness SPA sector makes a substantial economic contribution to the area by increasing tourism, generating jobs, and encouraging company growth. The Philippine wellness industry, valued at USD 41 billion, ranks eighth in the Asia-Pacific region and 22nd globally, according to the [Global Wellness Institute \(2024\)](#), which estimates that the global wellness economy will reach USD 5.6 trillion ([Jarque, 2024](#)). This expansion highlights the rising need for wellness services and establishes Tagaytay City as a key hub for the growth of wellness tourism. By creating jobs and encouraging eco-friendly travel, local businesses like Nurture Wellness Village have had a big influence on the neighborhood. According to [Brillantes-Turvill \(2021\)](#), she turned her Tagaytay property into a wellness destination that improved the lives of many people and fueled job and business development in Barangay Maitim ([Nurture Wellness, 2016](#)). This evolution reflects the interplay between local entrepreneurship and the broader wellness

economy, positioning Tagaytay to benefit from national tourism goals.

The importance of the industry is further highlighted by the establishment of the Wellness Tourism Association of the Philippines (WeTAP), which aims to maintain and improve the expansion of wellness tourism in the nation ([Asian Journal Press, 2024](#)). Furthermore, the government's dedication to supporting the growth of this sector is demonstrated by the Department of Tourism's efforts to establish the Philippines as a leading center for health and wellbeing ([Rocamora, 2024](#)). The local economy has also benefited from investments in wellness centers. The SPA and Lodge at Tagaytay Highlands, for example, provides opulent lodging and SPA treatments, increasing the city's allure for wellness travelers. The city's economic landscape is improved by these developments, which also encourage ancillary industries like local artisans, food establishments, and providers of organic products.

Research on the financial contributions of wellness SPAs in Tagaytay City is thus timely and topical, given the wellness tourism industry's explosive expansion and economic influence. Such studies can offer insightful information that helps stakeholders, entrepreneurs, and policymakers create plans that fully utilize wellness tourism and guarantee long-term financial gains for both the local community and the Philippine economy as a whole.

The Philippine Department of Tourism (DOT) has started working to establish the nation as a top destination for health and wellness travel after recognizing this potential. To highlight the Philippines' offerings in this field, the DOT organized the International Health and Wellness Tourism Congress in October 2024. In addition, the DOT has

set high goals to draw in health and wellness travelers, demonstrating its dedication to growing this market. The growth of the industry and the strategic initiatives to establish the Philippines as a leading wellness destination are underscored by the formation of the Wellness Tourism Association of the Philippines (WeTAP) in August 2024.

Investing in wellness SPAs can improve visitor arrivals in Tagaytay City, which is well-known for its tranquil surroundings and pleasant climate, benefiting local companies and creating job possibilities. This initiative aligns well with the country's strategy of broadening tourism offerings and capturing the rising demand for wellness services. By systematically evaluating the economic outcomes of Tagaytay's wellness SPAs, stakeholders can identify new avenues for promoting environmental sustainability, fostering community linkages, and ensuring that development in the wellness sector meets the DOT's broader aims.

By creating jobs, attracting tourists, and fostering community development, the wellness centers in Tagaytay City-Nurture Wellness Village, Qi Wellness SPA, Anya Resort Tagaytay, and La VeryOl's Mountain View Garden, have made a substantial economic contribution to the area. When it comes to combining wellness tourism with community empowerment, Nurture Wellness Village has led the way. Catherine Brillantes-Turvill founded the business, which has expanded from a tiny SPA to a full-service health facility with over 150 employees, many of whom are from the neighborhood barrio. This expansion highlights its contribution to local job creation and economic prosperity ([Nurture Wellness Village, 2016](#)). Further demonstrating its commitment to staff welfare and community resilience, Nurture Wellness Village provided extensive support to

employees, many of them mothers, through community programs during the pandemic (Enriquez, 2017; Nurture Admin, 2016)

Although precise economic effect data can be difficult to obtain, Niyama Wellness Center and Nurture Wellness Village likewise reinforce Tagaytay's image as a prime wellness destination. They boost local businesses and the hospitality industry by attracting travelers looking for wellness and relaxation services, reinforcing the city's reputation for nature-driven tranquility and rejuvenation. Consequently, a detailed study of these wellness SPAs from the perspective of direct, indirect, and induced economic impacts presents a significant opportunity to quantify how Tagaytay's rising wellness sector shapes livelihoods, supports peripheral enterprises, and catalyzes community development. This focus sets the stage for the succeeding chapters, which will investigate the financial implications of wellness SPAs and how they can be leveraged for sustainable tourism growth.

