

Tourism Industry of Batangas Province, Philippines: Basis for Improved Tourism Program

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Abstract - The goal of this research is to help improve the tourism program of Batangas Province and evaluate competitiveness of the tourism sector companies by helping them on their environmental performance and engage them in community action. The LPU's College of International Tourism and Hospitality Management (CITHM) being the most awarded hospitality school in the country today aims to produce globally competitive graduates who will be able to contribute to the expansion, enrichment and preservation of the tradition and culture of the Batangueños. This research was conceptualized to help develop the tourism industry in the province of Batangas. This study used the descriptive research design and respondents were different local and foreign tourists who visited destinations in the

province of Batangas from January -December, 2008. A self- made questionnaire was used as the basic tool of investigation and interview was also done. Results revealed that the most frequently visited attraction are beach resorts for it is a venue for diving and aqua sports activity. Majority of the local and foreign tourists who visited Batangas are male. Batangas is visited due to the affordability of the tourist attractions and destinations including the amenities offered. Either local or foreign tourists were satisfied and enjoyed visiting beaches due to the warm accommodation of the Filipino staff and personnel.

Keywords - Tourist, Tourism, Destination

INTRODUCTION

Over the years, the Philippine tourism industry has been playing a key role in promoting mutual understanding among nations, and as an instrument of national and economic development. Even if it is a complex industry encompassing a wide range of economic activities, it is recognized as a major contributor to the generation of foreign exchange earnings, investments, and revenues, and to the total growth of the country's output. It also creates human resource-intensive jobs and was proven to be the best source of employment from the most skilled to the least skilled. (Barrows, 2006).

The parameters of tourism in the Philippines are far and wide reaching due to its endowed landscapes, seascapes which accounts for its diversity in culture, arts, customs and traditions. From a small beginning of individuals traveling alone in search of adventure, knowledge, trade and pilgrimage, the mass movement of people today all over the world has given rise to high sophisticated multi disciplinary industry tourism to develop and promote tourist activities as an instrument for achieving national integration, better international understanding and ultimately peaceful co-existence for the people of

the world. (Sing:2004)

The goal of this research is to help improve the tourism program of Batangas Province and evaluate competitiveness of tourism sector companies by helping them on their environmental performance and engage in community action. This is in line with the vision of the Lyceum of the Philippines University in Batangas to be dedicated to the development of the integral Filipino and its mission to offer multidisciplinary programs and a community of environment-conscious. Thus, Lyceum of the Philippines University- College of International Tourism and Hospitality Management aims to produce globally competitive graduates who will be able to contribute to the expansion, enrichment and preservation of the tradition, culture of the Batangueños. As the most awarded hospitality school in the country today, this research was conceptualized to help develop the tourism industry in the province of Batangas. In this context, the researchers as faculty members of the CITHM conducted this study.

FRAMEWORK

Tourism Industry

Tourism is a very complex industry encompassing a wide range of economic activities in every tourist destination in the country, and involves a substantial amount of investments—a reason why it is recognized as a major contributor to the generation of foreign exchange earnings, investments, and revenues, and to the total growth of the country's output. It also creates human resource-intensive jobs.

Also, tourism can directly and indirectly contribute to employment creation in the country: direct employment in hotels, restaurants (food and beverage sector), retail trade (souvenir sales), nightclubs, transport, sports, and entertainment establishments, travel agencies and tour operators.

Indirect employment, on the other hand, occurs through the supply of goods and services needed by tourism-related businesses like the suppliers and makers of souvenirs, and from professions such as consultancies, lawyering and tax accountancy.

The Tourism Industry has once again known to work to be a major business intransitive in the consistent growth of the Philippine

economy with arrival rise to a greater number creating revenues which is now in the process of moving to higher level. The Department of Tourism (DOT) is pleased to exert effort in order to achieve a purpose to improve the country's economic scenery and that it has helped in generating activity for trading and other related profession and business opportunities for Filipinos.

