

# Potentiality of Scuba Diving Attraction in Bauan, Batangas

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## Abstract

The study aimed to determine the potentiality of the scuba diving attractions in Bauan, Batangas. More specifically, it determined the potentiality of Bauan in terms of accreditation, marine sanctuary and facilities; and the ways by which Bauan preserve the scuba diving attractions located in their Municipality. The descriptive method was used in order to determine the needed information. A modified questionnaire was constructed to obtain the data for the study. The questionnaire was utilized to gather information for the research. It is consisted of questions to gather answers for specific questions.

The researchers conclude that Bauan, Batangas have the possibility to become a scuba diving attraction. The respondents agreed that Bauan can be a diving attraction that have diving centers, have a strict regulation about no illegal use of dynamites or nets, and it provides a convenience store for the tourists. Lastly, the respondents for this research agreed that to preserve the scuba diving attraction in Bauan, Batangas there will be no throwing of trash in the sea.

*Keywords: Scuba Diving, Tourism Industry, Bauan Batangas*

## INTRODUCTION

Scuba diving is a popular holiday activity among tourists. Previously considered as a hard adventurous activity; it has now begun to be accepted as a soft adventurous activity which has an increasing appeal to the masses. Technology is largely responsible for this change, through continuous invention of more efficient and safer equipment and transport. The overwhelming interest in experiencing nature in general and the underwater scene in particular has led to the development of scuba businesses and services to cater for divers.

Tourism activities continue in the country's different regions, each with its own feature destinations and products. Having one of the world's longest coastlines, the Philippines offers an array of limitless attractions found all over more than 7,107 islands. CALABARZON is one of the regions of the Philippines and also designates as region IV-A: Cavite, Laguna, Batangas, Rizal and Quezon.

In the seven decades since Cousteau and Gagnan's modifications to self-contained diving equipment, which transformed their underwater experiences, scuba diving has assumed a place as a globally recognized form of marine-based leisure and tourism (Dimmock, 2007; Garrod, 2008). Over this time, scuba diving has grown in popularity from being a sport pursued by hardy adventurers, to being featured in holiday activities or leisure pastime in tropical, subtropical, and temperate locations, all underpinned by an internationally recognized and standardized approach to leisure skills development and training. Millions have under- taken some level of scuba

certification since scuba diving training became commercialized and internationalized as early as the 1930s, but significantly since 1967 (Dimmock, 2009; Ecott, 2003).

Scuba diving is an important component of marine tourism (Higham & Lück, 2007), and a 21st century scuba diving environment is economically important to tourism destinations, draws from advances in technology, involves multifaceted management approaches, and has relevance in discussions of climate change and environmental sustainability.

Scuba diving is high yield special interest tourism. The sector flourishes with increasing interest among tourists who wish to be in contact with nature. Historically regarded as hostile to humans, the marine environment is now a recreational destination for scuba divers. In response to high levels of demand, the industry provides the facilities and services which enable the activity. Scuba diving has become a very popular form of marine leisure pursuit in many areas of the world. By the end of 2011, more than 22 million diving certification had been issued globally to new and continuing divers (Denmark, 2007).

In scuba diving, consumers visit dive centre and purchase goods (equipment) and services (training, charter, travel). The industry is well positioned to enhance customer experiences using electronic distribution channels for training and education. With the great deal of public interest and demand for diving, training organizations were formed to assist amateur participants in underwater safety, diving techniques and use of scuba diving gear. PADI emerged in the 1960's as a commercial competitor to non-profit training organizations which previously existed such as British Sub-Aqua Club and the National Association of Underwater Instructors (NAUI) and led the way in the globalized approach to scuba education and training (Cadiz, 2003).

According to Gotis (2004), Professional Association of Diving Instructors (PADI) is the world's largest recreational diving membership and diver training organization founded in 1966 by John Cronin and Ralph Erickson. PADI courses range from entry levels (such as "Scuba Diver" and "Open Water Diver") to "Master Scuba Diver" and a range of instructor certifications. PADI also offers various technical diving courses, including decompression diving, trimix diving and gas blending. PADI is one international body responsible for commercializing scuba education and training for millions of divers worldwide. International scuba training is also provided by Scuba Schools International (SSI) and Scuba Diving International (SDI). On completion of training, divers obtain certification to their level of completed skill development. Similarly, PADI's sister company Emergency First Response Corp provides a range of first aid and CPR programs for lay people, including workplace specific programs in Australia, Canada and the UK.

According to Fred (2006), Education is crucial to the scuba diving industry as a means of ensuring safety and the protection of marine environments. Its role is to inform, influence, and change divers' cognition, which is demonstrated in responsible diving behavior.

