

The Socio-Economic Impacts of Batangas International Port in the Tourism Industry

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ABSTRACT

This study was undertaken to determine the socio-economic impacts of Batangas Port to the tourism industry. Descriptive type of research was utilized in the study. Results showed that Batangas International Port once completed would be very much useful not just in transferring cargoes but also passengers locally and internationally for it has offering three main services for the convenience of the port; cargo, ship and passenger, specifically. Established bars in the city of Batangas would somehow progress in the coming years as the port would also operate internationally and the influx of tourists will grow more. Food and beverage is a nonstop venture for humans need for survival.

Keywords: Socio-Economic, Batangas, International Port, Tourism Industry

I. INTRODUCTION

As part of growing trading industry, many countries provide a sheltered harbor wherein they can load and unload cargo vessels. In ancient times, as Chinese make barter system; they use ports as their facility for exchanging of goods with other people. Ports which are owned and operated by the government, constructed primarily to serve the needs of the general public and provide linkages among neighboring small islands and nearby urban.

Became as one tourism project plan, Batangas International Port can be an international terminal if the infrastructures put in proper places. Well, this can help to a significant increase in tourism and Batangas can hopefully be globally competitive tourism real-estate destination like any other famous provinces.

The researchers' purpose of the study is to be aware of the influences of Batangas International Port in the society. The objective of the study is to know the status of Ba-

Batangas International Port now that is serving locally and internationally. The researchers want to assess the socio-economic position of Batangas Region after the development of Batangas International Port. Also, it is for us to look forward into what other ways we can promote Batangas City as tourism trading point.

II. OBJECTIVE OF THE STUDY

This study was undertaken to determine the socio-economic impacts of Batangas Port to the tourism industry. This study determined the profile of tourism businesses within Batangas City in terms of Nature of the business, type of business; services offered; and year incorporate; to determine the services offered by the Batangas International Port in relation to the tourism industry; to determine the respondents' assessment on the impact of Batangas International Port with regards to social and economic. It is also intended to determine the problems encountered in tourism industry brought by the operation of Batangas International Port.

III. MATERIAL AND METHOD

Descriptive research was used by the researcher. There are five groups of respondents included in this research study. One group consists of top officials of the Philippine Ports Authority, based or assigned in Batangas. The researcher selected twenty-five officials because they are closely related to the management and operation of the port. The other groups consist of Government Agencies such as Provincial Tourism Office, and Provincial Social Welfare and Development Office. Also, the residents of Sta. Clara were requested to participate. The respondents are ten from PTO, twenty-five from City Hall, twenty-five from PSWDO and fifteen from Sta. Clara residents. Twelve tourism businesses within Batangas City including hotels, restaurants, pension houses, bars and resorts are the other group that will be in connection for the study regarding their profile and present condition starting from the conversion of Batangas Pier into an international port.

IV. RESULTS AND DISCUSSIONS

There are five bars which comprise around 31.25 percent. This is followed by restaurant with a frequency of four or 25 percent and then three hotels and three travel agencies that have both 18.75 percent. Two establishments with the least number are resort and pension house with 6.25 percent. Bars which have full operation at night are almost accommodated of foreigners and businessmen customers. Resorts in the city are not always accommodated unless it is summer as its peak season.

In the types of business organization of those tourism businesses within Batangas City, most of them are managed by sole proprietorship with around 7 frequencies or 58.33 percent. Second type is partnership with three or 25 percent. Of those, there are only two corporation businesses with 16.67 percent. Most of the small businesses are owned and operated through sole proprietorship given a manageable services offered by such.

Mostly, tourism businesses offer food and beverage with around seven frequencies or 46.67 percent. Accommodation has the second highest number with four frequencies or 26.67 percent. Those are followed by travel operation with three frequencies or 20 percent. The least is transportation with one frequency or 6.66 percent. Many food and beverage establishments can be found everywhere in the city. Fast food chains, for example, come to be very popular.

Most of the tourism-related businesses are incorporated in the years between 1996-2000 and 2006 to present with both three frequencies and 25 percent. Those established between 1991-1995 and 2001-2005 follow with two frequencies or 16.67 percent. The least are the businesses incorporated between 1980-1985 and 1986-1990 with 1 or 8.33 percent.