The aim of the Department of Tourism is to strengthen domestic tourism by launching an information drive that will enable Filipino travelers to learn the beautiful places in their own country and increase their sense of nationalism. Philippine tourism is also one of the famous; this is what the Department of Tourism viewed and seen here in the Philippines that become tourist spot and living identified to categories of Tourism. ESL Tour Program is a tourist activity in which the study of English as a second language forms part of a structured tour package. (www.dot.gov.ph)

The study of English becomes more exciting and fun through dynamic and creative ways of learning where participants get to interact, practice and use English more often in real-life settings through games, outdoor activities, excursions and immersions. Aside from learning the English language, participants get to see the beautiful sceneries of the Philippine countryside and immerse with the local culture. Ethnic Tourism is present for the purpose of observing the cultural expressions and lifestyle of truly exotic people. Cultural Tourism is travel to experience and in some cases, participate in a vanishing lifestyle that lies within human memory. The picturesque setting or local colors in the destination area are the main attraction. Environmental Tourism is similar to ethnic tourism drawing tourist to remote areas. Travel for the purpose of getting back to the nature and to appreciate proper land relationship falls in this category. Recreational Tourism centers on participations sports, social contact in a relaxed environment. Business Tourism as characterized by conventions, meetings and seminars is another important form of travel. Historical Tourism is the museum, cathedral tour that stresses the glories of the past.

Aside from the country's well-known diverse natural and man-made attractions, the Philippine food remain one of the country's best-kept secret which is relatively unknown in many parts of the world.

Indeed, Tourism is the best source of employment from the

most skilled to the least skilled, there is an employment opportunity the President said and she wants to develop the natural resource endowments through support infrastructure, such as airports and roads to make the tourist destinations more accessible (Barrows, 2006)

In line with the directive of Former President Gloria Macapagal-Arroyo to promote and safeguard the country's eco-tourism sites through the provision of essential services for tourists, the Grassroots Entrepreneurship and Employment in Tourism (GREET) program has been conceived to enhance the livelihood opportunities preferably for promising young entrepreneurs who can best explore the inherent tourist drawing potentials of these sites which can readily be sources of income within their respective protected area. (www.wow.gov.ph)

As a pioneering economic strategy, the GREET program is geared towards enhancing the quality of life of the community where the protection of its environment must be of paramount importance (www.wikipedia.com)

Eco-tourism, as cited in the National Eco-tourism Strategy published in July 2002, is a significant tool in sustainable development of the country as it advocates protection of our natural resources and seeks to put in place mechanisms that are environmentally sustainable, economically viable, and socially equitable.

Furthermore, the creation of super regions in the Philippines is a proposed plan by the Former President Gloria Macapagal-Arroyo in her sixth State of the Nation Address to group the selected regions/provinces by their economic strengths such as: North Luzon Agribusiness Quadrangle, Metro Luzon Urban Beltway or simply Luzon Urban Beltway, Central Philippines Region also known as Tourism Super Region, Mindanao Super Region also known as "Agribusiness Mindanao" Super Region.

The process of changing and becoming more impressive and successful of tourism assets in the Philippines is the key factor to the province's economic goal and eventual marked from the list of developed countries. The Arroyo administration's Medium Term Philippine Development Plan (2004-2010) stated that the tourism sector's "primary importance in poverty alleviation lies in its potential to generate millions of jobs for various groups of people" (www.wikipedia.com)

Over the years, the Philippine tourism industry has been playing a key role in promoting mutual understanding among nations, and as an instrument of national and economic development through poverty alleviation and conservation of fragile natural and cultural resources.

These jobs include enterprises within the industry, mostly in micro, small and medium enterprises that the Arroyo administration projected to reach one million in net additional employment from the tourism sector. The full development of the tourism assets that the provinces finally achieve is economic progress.

Former President Gloria Macapagal-Arroyo and her administration would help develop tourism assets in the countryside, saying that “tourism has the potential to be a major driver of economic development for our rural areas.”

The former president stressed, however, that in developing tourist destinations, the integrity of the environment must always be of primary consideration.

CALABARZON is one of the regions of the Philippines and also part of Metro Luzon Urban Beltway or simply Luzon Urban Beltway . It is also designated as Region IV-A and its regional capital is Calamba City in Laguna. The region is composed of five provinces, namely: Cavite, Laguna, Batangas, Rizal, and Quezon. The region’s name is an portmanteau of the names of these provinces (Lancion C. 1999).

The region is located in southwestern Luzon, just south and west of Metro Manila and is the second most densely populated region.

Batangas is a province of the Philippines located on the southwestern part of Luzon in the CALABARZON region. Its capital is Batangas City and it is bordered by the provinces of Cavite and Laguna to the north and Quezon to the east. Across the Verde Islands Passages to the south is the Island of Mindoro and to the west lies the South China Sea.