Scuba diving is now a multibillion dollar industry and one of the world's fastest growing recreational sports (Ong & Musa, 2011). According to the Professional Association of Dive Instructors (PADI), the global number of certified divers in 2008 was 17.8 million, compared with 2.5 million in 1988 (PADI, 2011). Among the factors that contribute to the appeal and popularity of recreational scuba diving has been the development of safe and affordable diving equipment (Davis & Tisdell, 2003), along with technological advances that enable marine craft to more easily access remote scuba diving sites (Parker, 2001) and the growing interest in learning about and experiencing natural environments (Dimmock, 2009; Harriott, Davis, & Banks, 2005).

The beautiful region of Batangas is one of the beach capitals in the Philippines. Located in Southern Luzon, the area is widely popular for its pristine waters, fine and white sand beaches and wide range of affordable to high-end resorts. One of the municipalities of Batangas which is known for its superb beaches and diving sites is Bauan.

Diving opens up a whole new world. Sound, colours, plants, and fish under water are new experiences. Diving is becoming more popular. It started as a recreational activity and diving is now developing into a booming sector of travel industry all over the world. Divers are interested in viewing marine life in their natural environment and others are interested in exploring underwater caves. However, no matter what the reason is, all divers enjoy the opportunity to explore a whole new world.

Dive & Trek is a PADI accredited beach resort that offers the natural thrill of being close to a marine sanctuary and all the local wonders within it. It is known for its Giant Clams. The Dive and Trek offers the natural thrill of being close to the local wonders within it. Various crustaceans scurry can be watched in the sand, and starfishes can also be seen underneath. The water here is clear and one can easily see the bottom of the sea. Its location is a Marine Sanctuary, and is only a short dive via Tagaytay, and an even shorter via boat ride.

Additionally, Dive and Trek has a number of "toys" that the tourist can use if they are not into diving. They may want to try also the trusty jet skis, the flying fish and the 7-seater banana boat to further enjoy the view of the sea or they can simply bask in the sun while sipping their favorite Bordeaux. Primarily a dive resort, courses are also offered for diving beginners and enthusiasts. Located on the left part of the marine sanctuary, just beside the swimming pool is the dive site which the Dive and Trek uses to conduct their diving classes for the would-be divers, all under vigilant care of the Professional Association of Diving Instructors (PADI) course director, Mr. Ross Guzman. With the reasonable rates and excellent service crew, the guests here are certain that their stay will be worthy.

Bauan Diver's Sanctuary is located on most beautiful picturesque hill overlooking the crystal blue waters of Balayan Bay, stunning view of Anilao, Sombrero and Ligo Island. Resting in the midst of stunning mountain and secluded coves of clear crystal water in Divers Sanctuary ensure a magical tranquility. This is a simple friendly Sanctuary for Divers suit in all level of experience and combines year round diving on excellent reefs. The diver's sanctuary reef has an average depth of 20m(65ft) and has a maximum depth of 35m(115ft). It is covered with the waters of Balayan Bay in Batangas which offer some of the best and richest diving experiences in South East Asia. The abundance of marine life together with the renowned hospitality of the Filipinos makes this a perfect dive destination.

Batangas is a beautiful province on the southwestern part of Luzon, with beautiful sandy beaches that attract many divers and snorkeling fans. Its attractive dive sites are ideal for observing marine life, and outstanding for macro photography. Batangas offers a huge diversity of dive sites and marine lives inhabiting these sites. Batangas diving includes all kinds of dive sites that may suits divers of all levels. Shipwrecks, coral reefs, drop offs, caves and tunnels are numerous in Batangas which is considered the best dive sites in the Philippines. Batangas dive sites are accessible by land or by sea. Balayan Bay and Nasugbu are parts of this district and home to many beautiful dive sites and attractive coral reefs with huge diversity of sea life, also it offers great visibility most of the year (Chavez, 2004).

Found in the province of Batangas is Bauan which is a first class municipality in the Southern Tagalog Re-

gion or Region IV. It is one of the most industrialized municipalities in Batangas. Bauan is located in the southern part of Batangas along the coastal area at the southwestern tip of Luzon Island, Philippines. The municipality is bounded by two coastlines; the Batangas Bay and the Balayan Bay. The Batangas Bay area is home to a number of industrial establishments while the Balayan Bay is famous for its crystal clear waters and underwater visibilities down to 150 feet.

