

Potentiality of Batangas City as a Resort Destination

Maria Shanika Bool, Frances Kriszett Bautista, May Anne Charlotte Garnace,
Aleli Flor Perez & Justine Patrick Gusto

Bachelor of Science in International Travel and Tourism Management

ABSTRACT

The study aimed to determine the potentiality of Batangas City as a resort destination as basis for proposing an action plan that may help enhance the city's resort industry. Specifically, the study intended to present the resort destinations of Batangas City in terms of operation permit, type of ownership, initial capital, years of operation and number of employees. Also, the study aimed to determine the status of the resorts in Batangas City in terms of amenities, facilities, services and accessibility. The study used descriptive research and utilized a total of seventy two respondents. As the study's data gathering instrument, a partly adapted questionnaire was administered. The result of the study illustrated that the resorts in Batangas City have operational permits, almost all are sole proprietorships, have a capital of 3,000,000 and below, have been operating for one to three years and with one to five employees. In addition, the tourists assessed the amenities, facilities, services and accessibility as very good. From these, the study proposed an action plan that may help enhance the potentiality of resort destinations in Batangas City. Based on the study's findings, the researchers would like to recommend the resorts in Batangas City to maintain their strict compliance on availing operational permits and hire more employees to increase customer satisfaction.

I. INTRODUCTION

In view of this, resorts have now become more popular because of the different recreational activities they offer. Many resorts are self-contained destinations providing accommodations, food service, shopping and developed recreation opportunities. Some resorts rely on the natural resource-base of the area for the access to recreational opportunities. Thus, resorts are expected to offer a core attraction that is desirable and located in an attractive setting. According to Khan (2005) in the study of Cometa et al (2011), a resort is a self-contained site which provides most of the products and services required by a tourist. They tend to combine attractions with the support services such as accommodation and catering.

The demand for travel and tourism, like the demand for any commodity-say food grain or housing or clothing- has to be satisfied by matching supply (Chand, et.al., 2004). Tourism is the sum total of tourist expenditures within the borders of a nation or a political subdivision or a transportation-centered economic

area of contiguous states or nations. Ernst and Young (2003) claim a resort is a tourist accommodation catering primarily to leisure travelers, providing a range of recreational facilities and differentiated by experiential qualities in the context of a particular regional destination.

The researchers decided to conduct this study since they want to present the resort destinations in Batangas City. This may serve as an opportunity to give the readers the status of resorts in Batangas City. Similarly, this research may also help tourism and hospitality management students to be familiar with the different sectors of tourism and hospitality industry. Most importantly, the study may serve as an avenue for promoting and showcasing the resort destinations in Batangas City.

II. OBJECTIVES OF THE STUDY

This study aimed to determine the potentiality of Batangas City as a resort destination as basis for an action plan that will boost the city's resort industry. Specifically, the study intended to present the resort destinations of Batangas City in terms of operation permit, type of ownership, initial capital, years of operation and number of employees. The study also determined the status of the resorts in Batangas City in terms of amenities, facilities, services and accessibility.

III. MATERIALS AND METHOD

The study used the descriptive method to gather needed data regarding the potentiality of Batangas City as a resort Destination. Descriptive research design was used in the study. A total of seventy two respondents composed of eighteen managers of the resorts in Batangas City and three guests from each of these resorts who were selected using convenience sampling were utilized in the study. The modified questionnaire is the main instrument in gathering data. This modified questionnaire is composed of two parts. The first part deals with the presentation of resorts in Batangas City while the second part focuses on the different amenities, facilities, services and accessibility of the resorts.

The researchers made a modified questionnaire. Upon approval of the thesis adviser, the researchers secured permission from the city government to conduct the study on resorts in Batangas City. Upon the authorization of the city government, the researchers personally distribute the questionnaire. Thereafter, the data gathered were analyzed and interpreted. The study's data were analyzed using percentage and weighted mean distribution.

IV. RESULTS AND DISCUSSION

Almost all the resorts have complete operational permits which includes mayors permit (94.44%), business permit (100%), sanitary permit (100% and BIR permit (100%). Only one resort does not have mayor's permit. This implies that all resorts in Batangas City are well operated and managed by the owners for they registered their resorts to ensure legal operation of their business. In fact, only one resort does not have mayor's permit. Most of the resorts are sole proprietorships which is equivalent to 88.89 percent. Only

one resort which is equivalent to 5.56 percent is a corporation and another one is incorporation. None of the resorts is a partnership. This suggests that most resorts in Batangas City are privately owned by a single person only or a family business. Only one resort is a corporation and another one is incorporation. This could be because the companies in Batangas City are more focused on educational, technological and manufacturing businesses and only few pertain to tourism.

