

## SOCIO-ECONOMIC BENEFITS OF THE FUTURE DOMESTIC AIRPORT IN THE TOURISM INDUSTRY OF SAN JUAN, BATANGAS, PHILIPPINES

Jelene T. Azote<sup>1</sup>, Niña Christine D. Braza<sup>2</sup>, Cynlen A. Brotonel<sup>3</sup>, Charles Darwin D. Briones<sup>4</sup>, Jaypee R. Gonzales<sup>5</sup>, Elle Mae Umali<sup>6</sup>, Jeninah Christia Borbon<sup>7</sup>

College of International Tourism and Hospitality Management,  
Lyceum of the Philippines University, Batangas City,  
PHILIPPINES.

[jakelaguador@yahoo.com](mailto:jakelaguador@yahoo.com)

### ABSTRACT

*This research determined the socio-economic benefit of the future domestic airport to the continuous progress in the tourism of San Juan. Specifically it presented the profile of the residents of San Juan as to age, gender, occupation, income, years of residence. It also determined socio-economic benefit of the future domestic airport in San Juan to its residents. The study used the descriptive normative method in order to determine the needed information regarding with the socio-economic benefits by using survey questionnaire. The researcher ranges from twenty one to thirty nine with a salary ranging from ten thousand to fifty thousand pesos and most they are employed. Having this domestic airport will strengthen its competitiveness in attracting foreign stimulate domestic tourism in the future. The municipality of San Juan aggressively Laiya, as a tourist destination and should further developed and to promote greater accessibility to markets. Encourage to provide reasonable and competitively-priced tourism goods, services and facilities to enable the industry to live more visitors and promote local tourism.*

**Keywords:** Socio Economic, Tourism Industry, San Juan Batangas, Domestic Airport

### INTRODUCTION

Airports are designed as infrastructure providers for air transportation and these industries are regarded as one of the fastest growing sectors in the world economy will be almost doubled by 2025 and aircraft size will increase by 20 percent. The explosive growth present continued the challenges to the airports in terms of capacity development. The expansion of infrastructure of air transport industry is the most common alternative to accommodate the increasing demand of tourist. Tourism is also the major source of income and employment. It was also given the authority to impose regulations to preserve the natural resources of the area, govern proper land use projects and practices and coordinate business enterprises in the area (Rosario, 2010).

A domestic airport is an airport which handles only domestic flights or flights within the country. Domestic airport do not have customs and immigration facilities and therefore incapable of handlings flights to or from a foreign airport. In coordination with the major airports and airlines that are having more options with creating diversity in domestic flights available for each region, there are lots of airport projects in the Philippines. These airport projects vary in structural design and project cost.

According to the study of Babasa (2010) that to maintain tourists interest in particular destinations, places may offer advantages of extending tourism season. Residents may enjoy initial interest in their community and economic gains when the influx of the tourists, existing

residential lifestyle, social impact is predominantly negative and this disruption causes development tourism, although tourism is perceived to give energizing powers in a community tourism system other perceived them as commercial. Lubis, et al (2000) stated that services rendered by the selected domestic trunk airline companies, there are problems that sometimes occur in the airline business operation however they are within the management control.

San Juan, Batangas has a natural competitive advantage in tourism because of the warmth of the people and its natural wonders that are yet to be fully harness. Of late, tourism is recognized as a major contributor to the generation of foreign exchange, earnings, investments and revenues to the growth of the community output. It is considered as a catalyst for construction, manufacturing and other economic activities and a creator of human resource-intensive jobs. The municipality of San Juan aggressively Laiya as a tourist destination and will be further developed to promote greater accessibility to markets. The availability of tourism infrastructure specifically air transport will further attract foreign and domestic travelers.

As future hospitality professionals, this study is important for us to gain a wide knowledge regarding our field of industry. Putting San Juan especially Laiya in the growing international tourism in the future airport face a great challenge with the socio-economic impact. As senior students, this project might be the major source of employment in relation to tourism industry.

#### **OBJECTIVES OF THE STUDY**

The purpose of the study is to determine the socio-economic benefit of the future domestic airport to the continuous progress in the tourism of San Juan. Specifically it presented the profile of the residents of San Juan as to age, gender, occupation, income, years of residence. It determined the socio-economic benefit of the future domestic airport in San Juan to its residents. It also determined the possible problems and benefits, the relationship between the profile and benefits and relationship between the profile and problems.

#### **MATERIALS AND METHOD**

The study used the descriptive normative research method in determining the socio-economic impact of future domestic airport in San Juan. Descriptive method was used in the study. The participants of the study were 20 municipality employees of San Juan and the 30 residents from Brgy. Laiya, Ibabao. The respondents were selected at random and chosen based on the limitation of the study. The responses were compared in order to have an in- depth analysis of the problem. The instrument used to collect data was the self-made questionnaire as it was the common and practical device to use in obtaining the information needed. However, the respondents were residents of San Juan and municipal employees. They could read and answer the questionnaire with ease.