Despite the lack of easily available, precise economic effect data, these are the Spas mentioned in the study.



Figure 1. Qi Wellness living spa interior & exterior

Source:

<https://images.smartparenting.com.ph/smartpar/images/2023/05/10/qi-wellness-living-sp.jpg>

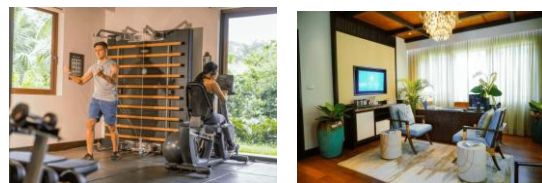


Figure 2. Niyama wellness center inside Anya Resort

Source:

<https://www.facebook.com/photo.php?fbid=1717398035124768&id=424102834454301&set=a.614441925420390>



Figure 3. Kawa bath inside La VeryOl's mountain view garden

Source: <https://www.philippinebeaches.org/new-tagaytay-tourist-spots/>

The Spas add to Tagaytay's allure as a wellness destination. They benefit local companies and the hospitality industry by drawing travelers looking for wellness and relaxation services. Situated in Cavite's misty, cool mountains, Tagaytay City has been a favorite destination for those who seek to relax. The city is famous for its breathtaking volcano views and its cool climate, which have rendered it a health haven. There are numerous SPAs and wellness centers scattered in its scenic settings, offering holistic therapeutic processes and soothing massages. Apart from providing a haven to unwind, these SPAs stimulate the economy in the region by creating employment opportunities, assisting small enterprises, and attracting tourists who spend money on accommodation, meals, and other leisure activities. These wellness SPAs are more than mere businesses today; they are part and parcel of the Tagaytay experience, drawing locals as well as visitors seeking refuge, healing, and a break from the frenzied city environment. Their economic impacts on the city's growing wellness travel industry

are investigated in this research, as well as how they affect the sector.

Thousands of tourists visit every weekend, with a noticeable increase in health-conscious travelers. As a result, Tagaytay's wellness hubs: QiWellness, Nurture Wellness Village, Niyama Wellness Centre (Anya Resort), and la Veryol's Kawa SPA, cater not only to SPA-goers but also to tourists seeking a full rejuvenation package. Although official visitation numbers for each SPA are not publicly released, anecdotal reports from SPA owners point to a steady rise in bookings, particularly over holidays.

Through these varied facilities, Tagaytay City's SPA industry has grown to be a vital part of local tourism. In line with [Lucero et al. \(2021\)](#) on resorts in Dasmariñas, these Tagaytay wellness SPAs create direct, indirect, and induced impacts, from immediate employment to broader community uplift. As the next sections show, understanding these impacts requires examining existing literature and systematically measuring economic variables such as visitor expenditures, job creation, and supply-chain linkages.

The study aims to assess the economic impacts of wellness SPAs in the City of Tagaytay in terms of direct, indirect, and induced benefits, as well as those that are derived from the perspectives of the employees and clients. The study sought to address the following specific objectives: What is the respondents' demographic profile. How do the respondents evaluate the economic impacts of wellness SPAs? Is there any significant difference in the evaluation of the economic impact of wellness SPAs when grouped by profile?

LITERATURE REVIEW

Wellness tourism serves as the study's theoretical anchor by defining travel "associated with the pursuit of maintaining or enhancing personal wellbeing" and by positioning wellness products (for example, spas, retreats, and hot springs) as market offerings that generate destination-level economic flows such as visitor spending, supply-chain purchases, wages, and taxes. This framing supports the study's threefold impact lens direct, indirect, and induced effects commonly used to appraise local value added in tourism economies and well suited to Tagaytay's spa sector and to tests across demographic groups ([Global Wellness Institute, 2018](#); [Global Wellness Institute, 2024](#); [Stynes, 1999 in Miller, 2007](#)).

