

# The White Beaches of Sampaguita Bauan Batangas

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## ABSTRACT

The study aimed to present of these white sand beaches. Specifically, it intended to present the profile of the tourists in terms of nationality, age, gender and purpose for visiting, present the services offered in the resorts; identify the problems encountered on resort operation and propose a plan of action in order to promote these white sand beach resorts. The descriptive method was used in the study with a self structured questionnaire as the data gathering instrument. The findings revealed that tourist- respondents claimed that they visited the resort to unwind. All three resorts offer accommodation and island hopping. On the other hand the resort managers said that they sometimes encounter problems on management. Thus, the researchers proposed an action plan may help promote the white beaches in Bauan.

## I. INTRODUCTION

Batangas province which is home to numerous beaches has a lot of attraction with respect to the effects of tourism and modern development. In general, Batangas has significantly improved its rating in the Philippines Cities' Program which has a goal of helping Philippine urban centers cultivate competitive industries, promote healthy communities and maximize the competitiveness potential cities in the Philippines. Through this, the researchers then found out other places in Batangas that will also be competitive in having the potentiality to promote the tourism industry. Thus, the researchers chose Sampaguita, Bauan in the study as a potential tourist destination in Batangas.

Bauan is a town it is considered as a geographical unit because the attractions there are visited by tourists both local and international alike. Mason (2003) affirmed that travel for pleasure became a significant activity, so tourist destinations emerged. Over time due to factors such as geographical proximity to generating climatic exchange, particular destinations and resort areas emerged and became popular to visitors. A major geographical focus at planning management is tourism destinations. It is here, in the destinations that tourists encounter and interact with the local community and local environment. This interaction leads to impacts on the local populations, the environment and also on the tourist themselves.

Sampaguita Beaches known as "puting buhangin" is the only White Sand Beach in the Municipality

of Bauan Mabini and etc. One can feel the bluish water as well as its pureness, and cleanliness. One can also do Snorkelling, Banana Boat riding, Bonfire, “Balsa” Rental and many more. There are several beach resorts with/or without pools that can satisfy anyone’s summer vacation gateway and with affordable prices depending on chosen cottages and rooms.

The researchers choose to do the study for they see a great potential in Sampaguita for becoming tourist attraction in Bauan Batangas. They wanted to help in the discovery of a hidden paradise. Furthermore, this it will serve as a wakeup call for all the investors who are planning to have a beach resort. This study will also be a great help in boosting the tourism industry of B/auan especially Sampaguita as a lone white beach in Bauan Batangas.

## II. OBJECTIVES OF THE STUDY

This study aimed to present the status of white sand beaches in Sampaguita, Bauan Batangas. More specifically, it sought to present the profile of the tourists in terms of nationality, age, gender and purpose of visiting. It also aimed to assess the services offered by the resorts and the problems that they encounter in operating of these beach resorts. Lastly, it intended to propose a plan of action in order to help promote the white beach resort of Bauan Batangas.

## III. MATERIALS AND METHOD

The descriptive method of research was used in the study. The researchers used descriptive method since the main purpose is to assess the status of white beach resorts in Bauan. Since this study covers the profile of the tourists and the resorts in Sampaguita Bauan as a tourist destination in Batangas, several respondents were utilized in this study. The researchers used 30 respondents in Part I composed of 10 tourists in Sampaguita Resort, 10 tourists in Rosemund Resort and 10 tourists in Batong Buhangin Resort. In Part II, the researchers used 3 managers of the resorts.

The study utilized a structured questionnaire as its main data gathering instrument. Interview was also used to validate the data gathered. The questionnaires design was composed of two parts Part I composed the profile of the respondents and Part II composed of services offered and problems encountered by the resort owners. Initially, the researchers sought approval for their research problem adviser. Thereafter, the instrument was constructed and upon approval by the members of the defense panel and the research adviser, was then distributed among the respondents. The study utilized frequency distribution, percentage distribution and weighted mean so as to analyze the data gathered.