CALABARZON can be positioned as a tourism destination through the development of its potential tourism assets; particularly those based on the environment, history and culture, the rehabilitation and restoration of existing tourism attractions, improvement of access infrastructure, and the provision of basic facilities and services required to ease travel movements. The provinces are endowed with diverse and rich natural resources, warm and hospitable people, with unique attractions that could initially be of national significance.

Batangas is one of the most popular tourist destinations near Metro Manila. The province has many beaches and famous for excellent diving spots only a few hours away from Manila. Found in the province is world-known dive sites that are ideal for observing marine life, and outstanding for macro photography. Located only 110 kilometers south of Metropolitan Manila, it is very accessible by land or by sea. It reigns the most culturally preserved sites of the Spanish colonial era in the Philippines. Batangas is also generally accepted by linguists as the 'Heart of the Tagalog Language'. Poetically, Batangas is often referred to by its ancient name Kumintang.

The province of Batangas is divided into 4 congressional districts: The First, Second, Third, and Fourth Districts. The First districts is dubbed as sugar, aquaculture and tourism area which are composed of 8 municipalities. These municipalities are: Balayan, Calatagan, Calaca, Lemery, Lian, Nasugbo, Taal and Tuy.

First District of Batangas Province's climate is dry from November to April and wet for the rest of the year which is favorable to agriculture and industries. The geography of the provinces is generally rolling. Fifty percent of its land area has a grade of less than 15 degrees. The rest are mountain and hilly.

It is one of the famous tourists destinations near Metro Manila, it is only few hours away from there and it has many beaches and different attractions. Based on the past study, fantasy world and theme park and amusement in Lemery is the most frequently visited tourist attractions in first district. It is followed by Basilica of St. Martin De tours in Taal and Lago De Oro beach in Calatagan.

First District is the hub of city life and activity. It is an earthly paradise with a variety of picturesque landscape, pristine water and exotic wildlife. It is one of the most prospective potential tourist destinations because of its aesthetic value in the Tourism industry today. It is indeed an excellent place to visit not only by locals but most especially by tourists. It has inherent characteristics that give it a personality of its own.

First District has Balayan where "lechon" (roasted pig) is the king of the tradition celebrating the Feast of St. John the Baptist on June 24. For decades, the Calaca Atchara, commonly eaten with fried/grilled sea foods or meats, has been the centerpiece of every local meal. Calatagan is best known for its wonderful, artistic and famous resorts.

Lemery is rich in superb dive sites, scuba diving areas and interesting beaches. Lian is popular in its traditional festival called "BALSA" (Bamboo Beach Raft) Festival. Nasugbo as the prime producer of sugar "ASUKARERA". Taal's pride is the famous Taal Volcano which is known as a decade volcano, it's St. Martin de Tours as one of the known biggest church in the orient and its colonial houses which stands until now. And lastly, Tuy's town fiesta ranked first because of its yearly "SANTACRUSAN" celebrating the feast day of their patron.

Tourism played a vital role in developing and building of third world nation like the Philippines. It served as contributor, provider and savior of the state, especially for a country that was gifted with different provinces and regions that possessed wonderful sceneries and picturesque views like the Batangas Province.

It is often claimed that the major reason for choosing a destination is because of its attraction as a designated permanent resource, which is controlled and manage for the enjoyment, amusement, entertainment and education of the visiting public. Attraction is the usual reason why tourist visits a destination. This place should give tourist something to do. The important thing that which attracts the visitor is the natural environment of the place; thus, there is a need for this to be protected and preserve.

Promoting Philippine Tourism

Philippine Tourism policy makers are gradually seeing the Philippines as a major tourist destination although it was reported that in 1999, the Philippines placed fifth highest in visitor arrival among members of the Association of Southeast Asian Nations (ASEAN). With 22.2 million tourists, the country followed top ASEAN destinations namely Thailand (8.7 million), Malaysia (7.9 million), Singapore (6.9 million), and Indonesia (4.3 million).

The Philippines as a major tourist destination can be partly credited to the Philippine Department of Tourism (DOT) whose task is to encourage, promote, and develop Philippine tourism. The growth and development of the tourism industry is imperative in the context of regional and countryside development. As part of tourism development in Region IV, the Department of Tourism aims to develop the place into a world-class tourist destination without endangering

the natural environment and the ecological resources of the provinces. (Regional Tourism Master Plan for Southern Tagalog, 1995-2025).

