

# The Status and Problems of Selected Beach Resorts in Mabini, Batangas

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## ABSTRACT

This study aimed to determine the status and problems encountered by the three selected resorts in Mabini. More specifically it aimed to present their guest arrivals per week, types of guests, peak seasons, and the hours of and purpose for visiting these resorts. This study used descriptive method to describe the competitiveness of resorts in Mabini, Batangas. A total of sixty respondents who visited the three resorts of Mabini, Batangas were used as the participants of the study. Five managers of the resorts and fifteen guests were also used by the researchers. The study concluded that the resorts have different number of local and foreign guest arrivals. The months of March, April, May, November, and December are the peak seasons. Day time is the peak time while the main reason for visiting the resorts is to celebrate holidays. The guest respondents are satisfied since most of them never encountered problems with the resort management. However, for those who encountered problems, there are differences in the problems they encountered with the resort management.

## I. INTRODUCTION

Tourism's economic impact on a destination area can be immense since it provides a source of income, employment, foreign exchange. As tourist arrivals increase in a certain place, various supplies and services needed by hotels, catering and transport operators, and other facilities mean that tourism becomes a key element in the business environment for existing companies. Tourism also offers a variety of entry points to the workforce, both for skilled and first time employees (Chavez et al, 2007).

Mabini is now a Tourist Paradise. The municipality is blessed with plenty of marine life- fishes, sea turtles, whales, dolphins and corals—a site to behold for scuba divers, foreign and local alike. Aside from the tourists, members of the community such as the fisher folks, resort workers, and boat operators depend on the aesthetic value of these resources. At present, Mabini is progressive in terms of socio-economic growth. Since Mabini is already progressive and has developed tourist attractions, tourist whether locals or foreigners flock to Mabini to enjoy what it has to offer. Mabini folks are accommodating and kind to tourists. There is more to Mabini than meets the eye. The Halo Anilao Dive Resort is in a class of its own. Strategically positioned with world-class accommodation located within the boundaries of Anilao, Batangas, Philippines, you are sure to have a first-hand experience of all the best diving Halo Anilao Dive Resort has

to offer. Now partnered with the Philippines' top-rated dive operators, they are proud to offer its services to its elite class of clientele from around the world. (halodiveresort.com/)

The researchers believe that it has more to offer other than its breath-taking diving spots and exotic marine life. To tackle on a magnificent place like Mabini is a pleasure for the researchers. The researchers believed that focusing in the tourism industry, more specifically resort industry of Mabini would largely contribute and be a step to enhance its social and economic condition. This study aimed to determine the status and problems of selected resorts. Mabini is already a famous tourist destination but it still lacks some factors in order to compete with the other tourist destinations in the Philippines. The researchers will point out these factors that can help make Mabini a prime tourist destination.

The researchers chose Mabini out of all the municipalities in Batangas Province because it has lots of potentials to become a prime tourist destination. Mabini, Batangas has more to offer than its breathtaking diving spots and exotic marine life. Besides its diving spot is known internationally because of its extraordinary beauty. They conducted and came up with this study because as Tourism students and a future hospitality professionals, they realized that it is important to be aware and be familiar with the status and the possible problems that arise in a resort in order to deal with these problems in the near future.

## **II. OBJECTIVES OF THE STUDY**

The study determined the status of the beach resorts in Mabini, Batangas. More specifically, it described the three resorts in terms of guest arrival per week, type of guests, peak season/hour and purpose of visiting beach resort; determined the problems encountered by the tourists in visiting the resorts in Mabini, Batangas; and tested differences when they are grouped according to three beach resorts. Resorts are classified in different categories based on the services they offer accredited by the Department of Tourism in the Philippines. Accreditation is a Department as having complied with its minimum standards in the operation of the establishment concerned. Resorts falling here under have complied with their minimum standards to ensure the safety, comfort and convenience of the tourist.

## **III. MATERIALS AND METHOD**

The study used descriptive method of research to describe the competitiveness of resorts in Mabini, Batangas. Descriptive research is defined as a research that endeavor and described systematically, factually, accurately and objectively a situation, problem or phenomenon that seeks to describes 'what is' ( Garcia, 2003 ). This study used the descriptive method to determine the status and problems of resorts in Mabini. The researchers used quota sampling because there is limited number of respondents who visited the three resorts. A total of 60 respondents who visited the three resorts of Mabini, Batangas used as the participants of the study. Fifteen (15) managers of the resorts and forty-five (45) guests were also used by the researchers. The study was being limited to the responses and data gathered from the questionnaire.

After the collection of the questionnaire, the answers were tallied, tabulated and analyzed. After the answers to the survey question have been recorded different statistical treatment was used. Frequency

distribution is the statistical tool which was utilized to present the data clearly and accurately in tabulated form with corresponding rows and column for each specified class or category, it is usually the number of responses under each category. It was used in presenting the resorts in terms of guest arrival per week, type of guest, peak season, peak time and purpose of visiting. Percentage, weighted mean, rank and ANOVA were the statistical tools used to analyze and interpret the data gathered.

#### IV. RESULTS AND DISCUSSION

All resorts have foreigner guests while only two resorts or 66.67 have local guests. Based from the data that was gathered by the researchers Monte Carlo does not have any local guests. This suggests that three resorts can greatly increase the tourism industry in Mabini, Batangas because all the resorts have foreigner guests. In terms of peak season month, 2 out of 3 resorts answered that March, April, May, November and December are the peak seasons. Only one resort chose January, February, June and July as their peak season month. However, none of the resort chose August, September and October. From this data, one may presume that the reason why August, September and October is the lowest peak season month because these months is rainy season. March, April, May, November and December are the highest peak season month because March, April and May is summer season; November and December are holiday season in which most of the domestic worker and foreigner have their vacation.