Most of the resorts have an initial capital of 3,000,000-below which has a frequency of 10 which is equivalent to 55.56 percent. Only one resort has an initial capital of 3,100,000-5,000,000 which is equivalent to 5.56 while another resort claimed 5,100-7,000,000 as its initial capital. Five resorts answered 9,100,000-above as their initial capital which is equivalent to 27.78 percent and only one resort did not answer this question. None of the resorts chose 7,100,000-9,000,000 as initial capital. This implies that most of the resort owners have their initial capital of 3,000,000-below because they gradually develop their resort from a simple to a more appealing one. Also, resort owners who start their resort with a large amount of money usually put up their business with complete set of services already.

Likewise, 50 percent or 9 of the resorts have been operational from one to three years. Eight (44.44%) resorts have been running for 4-6 years and only one resort has been functional for 10 years-above. This suggests that most resorts are newly discovered and operated. Others may have just been discovered because of the demand for family gatherings, team building, company trainings and the like.

Customers Assessment on the Features of Resort

The respondents generally find the features of the resorts as very good with an over-all composite mean of 2.947. Specifically, the respondents rated the amenities of the resorts as very good with composite mean of 2.79. Among the amenities, providing clean swimming pools is the highest with a weighted mean of 3.56 and a verbal interpretation of "excellent". Next in rank among the amenities is providing function/conference hall (WM=2.79), followed by providing playing area (WM=2.72). Offering activities such as training/planning sessions, teambuilding, and sports activity (WM=2.37) is the lowest in rank with a verbal interpretation of "fair". This implies that the resorts in Batangas City have the potential to be most visited for providing clean and attractive swimming pools. The researchers believe that having a unique style of swimming pool is one of the factors why guests visit a resort. It is also important to have enough space for playing, indoor and outdoor activities because guests may do some sort of activities for them to enjoy their stay at the resort. There are few resorts in Batangas City offering activities such as training and teambuilding because they are more focusing on family gatherings and the like. Also, those activities are recently discovered and only few resorts offer these kinds of activities.

It is also presented on the table that the respondents consider the accessibility of the resorts as very good with a composite mean of 2.796. Among the three, being easily accessible to transportation ranks first with a weighted mean of 2.870 and a verbal interpretation of very good. Next is providing tarpaulins along the ways as means of direction (WM=2.94). Meanwhile, having a website and contact details (WM=3.722) is lowest in rank. This suggests that resorts in Batangas City are easily accessible to transportation. Guests can also see tarpaulins and posters in public areas and look for Batangas City resorts through the internet for inquiries and reservations.

V. CONCLUSION AND RECOMMENDATION

The resorts in Batangas City have operational permits, majority are sole proprietorships, have a capital of 3, 000,000 – below, have been operated 1 – 5 years and have 1 – 5 employees. The tourists assessed the amenities, facilities, services and accessibility as very good. The researchers proposed an action plan that may help boost the potentiality of resort destinations in Batangas City.

The resorts in Batangas City may maintain their strict compliance on operational permit and may hire more employees to increase satisfaction of the customers. The management may continue the development of amenities and facilities especially in offering activities such as training/planning sessions, team-building, and sports activity and providing convenient store. The resort owners may think of unique services that can help them attract more guests. The resort managers may come up with innovative measures in order to maintain repeat business and may give emphasis to promoting their resorts effectively. The local government of Batangas City must coordinate with the DOT for the promotion of the resorts as well as the tourism department of Batangas City. Resort owners may consider the action plan that was devised by the researchers. Future researchers may conduct similar studies on different settings.

REFERENCES

- Cometa et al “Services Rendered by Olympic Point Beach Resort in San Jose, TingloyBatangas” (2011) Lyceum of the Philippines University Batangas
- Chand et.al “Basics of Tourism Theory, Operation and Practice” (2004) Asari, Road, Daryaganj, New Delhi
- Ernst & Young “Resorting to Profitability” (2003) Sydney: Tourism Task Force (TTF) Australia