A wellness SPA integrates conventional SPA services with a comprehensive approach to holistic health. It provides treatments that nurture the body, mind, and spirit, such as massages, skincare procedures, and hydrotherapy, administered by qualified practitioners. What distinguishes a wellness SPA is its focus on fostering long-term well-being by promoting healthy nutrition, regular physical activity, positive lifestyle choices, and deep relaxation. Unlike traditional SPAs that may prioritize short-term indulgence, wellness SPAs are dedicated to supporting sustained balance and personal wellness.

Prior studies show that wellness and spa tourism create value through visitor motivations and outcomes as well as through economic spillovers. On the demand side, spa-goers seek stress relief, health enhancement, and hedonic recovery, with motivations clustered around relaxation, escape, and self-care ([Mak, Wong, & Chang, 2009](#)), and wellness trips can yield transformational

benefits in behavior and lifestyle across spa, resort, and retreat segments (Voigt, Brown, & Howat, 2011). On the supply side, spa destinations exhibit measurable contributions to employment and local GDP via direct, indirect, and social value, as evidenced in regional case studies of spa/balneotherapy industries (Torres-Pruñonosa, Raya, Crespo-Sogas, & Mur-Gimeno, 2022; Salgado-Barandela, Barajas, & Sánchez-Fernández, 2022). Foundational syntheses further situate spa and hot-spring offerings within mature product systems that link facilities, professional services, and heritage resources to regional development pathways (Erfurt-Cooper & Cooper, 2009).

The direct economic impact of wellness SPAs refers primarily to revenue from services (e.g., SPA treatments, massages, and facials) and the immediate jobs created, such as SPA therapists, managers, and support staff (Smith, 2022). Establishments often offer specialized packages or experiences that strengthen Tagaytay's position as a wellness destination (Global Wellness Institute, 2024). In the Philippines, the wellness and SPA sector is recognized as a growing contributor to overall economic output (Prado, 2023). In a related Cavite-based study, Lucero et al. (2021) found that direct impacts accounted for the majority of economic benefits, often reflected in job creation and local government tax revenues.

Indirect economic impacts extend beyond the SPA's immediate revenue, benefiting hospitality, retail, and transportation sectors. Wellness tourists, who typically stay longer and spend more than standard leisure travelers, also frequent restaurants, hotels, and local tour operators. Infrastructure development, such as improved roads and utilities often follows, spurred by the need to accommodate visitor inflows. As in the

Dasmariñas resort context (Lucero et al., 2021), these secondary gains can yield substantial multiplier effects that ripple through local supply chains.

Induced impacts, often the hardest to measure, occur when the SPA's employees spend their wages locally or when additional business revenues recirculate in the community (Stynes, 1999 in Miller, 2007). If SPA staff live nearby, their household purchases (groceries, transport, retail) stimulate the broader economy and encourage further growth of small enterprises. Over time, induced effects can include improved household incomes, better educational opportunities, and expanded social services, mirroring patterns observed in other wellness destinations like Rotorua, New Zealand, and Cebu (see "The Sustainability and Best Practices of Wellness and SPA in Cebu: A Case Study," 2022).

Conceptual framework

The study's conceptual framework highlights key respondents' profile variables, such as age, gender, educational background, income, and links them to the direct, indirect, and induced impacts that wellness SPAs generate. Koskinen (2019) concept of the economic benefits of tourism establishment underscores these impact layers. Similar to Lucero et al. (2021), who examined how resorts in Cavite affected local economies, this study adapts that logic to wellness SPAs in Tagaytay City.

