Safety and Security among Resorts in Batangas Province

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Abstract – *Safety, and security are important factors to tourists when choosing a destination and when selecting a hotel to stay in. The first aspect tourists consider is to be protected from risks and hazards. This study aimed to determine the level of safety and security in terms of public hazard, life and property, public health, accessibility, and environmental security, assessed the guest satisfaction in terms of facilities/ amenities and customer service. It was also directed in testing the significant difference of perceived safety and security when grouped according to profile variables. A descriptive method of research was used by the researcher to gather information about the demographic profile of the tourists and their assessment of the safety and security of different resorts in Batangas. An adopted survey questionnaire was used as the main instrument. Weighted mean was utilized and ANOVA was used as statistical tools to analyze the data. In terms of the level of safety and security of the guest as to public hazard, it was indicated in the table that the guests agreed when it comes to this matter. This also talks about the visibility of the police near the resort to ensure the safety and security of the guests in the resort establishment. As to life and property, security personnel is present, and the establishment does not allow the customers to bring deadly weapons. As regards public health, the establishments served clean and practice proper food safety while in terms of accessibility, it provides signage and brochures and the location is accessible. Lastly, as to the environmental level, it felt safe and secure from the pollution of the establishments. A proposed action plan may be used for safety and security management to enhance the level of safety and security of the guests.*

Keywords: Guest satisfaction, public health, resort business, safety, and security

INTRODUCTION

Batangas is a first-class province of the Philippines located in the southwestern part of Luzon in the CALABARZON region. Its capital is Batangas City and it is bordered by the provinces of Cavite and Laguna to the north and Quezon to the east. Across the Verde Island Passages to the south is the island of Mindoro and to the west lies the South China Sea. Batangas is a combination of different plains and mountains, which include the smallest volcano in the world – the Taal Lake alongside other landmasses. Moreover, the province boasts different tourist destinations, such as historical, religious, cultural, and natural attracting tourists every year. Moreover, it has many choices of facilities for the tourists. For example, hotels, restaurants, souvenir shops, and local products.

Due to its popularity, there is a wide range of resorts in Batangas ready to accommodate tourists. There are varied reasons for the tourists when selecting the hotels for their stay. Resorts are one of the main contributory factors of the growing economy of Batangas. A resort is like a small community composed of buildings and facilities located in a scenic area that provides lodging, entertainment, and a relaxing environment for people on vacation. Basic accommodations offered by resorts nowadays are swimming pools, cottage and room rentals, and restaurants. The resort business is becoming popular nowadays due to the growing demand of people for a convenient one-stop-place of leisure and comfort. The resort is a business in which they offer enjoyable moments to visitors to make them feel that something worth noticing happens. And in today's trend that visiting tourist destinations is a way of life, it seems that safety and security are essential to be addressed because they reflect the tourists' satisfaction when they are traveling.

Resorts are either destination resorts or non-destination resorts. The difference depends on how far the resort is from its primary market; how visitors reach the resort; and the patterns of stay—how many times a guest visits, how long the stay is, and the quality of the setting. Destination resorts tend to be at least several hundred miles from the market. Visitors tend to fly rather than drive there and visit once a year for one to two weeks. Further, the resorts are located in places attractive enough to entice people to travel large distances to get there. According to Meyer and

Schwager [1], customer experience is a complex process of understanding the customers' conscious and subconscious perceptions of their relationship with the organization from all their interactions. Nowadays, customer experience has become a critical differentiator in this competitive, global marketplace. That is why the level of safety and security of the resorts must be ensured for the satisfaction of the demands of customers.

In connection with these, resort owners should intentionally focus on every single detail of the safety security to keep their guests from all dangers otherwise it will be a negative image of their hotels in case there are any accidents or unexpected incidents to the tourists themselves or their belongings. Furthermore, keeping the safety and security among their business establishments elicit satisfaction from every tourist. Besides, National Tourism Developmental Plan (Year 2012-2016) emphasizes in its fifth strategy the integration of tourists' safety and security to all concerned parties in coordinating with preventing and protecting them from dangers.

Safety and security are important factors to tourists when choosing a destination and when selecting a hotel to stay int. The first aspect tourists consider is to be protected from risks and hazards. In the study of Chauhan, et. al, [2] the safety and security among their resorts on customers is accidents can take place in the hotels at any point of time due to faulty stairs, ramps, balconies, and even due to the parking places. The hotels and resorts should ensure that handrails, the non-slip surface should be used while framing the architecture plan for the hotels. In hotels, there are very expensive equipment that are used during daily operations.