Batangas is located on the southwestern part of Luzon in the CALABARZON Region. Batangas City being its capital is blessed with its accessibility to neighboring provinces such as Laguna, Cavite and Quezon and its proximity to Metro Manila. This makes the place more accessible to both domestic and international tourists. Relative to the issues that the province is beautifully surrounded by seas, mountains and rivers, the protection and management of its endowed beauty and gift of nature have been recommended to be preserved and sustained. The many beaches famous for excellent diving spots that is ideal for observing marine life, fiestas, festivals, the world's lowest volcano, and other outstanding attraction potential for ecotourism sites and activities. For this reason, there is a need to carefully promote ecotourism so that it will not become an additional threat to the environment.

The Department of Tourism aims to strengthen domestic tourism by launching an information drive that will enable Filipino travelers to learn the beautiful places in their own country and increase their sense of nationalism. Indeed, Tourism is the best source of employment from the most skilled to the least skilled, there is an employment opportunity. (Barrows, 2006)

In line with the directive of Philippine Former President Gloria Macapagal-Arroyo to promote and safeguard the country's ecotourism sites through the provision of essential services for tourists, the Grassroots Entrepreneurship and Employment in Tourism (GREET) program has been conceived to enhance the livelihood opportunities preferably for promising young entrepreneurs who can best explore the inherent tourist drawing potentials of these sites which can readily be sources of income within their respective protected area (www.wow.gov.ph).

As a pioneering economic strategy, the GREET program is geared towards enhancing the quality of life of the community where the protection of its environment must be of paramount importance. In the study conducted by Corales (2007), he elucidated the importance of formulating a law that will protect the natural beauty of the resources of the place because in the end, the people themselves would be

benefited. Through the development of tourism they can see profit for the local government and employment for the residents. It can upgrade social condition, multi-cultural understanding, and foster friendship and promote peace among community and tourist visitors.

Bautista moreover (2006) stated in the study that the development of the tourism industry will contribute in uplifting the cultural, historical, social and economic aspects of the place. Development of a particular site has an important impact to the residents and the industry in general. This can be transformed into economic livelihood of the folks as well as the presentation of their natural environment.

Also Laygo (2007) claimed that tourism is known as the fastest growing sector in the country today for it gives a big amount of financial support to the government because of the dollar earning activity.

The Arroyo administration's Medium Term Philippine Development Plan (2004-2010) stated that the tourism sector's "primary importance in poverty alleviation lies in its potential to generate millions of jobs for various groups of people"

Developing tourism in CALABARZON

CALABARZON can be positioned as a tourism destination through the development of its potential tourism assets; particularly those based on the environment, history and culture, the rehabilitation and restoration of existing tourism attractions, improvement of access infrastructure, and the provision of basic facilities and services required to ease travel movements. The provinces are endowed with diverse and rich natural resources, warm and hospitable people, with unique attractions that could initially be of national significance.

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The Department of Tourism aims to boost Batangas into a world-class tourist destination without endangering the natural environment and the ecological resources of the provinces (Regional Tourism Master

Plan for Southern Tagalog, 1995-2025). The Province of Batangas is one of the places beautifully surrounded by seas, mountains and rivers. Their coral reef is considered one of the best in the world. The provincial government is aware of its potential to become a premier tourist destination; hence, the present administration is committed to maximize the province tourism potential by developing new attractions and improving the existing tourist attractions. Batangas is one of the most popular tourist destinations near Metro Manila. The province has many beaches famous for its excellent diving spots which are only a few hours away from Manila. The province boasts world-known dive sites that are ideal for observing marine life, and outstanding for macro photography. Located only 110 kilometers south of Metropolitan Manila, it is very accessible by land or by sea.

In a paper presented by Meñez (2009) on the role of Batangas Beach Resorts in the Ecotourism Program in the Province, she affirmed the importance of preserving the natural gift and natural beauty of Batangas to ensure continuous employment and upgrade the social condition of the residents and foster friendship and promote peace for the foreign tourists/ visitors. The proposed programs of the paper for beach resorts focused on marketing and managing resorts for its development, awareness on tourist attractions and organizations and the role of Lyceum of the Philippines University in the development of Batangas beach resorts.