The researchers formulated titles and gave them to their research professor for selection, checking and approval of the title. The researcher frequently visits the library to read information in making their review of literature and questionnaire. For the text enrichment of the study, the draft of the questionnaire was given to their research professor for checking. The copies of the questionnaire were then distributed personally by the researcher to the respondents. All the copies distributed were retrieved also personally by the researcher. To interpret and analyze the problem cited, all data gathered were tallied, encoded, interpreted and analyzed using the frequency distribution and weighted mean as a survey of socio-economic impact of future domestic airport in the tourism of San Juan.

## RESULTS AND DISCUSSION

Most of the respondents were female with the frequency of 27 or 54 percent while males obtained the frequency of 23 or 46 percent. Their age present that the most of them are 21-29 years old with highest frequency of 14 or 28 percent, then 30-39 years old have frequency of 12 or 24 percent, and 20 years old and below have frequency of 10 or 20 percent, then 50-60 years old have frequency of 8 or 16 percent, and 40-49 years old have frequency of 5 or 10 percent, and 61 and above obtained the frequency of 1 or 2 percent.

This means that younger people have higher level of awareness and they are more concerned when it comes to the possible benefits & possible problems that may have encountered or happen due to the future domestic airport in San Juan. While older people and middle-aged has lower of awareness and they are not that much concerned whatever the benefits and problems that may occur with the future domestic airport.

Their civil status presents that most of them are married with the frequency of 27 and the percent of 54, followed by the single with frequency of 22 or 44 percent, and last is the widow/widower with the frequency of 1 or 2 percent. This shows that married and single are more affected of more concerned with the possible benefit and possible problems of the future domestic airport.

Their educational attainment presents that most of them are college completed with frequency of 30 or 60 percent, and followed by secondary completed obtained the frequency of 16 or 32 percent and last studies with frequency of 4 or 8 percent. It shows that majority were college graduate it means that they have enough knowledge about the benefits and problems that may encounter, they are conscious and aware with regards to this project.

The employment status presents that most of them are employed with frequency of 31 or 62 percent, and self- employed with the frequency of 12 or 24 percent, followed by others which indicated as students with the frequency of 5 or 10 percent, then unemployed with the frequency 2 or 4 percent.

Their monthly income presents that most of them have the income of 10,000-50,000 with the frequency of 21 or 42 percent, then 1,000-10,000 obtained the frequency of 17 or 34 percent, and 1,000 & below with the frequency of 8 or 16 percent, then 50,000-100,000 with the frequency of 3 or 6 percent, and 100,000 and above with the frequency of 1 or 2 percent. Their number of years residing in San Juan present in table 1 that most of them was 21 years & above living in San Juan with the frequency of 27 or 54 percent, and 6-10 years with the frequency of 10 or 20 percent.

### **Possible Benefits of the Future Domestic Airport in San Juan**

The top benefits will be the Contributions to government revenues & Accessibility of tourist spot which got the highest mean followed by Attracts influx of tourist with weighted mean of 4.26 and Encourage investors to develop scenic spots/resorts with weighted mean of 4.24, resort can be quite profitable and depending upon acceptance by the local community. And Facilitates tourist entry through Batangas with weighted mean of 4.16, then followed by Growth of hotel, restaurant and other related tourism establishment with weighted mean of 4.14, and Generates Employment with weighted mean of 4.10, then followed by Increase of local foreign investors and Inflation (increase of services and goods) with weighted mean of 4.04. And last is Accessibility to modern technology with the lowest weighted mean of 4.02. This shows that the respondents think that the top benefits will be the contributions to government revenues and also the accessibility of tourist spot that will lead to higher income of the municipality.

### Possible Problems of the Future Domestic Airport in San Juan

The possible problem of the future domestic airport in San Juan got the composite mean of 3.21 with verbal interpretation of moderate. The top problem that will be encountered is the increase of waste materials/garbage with the weighted mean of 3.68, and followed by Increase of crime rates & Traffic congestion with the weighted mean of 3.34. In particular with this, the problems of traffic generations can be expected to fall principally upon adjacent of population. Then air pollution with the weighted mean of 3.22, followed by the noise pollution and reduction of agriculture land with the weighted mean of 3.18.

Then Introduction of sex tourism with the weighted mean of 3.10, and followed by introduction of diseases with the weighted mean of 3.08, then damage of environment with the weighted mean of 3.06. A tourist brings both economic and non-economic benefits and cost to the host communities. There are some considerable economic impacts and benefits that do not receive much research attention. These relate to the benefits occurring to the traveler, such as contribution of pleasure, travel, rest and relation the educational benefit, the understanding of other people, culture, and the physical and mental well-being of the traveler. Last is the water pollution with the weighted mean of 2.88.