As a work environment, resorts are very open and therefore vulnerable. Resorts and hotels are full of actions, and different kinds of people come in and out constantly. It is in constant movement and therefore safety precautions to ensure the safety of the employees and its clientele are in a big role in terms of quality service. In a customer-oriented field, all safety precautions cannot be executed as they would hinder the quality of service significantly. Different factors should be considered in terms of the provision of safety and security among resorts. Therefore, having a good assessment of the safety and security among these workplaces is a competitive asset and needs to be considered in everyday processes and the lack thereof will drive customers away or may pose risk among its employees. Keeping in mind the end goal to be

effective in providing quality services, a hotel should concentrate on the quality of services and products, and customer satisfaction and loyalty will follow [3].

Hence, it brings to the interest of the proponents of the study to research on the assessment on the safety and security among resorts in Batangas and find out whether these resorts bring up the tourists' satisfaction. In addition, the amount of tourism safety and security happening also plays a significant role. In other words, the negative effect is going to be harsher the longer the incident lasts, thus adding to the normally negative image. As most of the issues many undeveloped countries face is continuous over a random period, tourists could also be skeptical towards these areas [4]. The tourist's response to the incidents defers tremendously, while some might not be as receptive as others to the change of the security situation and carry on visiting the affected areas; others might cancel their holidays or choose alternatives destinations. Safety and security risks are now becoming more frequent, intense, and geographically diverse. Since safety and security is the major force driving change in the industry, failure to address its importance by properly investing in products and services probably results in a negative impact on a firm's value.

Despite an increase in tourism safety and security literature in the past years, there is still a lack of research that evaluates the safety and security measures from guests' viewpoint in the resort industry in general and resorts in the Province of Batangas which may, in turn, be beneficial to the resort owners, the community and resort stakeholders. Furthermore, the study was geared towards the assessment of different conditions that will further enhance the tourism industry by way of providing quality basic services with ample regard to safety and security among destination resorts. Thus, the present study considered that traveling exposes people to varying degrees of risk and showed that destination resort choice is not only based on price and destination image but also on perceived personal safety and security.

OBJECTIVES OF THE STUDY

The present study investigated the safety and security measures of resorts in Batangas. Specifically, it aimed to determine the level of safety and security in terms of public hazard, life and property, public health, accessibility, and environmental security, assessed the guest satisfaction in terms of facilities/ amenities and customer service. Moreover, it also tested the significant difference of perceived safety and security

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when grouped according to profile variables. And lastly, it formulated an action plan for safety and security management based on the salient findings of the study.

MATERIALS AND METHODS

Research Design

The descriptive method of research was used in gathering information about the demographic profile of the tourists and their assessment of the safety and security of different resorts in Batangas. The researcher utilized the descriptive method in conducting the study because it is a common means of obtaining information to portray research participants accurately. It was considered the appropriate method for this study, which assessed the level of satisfaction of the guests. Such a method was also suitable since the researcher used survey questionnaires and various statistical procedures for conducting this investigation to evaluate if there is a significant difference in the assessment of the safety and security of the tourists when grouped according to their profile.

Participants of the Study

The researcher focused on the guests of the top twenty resorts in Batangas obtained from the Batangas Provincial Tourism Office. These resorts are situated in different parts of the province offering different hotel and resort services. To obtain the sample from the target population, the sample of the study was based on an effect size of 0.26, a power probability of 0.95, and an alpha level of 0.05 using G*Power 3.1.9. Therefore, the proponents obtained a sample size of 279 respondents.

Data Gathering Instrument

The instrument used was an adopted survey questionnaire. The reliability index for the assessment on the safety and security of the guests garnered a Cronbach alpha of .888 and .886 in guest satisfaction. The survey questionnaire was divided into three sections. The first section contains the assessment on the level of safety and security of the resorts. The questions were subdivided into 5 areas/indicators about the level of safety and security in terms of public hazard, life and property, public health, accessibility, and environmental safety and security. The second section consisted of the level of satisfaction of the tourists in terms of facilities, amenities, and overall guest satisfaction.

The proponent used a four-point Likert scale with four being the highest with the verbal interpretation of strongly agree and lowest scale of one with a verbal interpretation of strongly disagree to describe the level of safety and security as well as the level of guest satisfaction of the respondents.

Data Gathering Procedure

The proponents of the study formulated the objectives and rationale based on the title of this research. Hence, approval of the Provincial Tourism and Cultural Affairs Office in Batangas was solicited before the conduct of the investigation and fielding of instruments. Furthermore, the researcher consulted first the research adviser before the fielding of the instruments for external and internal validation by experts. To fully determine the external validity of the instrument, the researcher sought the help of experts via face validity for the assessment on the level of safety and security as well as the guest satisfaction constructs. Questionnaires were distributed to the respondents to gather data. Afterward, the data collected were collated, analyzed, and interpreted to achieve the different objectives set by the researchers.