Furthermore, this research came up with recommendations for the Department of Tourism to initiate accreditation of beach resorts in Batangas or implement the strict policy related to beach resort operations and management; for local government to support the management of identified areas in the efforts exerted to the process of conservation that is sustainable for ecotourism to be a promise to the Batangueños. Ecotourism activities must be strictly followed and be described as environmentally destructive for bird watching, hiking, diving windsurfing; economically exploitative on the fees collected regarding activities and culturally insensitive on various underwater sightseeing and strong linkage with Government, non –government organizations. The university on the other hand, may utilize the research results for round table discussions.

This concludes the significant role of Batangas Provincial Tourism

office in its mandate to implement the different programs and projects to enhance tourism in the province. They are in charge of the cultural and historical enhancement programs including the enrichment of history and culture and celebrations of various festivals of the different municipalities in the province to attract domestic and foreign tourists. Despite the potential of the province to become a premier tourist destination and the efforts of the provincial Tourism office to boost tourism in the province, the number of domestic and international tourists has not increased substantially with 62.8 % share as per record of the Department of Tourism (2008).

OBJECTIVES OF THE STUDY

This study aims to answer the following objectives: 1.) to present the most frequently visited tourist destination in the Province of Batangas, 2.) to discuss the facilities and services offered by these tourist destinations affecting the influx of tourist in the Province, 3.) to determine the tourism activities contributory to the development of the province of Batangas, 4.) based from the results, the researcher will propose a development programs which maybe implemented by the Batangas Tourism Office and Lyceum of the Philippines University -College of International Tourism & Hospitality Management to increase the arrival of tourists in the province and further boost the tourism industry in Batangas.

MATERIALS AND METHOD

This study used the descriptive research design. It involves the collection of data from responses of foreign and local tourists.

The subjects of the study were the different local and foreign tourists, who visited destinations in the province of Batangas from January - December, 2008. Through a random sampling technique a total of 110 participants were collected representing 90 local and 20 foreign tourists. A self- made questionnaire was used as the basic tool of investigation. This is the most applicable instrument since it is structured with questions and indicators for the mutual convenience

of both the respondents and researchers.

Data gathered were tabulated and interpreted and analyzed using descriptive statistics as percentage and weighted mean:

RESULTS AND DISCUSSION

Table 1. The most frequently visited tourist attractions in Batangas Province, Philippines

Tourist Attractions	Weighted Mean	Verbal Interpretation	Rank
1. Beach Resort/Dive Resort	3.67	Most Frequently Visited	1
2. Historical Sites	3.35	Frequently Visited	3
3. Infrastructure	2.45	Frequently Visited	6
4. Churches/religious sites	3.53	Frequently Visited	2
5. Festivals	2.50	Frequently Visited	4
6. Others (Country Clubs)	2.30	Less Frequently Visited	5

Beach resort ranked first (WM= 3.67) as the most frequently visited place in Batangas province, next is churches and religious sites (2.53) followed by historical sites. Least in rank are festivals, country clubs and infrastructure.

Table 2. Facilities/service offered by tourist attractions in Batangas Province

Facilities and Services of Tourist Attractions of Batangas Province	Weighted Mean	Verbal Interpretation	Rank
1. Availability of lodging and accommodation	3.59	Agree	9
2. Accessibility of transportation	3.68	Agree	7
3. Food and Beverage	3.72	Strongly Agree	6
4. Recreation, entertainment & other activities	3.44	Strongly Agree	11

Continuation of Table 2

5. Cleanliness & Maintenance of the attraction	3.64	Strongly Agree	8
6. Affordability of fees, prices and rates	3.90	Strongly Agree	1
7. Influence of promotional materials and strategies of tourist destination	3.78	Strongly Agree	4
8. Attitude/work ethics of personnel	3.75	Strongly Agree	5
9. Availability of the facilities	3.30	Agree	15
10. Amenities and services offered	3.88	Strongly Agree	2
11. Celebration of Festivals	3.80	Strongly Agree	3
12. Safety and security of the destination	3.34	Agree	13
13. Communication facilities	3.33	Agree	14
14. Variety of unique souvenir items	3.42	Agree	12
15. Local products	3.54	Strongly Agree	10

From the table 2, tourists were asked on the kind of services offered by tourist destinations affecting the influx of tourists in the Province. The respondents strongly agreed that affordability of prices and fees ($w_m=3.90$), the amenities offered; ($w_m=3.88$) and the celebration of festivals made them choose to visit Batangas province's tourist attractions so as beaches and its religious festivals. The respondents strongly agreed that because of the Influence of promotional materials and strategies of each tourist destination with the help of media, local government, private and government sectors, the foreign and local tourists became aware about the local products and other tourism services in the Batangas Province. Furthermore, the attitude and work ethics of the personnel are also contributory for the tourists to enjoy the places they are visiting.