Services Offered of the Batangas International Port

In cargo services, water supply got the highest frequencies (80 frequencies or 12.48 percent); followed by cargo handling in terms of mobile harbor and crane for operation (74 frequencies or 11.54 percent); telecommunication services (68 frequencies or 10.61 percent); storage areas (67 frequencies or 10.45 percent); marine traffic control (66 frequencies or 10.30 percent); and the least is the nautical ship navigation and charts and publications which has only 50 frequencies or 7.80 percent services. According to Macaraig, water supply transport or watering service is done by at least six business entities inside the port. It includes supplying potable water by barge on their vessel arriving at the port.

In shipping services, shipping lines obtained the highest service (70 frequencies or 12.41 percent). It is followed by shipping agents with 68 frequencies or 12.06 percent. From Batangas to Calapan, the shipping lines considered as FAST CRAFT are M/V Supercat, M/V Lady of Fatima and M/V Mt. Samat. Batangas Port is also offering other shipping services such as one classified as RORO which enroute from Batangas City to Calapan, Batangas City to Odiongan, Romblon and Batangas City to Abra de Ilog, Puerto Galera; and the other classified as OUTRIGGERS which enroute from Batangas City to Puerto Galera.

For the passenger services, passenger terminal service obtained a frequency of

90 which is equal to 23.87 percent. Parking areas for passenger has a least frequency of 57 or 15.12 percent. The passenger terminal has two buildings each having two levels. Located at the PTB II is the Prayer Room while the Mabuhay Lounge (VIP Room) and Rock's Café are located at PTB III.

Table 1
Weighted Mean Distribution on Impacts of Batangas Port

Social Impacts of Batangas Port	WM	VI
1. Upliftment of living condition of the people	3.65	Strongly Agree
2. Better education of the youth	3.43	Agree
3. Development of employees' skills and abilities in a job	3.54	Strongly Agree
4. Employment Training	3.48	Agree
5. Salary increase	3.48	Agree
6. More career opportunities	3.44	Agree
7. Influence to Batangas cultural aspects	3.46	Agree
Economic Impacts		
1. Generation of more employment	3.63	Strongly Agree
2. Dynamism to business and industrial activities	3.53	Strongly Agree
3. Accession on trade opportunities with other provinces	3.59	Strongly Agree
4. Establishment of small and medium scale industries in the city	3.59	Strongly Agree
5. Influx of tourists	3.59	Strongly Agree
6. Additional revenue for the government (Importation, Communication, and Transportation Facilities)	3.63	Strongly Agree
7. Progress of hotels, restaurants and other tourism related businesses	3.66	Strongly Agree
Composite Mean	3.60	Strongly Agree

Table 1 shows the weighted distribution of the respondents' perception on the impact of Batangas International Port in tourism industry.

They strongly agreed that the Batangas International Port has social impacts in the upliftment of the living conditions of the people and the development of employees' skills and abilities in a job with weighted mean values of 3.65 and 3.54 respectively. Furthermore, they "agreed" that Batangas International Port provides better education of the youth, more career opportunities, influences to Batangas cultural aspects, salary increase and employment training with a weighted mean value of 3.43 to 3.48.

These results reinforced the livelihood training program implemented by PPA for communities affected by the development of the Batangas port. (Manila Standard, Janu-

ary 17, 2002) truly, much amount will contribute to the lives of the Batangueños.

As to economic impacts, the respondents got a composite mean value of 3.60 which is verbally interpreted as "strongly agree" from their responses. They strongly agreed that Batangas International Port has dynamism to business and industrial activities with a weighted mean of 3.53; accession on trade opportunities; establishment of small and medium scale industries in the city; and influx of tourist with a weighted mean of 3.59; generation of more employment and additional revenue for the government in terms of imported communication and transportation facilities with a weighted mean of 3.63; and progress of hotels, restaurants and other tourism related businesses with a weighted mean of 3.66.