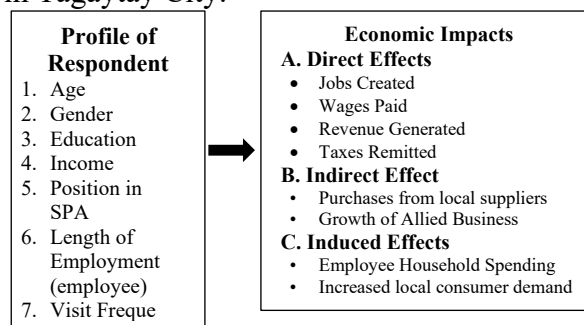


Figure 4: Respondents' profile variables

Source: Lucero, 2021

RESEARCH METHOD

The study utilized a Quantitative Descriptive Research Design to evaluate the economic impacts of wellness SPAs in Tagaytay City. Building on the approach of [Lucero et al. \(2021\)](#), who used descriptive methods to quantify economic benefits, this research uses surveys to measure direct, indirect, and induced impacts from the perspectives of the SPA customers from the selected wellness SPAs.

The participants of the study are composed of customers from selected wellness SPAs in Tagaytay City. The target respondents are customers who have availed of services from the selected establishments. The study utilized Purposive Sampling, a type of non-probability sampling method, as the selection of participants is purely based on specific criteria related to the study's objectives. The chosen method is justified as it allows the researchers to focus on individuals who are directly involved in or impacted by the wellness SPAs' economic activities ([Etikan et al., 2016](#)). A total of 100 respondents were included. The Raosoft sample size calculator (95% confidence, $\pm 5\%$ margin of error) guided this number, though practical considerations (SPA visitor availability) also shape final counts.

The study utilized a survey questionnaire that was divided into two parts: the independent (profile) and dependent (economic impacts) variables. Collecting demographic data is included in the initial part of the survey questionnaire, while questions designed to measure the respondents' awareness and perceptions of the economic contributions of wellness SPAs based on [Koskinen \(2019\)](#) framework are used when assessing the direct, indirect, and induced economic impacts. Based on the recommendation of a faculty member

who participated in the questionnaire validation process, the instrument was adapted from a previous study that examined the economic impacts of resorts from the perspectives of both customers and employees of selected resorts. The statistician also participated in validating the tool to ensure the reliability, accuracy, and correctness of the survey questions.

RESULTS AND DISCUSSIONS

The initial part of the study examines the demographic profile of the respondents, such as educational attainment, sex, age, and monthly income. [Table 1.](#) shows the frequency and percentage for the age of the respondents.

The majority of the participants are aged 18-25 years old; the skew towards this age suggests that Tagaytay's attractions, particularly the wellness SPA sector, appeal mostly to students, young professionals, and millennials, who tend to favor short trips. Digitally-informed leisure trips to nearby destinations ([Department of Tourism \[DOT\], 2023](#)).

Table 1. Age of the respondents

Age Bracket	Frequency	Percentage
18-25 y/o	49	49
26-35 y/o	24	24
36-45 y/o	5	5
46-55 y/o	17	17
56 and above	5	15
Total	100	100%

According to the results, women comprised 69% of the sample, while men accounted for 31%. This gender imbalance aligns with [UNWTO \(2019\)](#) finding that women often lead leisure-travel planning, especially for wellness and family-oriented trips, which may heighten their visibility in tourism surveys.

Table 2. Sex

Sex	Frequency	Percentage
Male	31	31
Female	69	69
Total	100	100%

With most of respondents being college graduates (55%), with an additional 25% currently enrolled in college, the predominance of postsecondary-educated participants suggests that wellness-SPA patrons in Tagaytay tend to have higher educational backgrounds. A characteristic commonly associated with greater health-and-wellness awareness and discretionary spending on experiential tourism ([Global Wellness Institute, 2024](#)).

This finding aligns with studies showing that individuals with at least some college education are more likely to seek out and invest in wellness services ([Global Wellness Institute, 2024](#); [Department of Tourism \[DOT\], 2023](#)). [Table 4](#) shows that 43% of the respondents have an income of more than ₱60,000; this finding proves studies that people with higher income tend to invest more in wellness.

The results show that respondents agree that wellness SPAs have a strong direct economic impact on Tagaytay. The highest-rated item was “The wellness SPA industry generates jobs,” having a mean of 4.78, which falls under “Strongly Agree.” This suggests that people clearly recognize how SPAs create employment opportunities in the city.