The municipality of Bauan is known for its beautiful beaches and dive sites where you can see and explore the different kinds of marine creatures and great reefs. The attractive dive sites located in Bauan are the Dive and Trek Marine Sanctuary Resort, Bauan Diver's Sanctuary Resort, Portolano Resort and Ligpo Islands Resort that are known because of their breathtaking views and awesome marine species that can be found to their beaches.

The researchers decided to conduct this study since they want to present the scuba diving attractions in Bauan, Batangas. This may serve as an opportunity to give the readers the status of scuba diving attractions in Bauan, Batangas. Significantly, the study may be an avenue for promoting and showcasing the scuba diving attractions in Bauan, Batangas.

## OBJECTIVES OF THE STUDY

This study aimed to determine the potentiality of the scuba diving attractions in Bauan, Batangas. More specifically, it determined the potentiality of Bauan in terms of accreditation, marine sanctuary and facilities; and the ways by which Bauan preserve the scuba diving attractions located in their Municipality.

## METHOD

### Research Design

The researchers used the descriptive method since the main purpose is to determine the potentiality of Bauan, Batangas on their diving attractions.

Descriptive research is something more and beyond data gathering and deals with the present existing condition. A descriptive study consists of summarized, analyzed and interpreted information along certain line in pursuit of the specific purpose of the study (Michell 2003).

### Participants

To analyze and determine the potentiality of scuba diving attractions in Bauan, and the ways of preserving the dive sites in Bauan, Batangas, a modified questionnaire was distributed to the 120 respondents coming from the 79,831 total population of Bauan, Batangas using 10 percent margin of error. The researchers considered the availability and willingness of the respondents to answer all the questionnaires.

### Instrument

A modified questionnaire was used to obtain the data for this study. The questionnaire was devised to gather information for the research. It is consisted of constructed questions to answer specific questions. The questionnaire is divided into three (3) parts.

Part I is composed of the potentiality of scuba diving attractions in Bauan, Batangas in terms of accreditation. Part

II is composed of the potentiality of scuba diving attractions in Bauan, Batangas in terms of marine sanctuary. The Part III of the questionnaire is composed of the potentiality of scuba diving attractions in Bauan, Batangas in terms of facilities and the Part IV is composed of the ways of Bauan, Batangas to preserve the different scuba diving attractions in their municipality. The questionnaires are all answerable by (4) Strongly Agree; (3) Agree; (2) Disagree; (1) Strongly Disagree.

The data gathered was recorded, organized, analyzed and interpreted in view of the objectives set in the study.

#### Procedure

After the questionnaire was approved by the research professor, the final drafts of the questionnaire were ready for distribution. This instrument was the main source of information of this study. Then, the researchers personally distributed the questionnaire to the residents of Bauan, Batangas. The respondents were given a brief orientation about the purpose of the study, and guidance in answering the questions.

#### Data Analysis

The results of the survey were tallied, tabulated and interpreted using descriptive statistics.

Ranking is also a descriptive statistics that shows positioned of the importance of an item. The researchers used numbers 1,2,3,4 to show the degree of importance where 4 signifies the most important and 1 signifies the least.

Weighted mean is a method which was employed to interpret data from the responses provided. This response will be interpreted according to a point scale that will be used to determine the weighted mean response on the terms provided in the questionnaire.

## RESULTS AND DISCUSSION

Table 1. Potentiality of Scuba Diving Attractions in Bauan, Batangas in terms of Accreditation

Accreditation	WM	VI	Rank
1. Scuba diving attractions must apply for DOT (Department of Tourism) for the accreditation.	3.35	A	9
2. Scuba diving attractions must have a registration from DTI (Department of Trade and Industry)	3.38	A	8
3. Scuba diving attractions must have an insurance of the workers.	3.50	SA	2
4. Scuba diving attractions must have a medical certificate of the operators.	3.46	A	4
5. Scuba diving attractions must have a board of directors.	3.31	A	10
6. Scuba diving attractions must have a swimming pool as a training area before the actual diving.	3.39	A	6.5
7. Scuba diving attractions must have function halls for the lectures or briefings about scuba diving.	3.39	A	6.5
8. Scuba diving attractions must have diving centers.	3.51	SA	1
9. Scuba diving attractions must have diving gears for rent for the tourists or amateur scuba divers.	3.45	A	5
10. Scuba diving attractions must have an articles of legal and laws.	3.47	A	3
<b>Composite Mean</b>	<b>4.42</b>	<b>A</b>	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree(SD)

As seen from the table, the respondents' agreed that Bauan is a potential scuba diving attraction in terms of accreditation which was revealed by the composite mean of 3.42. Among the items, scuba diving attractions must have diving centers ranked first which got the highest weighted mean score of 3.51 and followed by scuba diving attractions must have an insurance of the workers.