Such results generate that the Batangas International Port can bring numerous employment, progress to Batangueño businessmen and community. The study of Castillo (2000) accorded that the entry of the large international vessels and foreign nationals should be permitted. There are implications on the effects of the conversion to the local industry. These effects include influx of tourists through the international port because of its strategic location resulting to the promotion of hotel and restaurant and increase of revenues.

Table 2
Weighted Mean Distribution of the Problems Encountered

Problems Encountered	WM	VI
1. Environmental Degradation (Lowering of land by erosion)	2.65	Agree
2. High Generation of Waste	2.95	Agree
3. Traffic Congestion	2.94	Agree
4. Smuggling	3.04	Agree
5. Industrial Pollution	2.99	Agree
6. Reduction in production on land use	2.21	Disagree
7. Pedophilia (sexual attraction towards children)	2.97	Agree
8. Prostitution (HIV/AIDS)	3.08	Agree
9. Alcoholism/Drug Addiction/Gambling	1.60	Disagree
10. Social Discrimination	2.51	Agree
11. Petty or Minor Crimes	2.66	Agree
12. Overbooking in hotels or other accommodations	2.88	Agree

Table 2 shows the problems encountered by the respondents. They are not affected by issues on alcoholism/ drug addiction/ gambling and reduction in production on land use summing up with a weighted mean of 1.60 and 2.21 respectively.

The respondents "agreed" that they encountered problems in prostitution (HIV/AIDS) which has the highest mean valuing 3.08. Smuggling with a weighted mean of

3.04; industrial pollution with a weighted mean of 2.99; high generation of waste with a weighted mean of 2.95; pedophilia in terms of sexual attraction towards children with a weighted mean of 2.99; traffic congestion with a weighted mean of 2.94; overbooking in hotels or other accommodations with a weighted mean of 2.88; petty or minor crimes with a weighted mean of 2.66; environmental degradation in lowering land by erosion with a weighted mean of 2.65; and social discrimination with a weighted mean of 2.51.

Examples of social problems are rapid pollution growth attributed to the increasing immigration which in turn results to squatter/housing problem, rapidly change of age structure of the population which equates to rapidly change in the social services by the population required, lack of essential social services and utility (e.g. health, education, recreation) and increase of rate of urbanization and poverty people below the poverty line who have less access to jobs lose the chance of earning prosperity and upliftment in way of living lacking access to the jobs that will be essential for prosperity and the urban reduction. (www.auick.org)

V. CONCLUSION AND RECOMMENDATION

Batangas International Port once completed would be very much useful not just in transferring cargoes but also passengers locally and internationally for it has offering three main services for the convenience of the port; cargo, ship and passenger, specifically. Established bars in the city of Batangas would somehow progress in the coming years as the port would also operate internationally and the influx of tourists will grow more. Food and beverage is a nonstop venture for humans need for survival.

The perception of the respondents in terms of socio-economic impacts of the Batangas Port. The respondents assessed the social impacts of the Batangas Port as a positive outcome by the upliftment of living conditions of the people and development of employees' skills and abilities in their jobs. The respondents assessed the economic impacts of the Batangas Port for it has dynamism to business and industrial activities. The problems encountered brought by the operation of Batangas International Port are prostitution (HIV / AIDS), smuggling, industrial pollution, high generation of waste, pedophilia in terms of sexual attraction towards children, traffic congestion, over booking in hotels other accommodation, petty or minor crimes, environmental degradation in lowering of land by erosion, and social discrimination.

Philippine Ports Authority, together with its different departments, should develop programs for customer satisfaction for the convenience of the agency and the passengers and to avoid minor problems that hinder the priorities of the port. The provincial government should work on with the businessmen, future entrepreneurs and business locators on tourism-related businesses and opportunities in Batangas to prosper and venture more on tourism to achieve additional income for the economy.

Problems in the development and operation of a complex project are inevitable but can be minimized in proper planning and introduction of effective strategies. Philippine National Police, together with PPA, Provincial Government, should have their full inspection, concern and evaluation on how to protect the province especially the children and women who are now involved in petty crimes. Various means of providing security for the passengers and clients of the port should be initiated.

The College of International Hospitality Management of Lyceum of the Philippines – Batangas should include in the curriculum studies the importance of the locality in tourism and the socio-economic impacts brought by these developments.

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