Other items, such as “The wellness SPA industry aids in local government income generation” (mean = 3.68) and “Wellness SPA industry facilitates in improving the economic growth in the area” (mean = 3.67), were rated as “Agree,” showing that respondents also see SPAs as contributors to local revenue and development. Even infrastructure and tax-related items received agreement, with means around 3.57 to 3.74.

Table 3. Highest educational attainment

Highest Educational Attainment	Frequency	Percent age
Elementary Level	5	5
Elementary Graduate	5	5
High School Level	8	8
High School Graduate	2	2
College Level	25	25
College Graduate	55	55
Total	100	100%

Table 4. Monthly income

Monthly Income	Frequency	Percentage
Less than ₱20,000	7	7
₱20,001 - ₱40,000	14	14
₱40,001 - ₱60,000	36	36
More than ₱60,000	43	43
Total	100	100%

Overall, the average score for Direct Impact was 3.83, which is interpreted as “High Impact.” This means that respondents believe wellness SPAs have a significant role in directly boosting the local economy. For Indirect Impact, the overall mean was 3.69, also interpreted as “High Impact.” The highest-rated item was “Wellness SPA industry increases the economic activity of other industries such as tourism, hospitality, healthcare, and other suppliers” with a mean of 4.29, showing strong agreement that SPAs help stimulate other sectors.

Table 5. Direct impact

Direct Impacts	Mean	Interpretation
The wellness SPA industry generates jobs.	4.78	Strongly Agree
The wellness SPA industry aids in local government income generation.	3.68	Agree
The wellness SPA industry facilitates in improving the economic growth in an area.	3.67	Agree
Wellness SPA industry facilitates in improving the infrastructures in the area.	3.57	Agree
Wellness SPA industry aids in improving the area's economic status.	3.57	Agree
Wellness SPA industry facilitates in increasing tax revenues.	3.74	Agree
Total	3.83	High Impact
<i>4.50-5.00 Strongly Agree, 3.50-4.49 Agree, 2.50-3.39 Neutral, 1.50-2.49 Disagree, 1.00-1.49 Strongly Disagree</i>		

Other items like job creation in related industries (mean = 3.68) and support for new businesses (mean = 3.50) were also rated positively. These results suggest that respondents see wellness SPAs not just as standalone businesses, but as economic catalysts that help other industries grow. Even though the scores are slightly lower than those in the direct impact section, they still reflect a solid belief in the ripple effects of SPA operations.

The Induced Impact section had a slightly lower overall mean of 3.54, but it still falls under the “High Impact” category. The highest-rated item was “Wellness SPA industry increases the quality of life in the area” with a mean of 3.63, followed by “The wellness SPA industry boosts service-related transactions” (mean= 3.62). These results show that respondents believe wellness SPAs contribute to improving everyday life and service-related spending in the community.

Table 6. Indirect impact

Indirect Impact	Mean	Interpretation
Wellness SPA industry increases the economic activities of other industries such as tourism, hospitality, healthcare, and others.	4.29	Agree
Wellness SPA industry activity in the area helps in job creation for other industries.	3.68	Agree
Wellness SPA industry activity contributes to the development of other businesses.	3.5	Agree
Wellness SPA industry activity in the area provides a source of income for the local residents.	3.67	Agree
Wellness SPA industry facilitates in improving the trade in commerce.	3.53	Agree
Wellness SPA industry facilitates in improving investments.	3.49	Agree
Total	3.69	High Impact

4.50-5.00 Strongly Agree, 3.50-4.49 Agree, 2.50-3.39 Neutral, 1.50-2.49 Disagree, 1.00-1.49 Strongly Disagree

However, one item “Wellness SPA industry facilitates in improving the welfare of a person” received a mean of 3.45, which is interpreted as “Neutral.” This suggests that while people recognize the broader economic benefits, they may be less certain about how directly these

benefits improve individual well-being. Still, the overall results indicate that wellness SPAs are seen as having a positive influence on the local economy through increased spending and improved living standards.