However, Scuba diving attractions must have a registration for DTI (Department of Trade and Industry), scuba diving attractions must apply for DOT (Department of Tourism) for the accreditation and diving attractions must have a board of directors obtained the lowest mean score of 3.38, 3.35 and 3.31 respectively.

Currently the Philippines is the cheapest place in the world to learn to dive. Training is conducted by instructors from most of the world's training agencies including BSAC, CMAS, NASDS, PADI, SSI, and VIT, but PADI is by far the most common.

A dive center is the base location where sports divers usually start scuba diving. Divers commonly refer to dive centers as dive shops. It is normally a shop selling diving equipment equipped with a gas compressor to fill the cylinders. Classrooms are sometimes available. The dive center usually offers the facilities to repair and maintain scuba gear, take dive classes and plan dive trips or simply continue education. Professional diving instructors are often associated with, or employed by, a dive center. Any business has the potential for employee injury. If an employee gets hurt or ill due to their job, worker's compensation provides coverage. The diving center may be located near a swimming pool and open water, where training can be conducted. Most dive center workers have contracts with one or more diver training organization like PADI.

The Department of Tourism is the executive department of the Philippines tourism industry and the promotion of the Philippines as a tourist destination. The resort business is one of the major concerns of the DOT when it comes to promotion. But before being promoted, each resort or attraction should undergo through an accreditation process. Each resort or applicant should submit requirements necessary for the accreditation process.

**Table 2. Potentiality of Scuba Diving Attractions in Bauan, Batangas in terms of Marine Sanctuary**

Accreditation	WM	VI	Rank
1. Scuba diving attractions must have a presence of abundant fishes.	3.52	SA	8
2. Scuba diving attractions must have large hectares of coral reefs.	3.53	SA	6
3. Scuba diving attractions must have a limitation on fishing practices.	3.49	A	9
4. In scuba diving attractions, people are not allowed to take marine life or damage the marine environment.	3.56	SA	3
5. Scuba diving attractions must provide secure habitats for endangered species.	3.53	SA	6
6. Scuba diving attractions must protect shipwrecks and historic artifacts.	3.59	SA	2
7. Scuba diving attractions must have a strict regulation about no illegal use of dynamites or nets.	3.64	SA	1
8. Scuba diving attractions must have a strict nature reserve	3.55	SA	4
9. Scuba diving attractions must provide areas where fish are able to spawn and grow to their adult size.	3.53	SA	6
10. Scuba diving attractions must have a limitation on developments	3.43	A	10
<b>Composite Mean</b>	<b>3.54</b>	<b>A</b>	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree(SD)



Table 2 shows the potentiality of Scuba Diving Attractions in Bauan, Batangas in terms of Marine Sanctuary which has a composite mean of 3.54. The scuba diving attractions must have a strict regulation about no illegal use of dynamites or nets got the highest mean score of 3.64. The respondents believed that the illegal use of dynamites in fishing can destroy the reefs and can also result to water pollution that can kill hundreds of marine life. The coral reefs don't recover very fast, because larvae have a hard time to find places to hold on in this kind of rubble. The main purpose of the scuba divers is to see the hidden beauty of the living creatures under the sea and how it would be possible if it is already destroyed by the illegal dynamite users.

Scuba diving attractions must protect shipwrecks and historic artifacts got the second to the highest with a mean value of 3.59 and rated as strongly agree. Shipwrecks are the one major attraction for recreational divers. These shipwrecks also represent an important link with our marine past. It's important therefore, that novice divers learn to adopt the proper attitude toward the protection and preservation of this diving resource.

Scuba diving attractions must have a limitation on fishing practices got the second to the lowest rank with a mean value of 3.49. Some of respondents believe that through limiting the fishing practices has a impact on the preserving our marine sanctuary through this it helps to develop many different kinds of marine life and give the small fishes a chance to grow and reproduce. This program also help to avoid the illegal fishing practices likes muroami fishing, dynamite fishing and cyanide fishing.

Scuba diving attractions must have a limitation on developments got the lowest rank position with a value mean of (WM=3.43) with a rated of Agree. The respondents agreed that by limiting the development of the area there is a possibility to preserve the marine sanctuary. This objective is to protect its natural features while allowing people to use and enjoy the ocean in a sustainable way.

