

# Leisure Industry: It's Importance on the Revenue Generation in Municipalities of District III in Laguna

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## ABSTRACT

With the increasing urbanization challenges in the country and in Laguna Province, small and medium businesses have gradually generated their contribution to economic growth. In support of this, the study determined the status of the leisure industry and services in Municipalities of District III in Laguna, specifically their contribution to the revenue of the leisure industry. The study utilized a descriptive research design with a researcher-made instrument participated by 35 cooperative members in the Seven Lakes Association. As revealed in the survey, the leisure industry in municipalities generates more income than other industries. A large portion of income comes from services and is recognized as a significant source of income. The longevity of the leisure industry is based on the presence of excellent quality services based on the data analyzed. Small and medium businesses may maintain a good quality of services and sanitation to bring better opportunities. Determining the importance of revenue generation in the municipalities of District III in Laguna is essential to help increase the funds through projects and different initiatives.

*Keywords: leisure, industry, revenue, service, quality income*