Table 7. Induced impacts

Induced Impact	Mean	Interpretation
Wellness SPA industry increases transaction of goods.	3.54	Agree
The wellness SPA industry boosts service-related transactions.	3.62	Agree
The wellness SPA industry enhances individuals' income, enabling them to purchase goods and services.	3.48	Agree
Wellness SPA industry facilitates in improving the welfare of a person.	3.45	Neutral
Wellness SPA industry increases the quality of life in the area.	3.63	Agree
The wellness SPA industry helps enhance income levels and improve the standard of living.	3.53	Agree
Total	3.54	High Impact

Significant differences (Profile of respondents)

Is there a significant difference in the evaluation of the economic impacts of wellness SPAs in the city of Tagaytay when grouped by profile according to:

To find out if people of different age groups see the economic impacts of wellness SPAs in Tagaytay differently, the researchers used the Kruskal-Wallis test, a non-parametric method which is ideal for comparing more than two groups. This test is useful when the data does not meet the assumptions of normal distribution, which is often the case in survey-based studies like this one. For the Direct Impact, the test result was $\chi^2 = 9.39$ with a p-value of 0.052. Since the p-value is just a little above the usual cutoff of 0.05, it means the difference isn't statistically significant. In simpler terms, even though the average scores vary slightly across age groups, the variation isn't strong enough to say that age really comes to these long-term community benefits.

affects how people view the direct economic benefits (like job creation or SPA revenue).

When it comes to the Indirect Impact, the result was $\chi^2 = 1.94$ and $p = 0.747$, which is way above 0.05. This clearly shows that there's no significant difference in how different age groups see the indirect effects, such as how SPAs support nearby businesses like restaurants or hotels. Basically, people of all ages seem to agree on this part. However, for the Induced Impact, the result was $\chi^2 = 23.48$ with a p-value less than 0.001, which is highly significant. This means that age does make a difference in how people view the broader effects of wellness SPAs, like how SPA employees spend their income in the community or how wellness tourism improves overall well-being. The big difference in scores across age groups suggests that older and younger people might have different experiences or perspectives when it

Table 8. Differences by age from direct, indirect, and induced impacts of Wellness SPAs (Kruskal-Wallis Analysis)

Type of Impact	18-25	26-35	Age 36-45	46-55	56 and above	Chi-square *(χ^2)	p-value	Interpre-tation
Direct Impact	3.79	3.84	3.97	3.85	4.07	9.39	0.052	Not Significant
Indirect Impact	3.7	3.69	3.67	3.66	3.8	1.94	0.747	Not Significant
Induced Impact	3.43	3.71	3.3	3.63	3.8	23.48	<.001	Significant Not Significant
Note: * -Kruskal-Wallis Test*								

For the Direct Impact, the test result was $\chi^2 = 17.68$ with a p-value of 0.003. Since the p-value is well below

0.05, this result is considered statistically significant. This means that people's level of education does affect how they

perceive the direct economic benefits of wellness SPAs, like job creation, SPA revenue, and taxes paid to the local government. For example, those with higher education might be more aware of how these SPAs contribute to the economy, while others may focus more on personal or community-level benefits. On the other hand, the results for Indirect Impact showed $\chi^2 = 6.37$ and $p = 0.272$, and for Induced Impact, $\chi^2 = 6.74$ and $p = 0.240$. Both p-values are much higher than 0.05, which means there's no significant difference in how people from different educational levels view the indirect and induced impacts. In other words, regardless of whether someone finished elementary school or graduated from college, they tend to have similar opinions about how wellness SPAs support nearby businesses or influence community well-being.

For the Induced Impact, the Kruskal-Wallis test result was $\chi^2 = 6.74$ with a p-value of 0.240. The p-value exceeds 0.05, this result is considered not

statistically significant. This means that there's no strong evidence that people's educational background affects how they view the broader or long-term economic effects of wellness SPAs, like how SPA employees' spending boosts local businesses or how wellness tourism improves community well-being. Whether someone only finished elementary school or graduated from college, their perception of these ripple effects seems to be quite similar.