**Table 3. Potentiality of Scuba Diving Attractions in Bauan, Batangas in terms of Facilities**

Facilities	WM	VI	Rank
1. Scuba diving attractions must have a front desk for the check in and check out of the guests.	3.45	A	6.5
2. Scuba diving attractions must have a swimming pool for the training of the amateur scuba divers.	3.34	A	10
3. Scuba diving attractions must have a diving center.	3.45	A	6.5
4. Scuba diving attractions must have an area for variety of watersports.	3.38	A	9
5. Scuba diving attractions must provide a function hall for the trainee who wants to learn how to dive underwater.	3.48	A	3
6. A scuba diving attraction must offer indoor and outdoor activities.	3.47	A	4
7. Scuba diving attractions must have enough parking spaces in the resort.	3.46	A	5
8. Scuba diving attractions must offer cottages, picnic tables and barbeque grill.	3.44	A	8
9. Scuba diving attractions must provide a convenience store	3.56	SA	1
10. Scuba diving attractions must have a restaurant that can serve the guests with different kinds of foods or cuisines.	3.52	SA	2
<b>Composite Mean</b>	<b>3.45</b>	<b>A</b>	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree(SD)

Table 3 presents the analysis on how the facilities can contribute to have a Potentiality of Scuba Diving Attractions in Bauan, Batangas. The respondents agreed that scuba diving facilities can strengthen the potentiality

of scuba diving in Bauan with a composite mean of 3.45. It can be gleaned from the table that the respondents strongly agreed that Scuba Diving attractions must provide a convenience store with a weighted mean of 3.56. The respondent also strongly agreed that Scuba Diving attraction must have a restaurant that can serve guest with different foods or cuisines with a weighted mean of 3.82.

The least among the facilities in Scuba Diving, the respondents agreed on the following; Scuba Diving attractions must have an area of variety of watersports with a weighted mean of 3.38 and must have a swimming pool for the training of the amateur scuba divers with a weighted mean of 3.34.

This means having a variety of watersport have a small impact to the potentiality of Scuba Diving in Bauan .The variety when it comes to water sports is staggering; some are based in the water like swimming, triathlons and water polo. Some take place on the water, such as sailing, water skiing, kite surfing, jet skiing or kayaking. And some are under the water, such as scuba diving, shark cage diving or even free-diving, which involves deep diving with no breathing apparatus.

**Table 4. Ways of Bauan Batangas to Preserve the Different Scuba Diving Attractions in their Municipality**

Facilities	WM	VI	Rank
1. Providing an organization that protects the coral reefs and marine species.	3.67	SA	3
2. Eliminating and reducing of the use of fertilizers and pesticides.	3.61	SA	8
3. No throwing of trash in the sea.	3.68	SA	1
4. No collecting of corals for souvenirs.	3.67	SA	3
5. Having coastal clean ups near the sea.	3.63	SA	7
6. No throwing of poisonous liquids and materials in the sea.	3.65	SA	5
7. Conserve water and energy.	3.60	SA	9.5
8. Pick up garbage and litter near beaches	3.67	SA	3
9. Recycling of plastics and other materials that are non-biodegradable.	3.60	SA	9.5
10. Limiting the use of plastics and disposables.	3.64	SA	6
<b>Composite Mean</b>	<b>3.64</b>	<b>SA</b>	

*Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree(SD)*

Table 4 shows the ways of Bauan to preserve the scuba diving attractions located in their Municipality. It has a composite mean of 3.64 with the verbal interpretation of strongly agree. The respondents strongly agreed about the no throwing of trash in the sea which obtained the highest weighted mean score of 3.68. The respondents believe that if people will not throw trash or garbage in the sea, many tourists will be encouraged to visit the place, and for having a clear water can be their reason for coming back.

Providing an organization that protects the coral reefs and marine species got the second to the highest and the respondents rated it as strongly agree with a weighted mean of 3.67. No collecting of corals for souvenir, and picking up of garbage and litter near beaches. These activities may avoid the destruction of corals and maintain its natural beauty.

### CONCLUSION

Scuba diving can strengthen sports tourism of Bauan, Batangas. The group of respondents agreed that



Bauan, Batangas has the potentiality to become a scuba diving attraction in terms of accreditation, facilities, and marine sanctuary. Most of the respondents answered that they agreed on how Bauan preserve the scuba diving attractions in Bauan.

## RECOMMENDATIONS

Resort owners may offer promos to increase the number of tourist arrivals. Resort owners may add more services and amenities to attract foreign tourists. The municipality or the local government may devise programs that will boost the tourism industry in Bauan, Batangas. The residents, resort owners as well as tourists, especially divers, should support the programs implemented by the municipality. The tourists may also be reminded of the do's and don'ts before diving like not hurting the sea animals while diving, and not touching or taking corals as souvenirs because these might harm the ecosystem on the dive sites. Future researchers may conduct similar study but of different settings.

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