It implies the peak seasons are the months of March to May and November to December. March to May are the summer months in the Philippines that's why many people are going to beach resorts while November to December are the holidays season wherein many people are having reunions or get together with their families.

In terms of purpose of visiting, 100 percent of the resort believed that the guests' purpose of visiting is because of vacation or holiday and only one or 33.33 percent believed that family outing and to unwind as the reason of visiting the resorts. Since the peak season months are March, April, May, November and December, one may presume that the reason for this data is that these months are the holiday and vacation season.

#### Problems Encountered by the Guests about Resort Managements

Most of the respondents never encounter problems on the resort management. Monte Carlo Resort has the highest mean in terms of problem encountered and Halo Dive Resort has the lowest mean. This implies among the three resorts guest of Monte Carlo Resort encountered more problem with the resort management compared to Crystal Blue and Halo Dive Resort. This indicates that most of the guest's respondents are satisfied with the resort management since all the composite mean of the problems encountered are interpreted as never and the operation of the resort management was good.

In Crystal Blue Resort customer's never encountered problems such as delayed of services. Loss of guest personal belongings, security problems, unequal treatment of employees to the guests. High costs of products offered by the resorts, malfunctioning equipments, shortage of water supply, problems on waste

disposal and lack of facilities and amenities. While for brown-outs/black-outs is the problem that customers sometimes encountered in Crystal Blue.

In Monte Carlo Resorts customer's never encountered such loss of guest personal belongings, security problems, unequal treatment of employees to the guests, malfunctioning equipments and lack of facilities and amenities. While for the delayed of delivery of services, high cost of products offered by the resorts, shortage of water supply, problems on waste disposal and brown-outs/ black-outs are the problems that the customer encountered on Monte Carlo.

This suggests that the data also implies that the possible reason why Monte Carlo resorts has the highest mean of problems encountered because this resort has the highest number guest arrival per week. The root of all the problems falls on the financial constraints. The provincial and national government do not have enough funds to support all the basic necessities mostly needed by the municipality and its residents. They still do not have any viable programs to be enforced to arrive at clear and better solutions for this impediment.

In Halo Dive Resorts customers never encountered problems such as delayed delivery of services, loss of guests personal belongings, security problems, unequal treatment of employee to the guests, costs of products offered by the resorts, malfunctioning equipments, shortage of water supply, problems on waste disposal and lack of facilities and amenities and brown-outs/black-outs.

The top four (4) problems are unequal treatment of employees to the guests was really a negative factor or a bad impression to the customer especially when it comes to nationality races. Shortages of water supply and brown-outs/black-outs are some of the problems encountered because the location of the resort is far away from the city. With regards to the different services offered and the problems regarding the establishment of a resorts.

Table 1. Differences in Problems when grouped according to Resort

Problems	F	p-value	D	I
1. Delayed delivery of Services.	38.50	0.00	R	S
2. Loss of guests' personal belongings.	0.00	0.00	R	S
3. Security problems.	1.00	0.38	FR	NS
4. Unequal treatment of employees to the guests.	1.40	0.26	FR	NS
5. High costs of products offered by the resorts.	4.90	0.01	R	S
6. Malfunctioning equipments.	3.09	0.06	FR	NS
7. Shortage of water supply.	8.73	0.00	R	S
8. Problems on waste disposal.	38.50	0.00	R	S
9. Lack of facilities and amenities.	0.50	0.61	FR	NS
10. Brown – outs / Black – outs	16.23	0.00	R	S

Legend: Significant at p-value < 0.05; R – Rejected; FR – Fail to Reject; S – Significant; NS – Not Significant

Table 1 shows differences between in the responses with the problems when grouped according to resorts. As indicated from the results, there are differences in problems like resorts delayed of services ( $p=0.00$ ), high costs of products offered by the resorts (0.01), shortage of water supply (0.00), problems on waste disposal (0.00) and brown- out / black- out (0.00) when grouped according to since the computed p-value is less than 0.05.

This suggests that the hypothesis that there is no significant difference between the resorts is rejected. It also implies that each tourist has different responses regarding their problems on the resorts. This implies that the Competiveness of the Resorts may vary according the problems encountered by the tourist.

## V. CONCLUSION AND RECOMMENDATION

The resorts have different number of local and foreign guest arrivals. The months of March, April, May, November and December are the peak season while the peak time is night time and the reason for visiting the resorts is to celebrate the holiday. The guest respondents are satisfied with the resorts since most of them never encountered problems with the resorts' management. There are differences in the problems being encountered with the resorts.

The management of the selected beach resorts in Mabini, Batangas such as Monte Carlo, Crystal Blue, and Halo Dive Resort may continuously improve the current facilities and add other facilities like spas and club houses. Souvenir shops, and zip line recreation activities will be advantageous especially during holiday season. Rooms and restaurants should be renovated to enhance the ambience and add more space for ease of movements. The management may continue to develop their services in order to gain the tourist satisfaction. The management of the resort may be made aware of the problems encountered by the tourists. The management of selected beach resorts in Mabini, Batangas may coordinate with the Department of Tourism for the promotion of the resorts as well as the tourism industry in Batangas to be a well-known tourist destination not only in the Philippines but also outside the country.

## REFERENCES

Chavez, Gotis, Duseum, (March 2007), Mabini: A Potential Prime Tourist Destination in Batangas

Halo Anilao Dive Resort, available online: [halodiveresort.com/](http://halodiveresort.com/).