

An Analysis of the Suitability of Tagaytay as a Potential Site for Retirement Tourism Industry

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Abstract

In this paper, the author aims to analyze the suitability of Tagaytay City as a potential site for Retirement Tourism Industry. To realize this, the author focuses on the physical features, social composition, economic viability and land use aspects of Tagaytay City. The methods that will be used by the author in this research are gathering of secondary data, and key-informant interviews. A Strength, Weakness, Opportunity and Threat (SWOT) Analysis will be used to analyze the factors that the retirees consider as important indices on deciding the suitability of a location for retirement tourism industry,

The attributes or inherent characteristics of Tagaytay City that favours this type of industry is its cool climate, accessibility within the city and neighbouring towns, the peace and order situation with a relatively low crime rate. There are many leisure activities that the city provides for its residents and visitors (golf-courses, picnic parks, viewing decks, sport centres. The roads and highways leading to Tagaytay City is very well maintained. The existing utility services such as electricity and water services are serving the residents adequately. The health services are lacking within the city with only two hospitals to meet the medical needs of the people. The standard of living is pretty much the same as in the metro. The needs and consideration of the retirees when looking for a place to retire are mild climate, good highways, an image as a nice place to visit and to retire, literature about their retirement life, publicity as "retirement edens", low cost of living, low level of urbanization, quality housing at reasonable cost, good health care services, outdoor recreational attractions, adequate transportation services and quality cultural attractions.

The result of the study concludes with that Tagaytay City is a suitable place for the retirement tourism industry but the local government should take extra consideration to the threats that this industry may bring to the city which are the displacement of some barangays, overpopulation, and the decrease in water supply.