For the Direct Impact, the test result was $\chi^2 = 7.78$ with a p-value of 0.051. This p-value is just slightly above the 0.05 threshold, which means the result is not statistically significant. Even though there are small differences in how each income group rated the direct impact (like job creation and SPA revenue), the variation isn't strong enough to say that income level really affects their views. For the Indirect Impact, the result was $\chi^2 = 3.88$ with a p-value of 0.275, which is clearly not significant.

Table 9. Differences by educational attainment from direct, indirect, and induced impacts of Wellness SPAs (Kruskal–Wallis Analysis)

Grouped by Educational Attainment	Elementary Level	Elementary graduate	High School Level	High School Graduate	College Level	College Graduate	Chi-square (χ^2)	p-value	Interpretation
Direct Impact	4.03	3.97	3.63	3.75	3.79	3.86	17.68	0.003	Significant
Indirect Impact	3.53	3.6	3.79	3.67	3.72	3.69	6.37	0.272	Not Significant
Induced Impact	3.47	3.77	3.63	3.83	3.47	3.54	6.74	0.24	Not Significant

This means that people across all income levels from those earning less than ₱20,000 to those earning more than ₱60,000 generally have the same opinion about how wellness SPAs support nearby businesses like restaurants, hotels, and transport services. However, for the Induced Impact, the test result was $\chi^2 = 8.97$ with a p-value of 0.030, which is statistically significant. This means that income level does influence how people perceive the broader effects of wellness SPAs, like how SPA employees' spending

boosts the local economy or how wellness tourism improves community well-being.

To find out if there's a difference in how males and females evaluate the economic impacts of wellness SPAs in Tagaytay, the researchers used the Mann-Whitney U test, a non-parametric test, which is often utilized for comparing two independent groups, this method is ideal when the data do not follow a normal distribution, making it ideal for analyzing differences between male and female responses in this study.

Table 10. Differences by monthly income from direct, indirect, and induced impacts of Wellness SPAs (Kruskal–Wallis Analysis)

Grouped by Monthly Income	1. Less than ₱20,000	2. ₱20,001-₱40,000	3. ₱40,001-₱60,000	4. More than ₱60,000	Chi-square (χ^2)	p-value	Interpretation
Direct Impact	3.86	3.73	3.9	3.81	7.78	0.051	Not Significant
Indirect Impact	3.74	3.7	3.65	3.72	3.88	0.275	Not Significant
Induced Impact	3.48	3.37	3.63	3.53	8.97	0.03	Significant

For the Direct Impact, the test result was $U = 933$ with a p-value of 0.298. Because the p-value exceeds 0.05, the result is not considered statistically significant. This means that both male and female respondents generally have the same view when it comes to the direct economic benefits of wellness SPAs, such as job creation and SPA revenue. For the Indirect Impact, the result was $U = 1018$ with a p-value of 0.695, which is even higher. Again, this shows no significant difference between male and female respondents in how they perceive the indirect benefits, like how SPAs support

nearby businesses such as restaurants, hotels, and transport services. Lastly, for the Induced Impact, the test result was $U = 906$ with a p-value of 0.219. This is also not significant, meaning that both genders tend to agree on the broader effects of wellness SPAs, such as increased local spending and improved community well-being. In short, the results show that gender does not significantly affect how people evaluate the economic impacts of wellness SPAs in Tagaytay. Both male and female respondents seem to share similar perspectives across all three types of impacts.

Table 11. Differences by sex from direct, indirect, and induced impacts of Wellness SPAs (Kruskal–Wallis Analysis)

Grouped by Sex	1. Male	2. Female	Mann-Whitey U-Statistic	p-value	Interpretation
Direct Impact	3.8	3.85	$U = 933$	0.298	Not Significant
Indirect Impact	3.7	3.69	$U = 1018$	0.695	Not Significant
Induced Impact	3.59	3.52	$U = 906$	0.219	Not Significant

CONCLUSION

Most of the respondents are female, aged between 18-25, and college graduates. All of the respondents perceived the economic impacts of wellness SPAs in Tagaytay City as High Impact. When grouped by age, there is little to no effect on how the respondents' age perceived the direct and indirect economic impacts of wellness SPAs, but there is a clear difference in how age groups perceived the induced impacts. Gender does not significantly affect how the respondents perceived the economic impacts of wellness SPAs in terms of

direct, indirect, and induced impacts. In terms of educational attainment, there is a significant effect on the respondents' perception of the direct impact, while indirect and induced impacts have no significant difference. Lastly, when grouped by monthly income, there is no strong significance in how the respondents perceived the direct and indirect impacts, regardless of their income bracket. However, there is a significance in how they perceived the induced impacts.