Table 3. Tourism activities implemented by the Batangas Tourism Office to to increase the arrival of tourist and develop the province of Batangas

Activities Implemented	WM	Verbal Interpretation	Rank
1. Promotion of local Products	2.91	Implemented	6
2. Development of Transportation facilities and equipment	3.59	Very Much Implemented	1
3. Infrastructure Development	3.56	Very Much Implemented	2
4. Providing Tourist Information Center	2.89	Implemented	7
5. Development of business finance and commercial triangle	2.92	Implemented	5.5
6. Recreational Facilities	2.82	Implemented	8
7. Establishment of support facilities and services	2.92	Implemented	5.5
8. Coastal Management	2.59	Implemented	9
9. Clean and Green projects	2.96	Implemented	4
10. Solid waste management	3.03	Implemented	3

Results from the data, revealed that one of the activities which is very much implemented by the Tourism office is the development of transportation facilities (wm=3.59) as evidenced by the principal port for ferry access to Mindoro, Tablas, Romblon, and other islands, the STAR Tollway connecting Lipa City to Batangas City which is a P1.5-billion project. There exists a 19.74 kilometer Southern Tagalog Arterial Road (STAR Tollway), Stage II-Phase 1 and the Southern Luzon Expressway (SLEX) road widening, expansion. Infrastructure development (wm=3.56) ranked second.

Table 4. Proposed development program by Lyceum of the Philippines University and College of International Tourism & Hospitality Management to boost the tourism industry in Batangas

Key Result Areas	Objectives	Activities	Persons Involved
1. Increase Tourist Arrival	To increase arrival of both local and foreign tourist	- CITHM may spearhead seminars on marketing the frequently visited festivals. - Leaflets/brochures maybe done by students as part of their extension program.	Lyceum Tourism Society (LTS) COMEX Coordinator of CITHM
2. Improvement of Tourism Attractions	- to improve tourist attraction facilities - to ensure safety of tourist.	- CITHM may invite resource speakers form DOT for possible tourism improvement of their attractions - Faculty members may also conduct tie-ups with tourist operators in identifying problems.	Dean CITHM Faculty Students Community Members/ Volunteers
3. Socio- Economic Contributions of Tourism Industry	- to strengthen tie-up with NGO – LGU for tourism Socio Economic Contributions	- LPU may help in doing NGO & LGU tie-ups to discuss feasible programs in the community - CITHM may venture on series of Corporate Social Responsibility Seminars.	Dean Government Officials CITHM faculty

CONCLUSION AND IMPLICATIONS

Based on the study, the following conclusions were achieved:

1. The most frequently visited attraction are beach resorts for it is a venue for diving and aqua sports activities. Majority of the local and tourist visitors in Batangas are male.

2. Batangas is visited due to the affordability of the tourist attractions and destinations including the amenities offered. Both local and foreign tourists were satisfied and enjoyed visiting the beaches

due to the warm accommodation of the Filipino staff and personnel.

3. The programs spearheaded by the local Tourism office in Batangas are geared towards developing Batangas as a beautiful place for relaxation accessible to its neighboring towns and provinces through its infrastructure and transport development.

4. The private sectors and educational institutions like the Lyceum of the Philippines University can help the Batangas Tourism Office in the implementation of the programs and other projects to boost the Tourism Industry. With the help of the Lyceum Family including the students of the College of International Tourism & Hospitality Management, the Batangas Tourism Office may do tie-ups and spearhead viable projects and programs for the improvement of the tourism programs in the province.

5. The researchers recommend that local residents and other private sectors should be part of the planning and organizing of programs and projects for the continuous development of the province without destroying the resources instead preserving its culture and heritage. Each municipality of the Province of Batangas as well as the owners of private attractions should further develop their tourist attractions by providing best services, amenities at an affordable price.

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