**Table 1. Relationship of Demographic Profile and Possible Benefits**

| <i>Demographic Profile/Benefits</i> | <i>eta<sup>2</sup></i> | <i>p-value</i> | <i>Interpretation</i> |
|-------------------------------------|------------------------|----------------|-----------------------|
| Gender                              | .007                   | .564           | Not Significant       |
| Age                                 | .203                   | .067           | Not Significant       |
| Civil Status                        | .016                   | .685           | Not Significant       |
| Educational Attainment              | .112                   | .061           | Not Significant       |
| Employment Status                   | .114                   | .066           | Not Significant       |
| Monthly Income                      | .239                   | .014           | Significant           |
| No. of years residing in San Juan   | .017                   | .849           | Not Significant       |

It can be gleaned from the table that there is no correlation between the variables. All p-values are greater than 0.05 level of significance except for the demographic profile of monthly income, therefore the null hypothesis of no significant between the profile genders, age, civil status, Educational Attainment, Employment Status, and No. of years residing in San Juan, while the monthly income and possible benefits are rejected. Gender will not affect the possible benefits that may encounter. Male and female may have the same benefits. Age may not affect the possible benefits that may encounter instead; younger and older people may get the same benefits. Civil status cannot affect the possible benefits that may encounter; even they are single, married or widow/widower may have the same benefits. Educational Attainment cannot affect the possible benefits, even secondary level, college level and graduate studies have the same benefits. Employment Status may not affect the possible benefits, even they are employed, unemployed, self-employed or students may have the same benefits. Their Monthly Income affects the possible benefits that may have. Today, not all people have a stable income, not all are rich, and there are lots of poor people or indigent people that cannot sustain their everyday needs. Today more people needs the support of the government with regards to their basic needs; they must be the number one priority when it

comes to the benefits that may get. No. of years residing in San Juan cannot affect the possible benefits. The demographic profile of the respondent as to gender, age, civil status, educational attainment, employment status and no. of years residing in San Juan has not significant; except for the monthly income that has a significant.

**Table 2. Relationship of Demographic Profile and Possible Problems**

| <i>Demographic Profile/Problems</i> | <i>eta<sup>2</sup></i> | <i>p-value</i> | <i>Interpretation</i> |
|-------------------------------------|------------------------|----------------|-----------------------|
| Gender                              | .007                   | .564           | Not Significant       |
| Age                                 | .205                   | .064           | Not Significant       |
| Civil Status                        | .110                   | .065           | Not Significant       |
| Educational Attainment              | .087                   | .118           | Not Significant       |
| Employment Status                   | .004                   | .983           | Not Significant       |
| Monthly Income                      | .049                   | .676           | Not Significant       |
| No. of years residing in San Juan   | .040                   | .596           | Not Significant       |

There is no correlation between the variables. All p values are greater than 0.05 level of significance, therefore the null hypothesis of no significant between the demographic profile Gender, age, civil status, Educational Attainment, Employment Status, No. of years residing in San Juan. Gender will not affect the possible problem that may encounter. Male and female may have encountered the same problems. Age may not affect the possible problems that may encounter instead; younger and older people may encounter the same problems. Civil status cannot affect the possible problems that may encounter; even they are single, married or widow/widower may have the same problems. Educational Attainment cannot affect the possible problems, even secondary level, college level and graduate studies have the same problems. Employment Status may not affect the possible problems, even they are employed, unemployed, self-employed or students may have the same problems that may encounter. Their Monthly Income cannot affect the possible problems that may have encountered. Rich or poor may have the same problems. No. Of years residing in San Juan cannot affect the possible problems. The demographic profile of the respondent as to gender, age, civil status, educational attainment, employment status, monthly income and no. of years residing in San Juan has not significant therefore the null hypothesis accepted.

## CONCLUSION AND RECOMMENDATION

The residents of San Juan specifically Brgy. Laiya Ibabao are familiar with those possible benefits and problem that may encounter in the future domestic airport in San Juan. Most of the respondents are female ranges the age 21-29, they are married, college graduate they are employed, their monthly income is ranges from 10,000-50,000. The respondents find that the top three possible benefits that they may have in the future domestic airport according to the result and discussion were the contribution to government revenues and accessibility of tourist spot, attracts influx of tourist and encourage investors to develop scenic spots/resorts. The respondents also finds the top three possible problems that they may encounter were the increase of waste materials and garbage, followed by the increase of crime rates and the traffic congestion.

It is recommended that Municipality of San Juan may implement rules and regulations to avoid possible problem that may occur. The different business establishments related to tourism must improve and develop their products, goods, and services they rendered, also their facilities to attract more tourist. Through air transportation, as mode of transportation, it will help the tourist to reach the destination faster and easier. The Municipality of San Juan should tighten the safety and security to ensure the protection of all residents and tourists. The future study is recommended for the continuous and further growth of the economy of San Juan specially its tourism industry.

## REFERENCES

- Babasa, (2010). *Batangas Tourism Experience*. Warmth: Wealth and Wonders
- Lubis, et.al., (2000). *Companies Services rendered by the Selected Domestic Trunk Line Companies*.
- Rosario, B. (2010). *San Juan Eyed Special Tourism Zone*.