This research explored the economic contributions of wellness SPAs in Tagaytay City by examining the

demographic characteristics of respondents, assessing the perceived direct, indirect, and induced impacts, and analyzing differences in perceptions based on these characteristics. The participant pool was predominantly composed of young adults aged 18 to 25, most of whom were female and had attained a college-level education. Respondents generally perceived wellness SPAs as having a strong direct economic impact, particularly through job creation and income generation. Indirect impacts, such as support for allied sectors like hospitality and tourism, were also viewed favorably. While induced impacts were rated slightly lower, they still reflected a belief in the positive influence of wellness tourism on local quality of life. Statistical tests revealed that differences in perception were influenced by age, educational background, and income, while gender was not a significant factor.

Based on the findings, the researchers conclude that wellness SPAs in Tagaytay serve as meaningful contributors to the city's economic activity, extending beyond the SPA facilities themselves to positively affect a wide range of local businesses and services. The study highlights the sector's potential to support sustainable growth through employment, local enterprise development, and community well-being. Differences in perception based on demographic factors indicate that personal background and social standing may shape how individuals interpret economic benefits. The strong association between educational attainment and awareness of economic contributions suggests that more educated individuals are better positioned to recognize the broader impacts of the wellness industry. Altogether, these insights reinforce the importance of wellness tourism as a strategic area for local development.

The outcomes of this study provide actionable guidance for local authorities and business stakeholders. City officials and tourism managers should leverage these insights to embed wellness tourism more deeply into economic development strategies, such as implementing training programs for SPA professionals and launching wellness-focused community events. SPA operators must strengthen partnerships with local producers and service providers to amplify the sector's economic impact. To address gaps in public awareness, particularly among underinformed groups, targeted education campaigns are essential. Although informative, the study's reliance on non-probability sampling limits generalizability. Future research must adopt randomized and broader sampling methods to ensure greater representativeness. Longitudinal studies and analyses of seasonal patterns are also necessary to capture the wellness sector's dynamic and long-term influence.

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DECLARATIONS

The authors are stated there is no conflict of interest in this study

This study involved minimal-risk adult spa customers who completed an online survey. Before answering, participants viewed an information sheet that covered the study purpose, voluntary participation, potential risks and benefits, confidentiality, and data handling. Informed consent was recorded through a required “I agree to participate” checkbox. Procedures were aligned with the Philippine National Ethical Guidelines for Research Involving Human Participants (PHREB, 2022) and with the Philippine Data Privacy Act of 2012 (National Privacy Commission, 2012). No personally identifying information beyond what was necessary for analysis was collected and all records were stored securely with restricted access and subsequently anonymized for reporting.

Only aggregated and de-identified results are reported. No individual-level

or personally identifiable information is disclosed. This approach follows privacy and confidentiality principles in professional ethics codes (APA, 2017) and in international standards for social and market research (ICC/ESOMAR, 2025).

Compliance with professional codes. Design, recruitment, and data handling followed the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics (ICC/ESOMAR, 2025). These practices are consistent with institutional ethics policies and with national guidance for human-participant research (PHREB, 2022).

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Victor Palad, Denise Salinoy, & Cyrill John Jamandron led conceptualization, instrument design, data collection, and manuscript drafting. Co-authors contributed to literature review, statistical analysis that included descriptive statistics and group-difference tests, and editing. Authorship reflects substantive intellectual contributions in line with guidance from the Committee on Publication Ethics (COPE, 2025).

A de-identified dataset that includes aggregate frequency and percentage tables, measures of central tendency, and outputs for t-tests and ANOVA is available from the corresponding author upon reasonable

request. Sharing follows institutional policy and the requirements of the Data Privacy Act of 2012 (National Privacy Commission, 2012) and national ethics guidance (PHREB, 2022).

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