## IV. RESULTS AND DISCUSSION

Most of the tourists of the resorts are aged 16-30 years particularly of them 30 equivalent to 66.67 percent. It is followed by respondents whose ages range from 30-45 with a frequency of 5 which is equivalent to 16.67 percent. Among the age bracket the lowest is 11-15 with a frequency of 2 equivalent to 6.67

percent. It implies that most of the tourists of the resorts are teenagers to middle age. Most of them are with their families hanging out together. Most of the respondents are female (18 out of 40) comprising 60 percent while males account to 40 percent (12 out of 40).

This implies that most of the respondents are female who love beach activities and are more outgoing than males. It also implies that females are more active in beach activities; they love the sun and the fun. They want to experience an ambience where they can enjoy and relax. As young adults, they are more adventurous than older age groups due to their capability of doing exciting activities. In an interview among them, they even claimed that they are really out – going and go to different places in order to try something new.

The tourist respondents visit the resort to unwind with a frequency of 24 (80 %). It is closely followed by family gathering with frequency of 23 (76.67 %). It is followed by the reason of having pleasure with a frequency of 16 (53.33%). Only one of them equivalent to 3.33 percent of the respondent said that he/she visited the resort for business reason.

All the respondents of the study are Filipinos which implies that none or very few of the foreigners visited the resorts in Bauan. Filipinos are naturally beach lovers. Every time there is an occasion or any event they always choose to go to the beach. Usually, the Filipinos visit beaches to unwind and to conduct family gathering unlike foreigners they visit beaches because of the white sand and the 24 hour going on party. Foreigners also enjoy the very pleasant and sunny climate which is a perfect haven for people who love the sun and other outdoor activities.

### **Services offered by the resort in Bauan, Batangas**

Among the services offered by the resorts, 100 percent of the resorts offer accommodation and island hopping. Two resorts equivalent to 66.67 percent offer snorkelling, Banana Boat Riding, Balsa Rental and Videoke. Only one resort or 33.33 percent has restaurants and none of the resorts in Bauan offered Knee Board, Tow Tube, Foot Spa with Massage and Disco Bar. This suggests that Sampaguita Bauan has more to offer. All the resorts in Sampaguita covered by the study offer accommodation such as “kubo” or nipa hut. And there is one resort the Batong Buhangin Resort that offers rooms for overnight guests which rates depends on the facilities offered in each room. Snorkelling, banana boat riding, balsa rental and videoke are also enjoyed because most of the tourist respondents are in group travel and banana boat and balsa rental best fits for a group adventure activity.

### **Problems encountered by the resort-owners**

The resort-owners sometimes encounter problems in managing the resort with a composite mean of 2.40. The highest in rank among the problems and often encountered by resort-owners are maintenance of facilities (2.67) and financial problem (2.67). It is followed by lack of rooms (2.33) and lack of manpower (2.30) which has the same rank and a verbal interpretation of “sometimes”. Among the problems, the resort is not accessible to tourists is the lowest in rank with a weighted mean of 2.000 and verbal interpretation of

“sometimes”.

This implies that they have problems in the maintenance of their facilities. The facilities offered in the resort cannot satisfy guest expectation. Like in Rosemund Beach Resort, rooms are not well maintained. The resort is not that clean that it cannot attract tourists. There are less tourists who visit the place so probably they gain less profit that causes financial problem. The two resorts Sampaguita and Rosemund do not offer rooms, they just offer nipa huts. It is a problem for the resorts if their guests want to have their overnight stay in the beach. They also lack of manpower. In fact, they have only 1 to 2 people who are in-charge of handling guest queries. Inaccessibility to tourists is the least problem because the tourists see that there are more problems on the operation of the resort itself rather than the accessibility. One can go to Sampaguita via public transportation that is only available every 4am – 5pm or have their private cars with them.

## V. CONCLUSION AND RECOMMENDATION

Most of the tourists are 16-30 years of age, female, visit the resort to unwind and Filipino. The services that are commonly offered by the resorts are accommodation and island hopping. The resort owners sometimes encounter problems regarding resorts management. The study’s proposed action plan may help promote the white sand beach resorts in Bauan.

Resort owners may offer promos to increase the number of tourist arrival. They may add more services and amenities to attract foreign tourists. They may hire additional employees and rooms to accommodate tourists. They may consider the implementing the proposed action plan so as to help promote the white sand beach resorts in Bauan. They may tie up with private organizations to develop the resorts in Bauan. Future researchers may conduct similar studies involving other locations.

## REFERENCES

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