Data Analysis

The data gathered were tallied, encoded, and interpreted using different descriptive and inferential statistical tools. For the quantitative data analysis of the variable of the study, descriptive statistics was primarily used so as the present description in manageable forms. The content was analyzed to make sense of the phenomenon. Weighted mean assessed the level of safety and security of different resorts in terms of public hazard, life and property, public health, accessibility, and environmental safety and security as well as the level of guest satisfaction of the tourists in terms of facilities and amenities. ANOVA was used to determine if there is a significant difference in the assessment on the level of safety and security when grouped according to profile.

Ethical Consideration

Ethics is an important aspect of any research as there are some basic ethics to be adopted in any research. In conducting this study, the researcher must accept the decisions of the participants and not alter the answers of the participants. The researcher made sure that the survey questionnaire will not be biased by providing a comprehensive view of the variables under study with the help of different kinds of literature and provide face

validation techniques that would enable to scrutinization of the instrument. Besides, prior permission has been taken from the target respondents before conducting the research. The principle of veracity was also observed in such instances such as telling the truth regarding the purpose of the study and its benefit not only for the researchers but most importantly for the participants. Lastly, the principle of confidentiality has been observed by securing all the instruments used and with careful non-disclosure of the personal information of the respondents. The researchers ensured that pertinent demographic

information, as well as their perception, has been obtained excluding the name of the respondents to assure anonymity. Thus, all data obtained were within the utilization solely by the researchers and the participants. Data obtained were used solely for research purposes as these were aimed to answer the research objectives only.

RESULTS AND DISCUSSION

Table 1 assesses the level of safety and security in terms of public hazard, life and property, public health, accessibility, and environmental security.

Table 1. Level of Safety and Security of the Guest

Public Hazard	Mean	VI	Rank
1. Resort has free from destabilization	3.24	Agree	2
2. Feeling secure under the care of resort establishment	3.33	Agree	1
3. Police are visible to the resort establishment to maintain the peace and order	2.53	Agree	3
Composite Mean	**3.03**	**Agree**	
Life and Property	**Mean**	**VI**	**Rank**
1. The resort establishment provides CCTV cameras	2.9	Agree	3
2. The resort establishment provides security personnel to its guests	3.16	Agree	2
3. The resort establishment does not allow tourists to bring any deadly weapon	3.34	Agree	1
Composite Mean	**3.13**	**Agree**	
Public Health	**Mean**	**VI**	**Rank**
1. The resort establishment provides medical experts to assist tourists during an emergency case	2.95	Agree	3
2. The resort establishment served clean and practice proper food safety	3.36	Agree	1
3. The resort establishment has a proper waste disposal	3.23	Agree	2
Composite Mean	**3.18**	**Agree**	
Accessibility	**Mean**	**VI**	**Rank**
1. The location of the resort establishment is accessible	3.16	Agree	2
2. The resort establishment provides signage and brochures	3.32	Agree	1
3. The resort establishment provides tourist guides	3.04	Agree	3
Composite Mean	**3.17**	**Agree**	
Environmental	**Mean**	**VI**	**Rank**
1. Feeling safe and secure in resort establishment with proper knowledge about the ecological fee or other ordinances of the province and municipalities	3.29	Agree	3
2. Feeling safe and secure in resort establishment water and air pollution	3.42	Agree	1
3. Feeling safe and secure in resort establishment with awareness about the natural disaster on the place like a landslide	3.33	Agree	2
Composite Mean	**3.34**	**Agree**	

In terms of the level of safety and security of the guest as to public hazard (3.03), it was indicated in the table that the guests agreed when it comes to this matter. The second indicator, "Feeling secure under the care of resort establishment", is all about the respondents feeling secure under the care of resort establishment. It came in the first place and it has a

mean of 3.33 interpreted as agree. It was then followed by the first indicator, "Resort has free from destabilization", which talks about the resort being free from destabilization (3.24).

The guests have perceived that the resorts have been free from destabilization, which means that these establishments will not just let themselves not be firm

when it comes to this matter. They have also perceived that they feel secure under the care of the resort establishment, which means that the respondents have felt that as long as they are in the vicinity and under the care of the resort, they are free from harm. Chauhan, et al. [5] have conducted a study, which explains customer relationship management and it was shown that if the employees in a particular establishment make the customers feel like there is nothing to worry about while in the place, then the guests will feel that they are safe and secure.

Police visibility to the resort establishment (2.53) got the lowest in rank. This talks about the visibility of the police near the resort to ensure the safety and security of the guests in the resort establishment. The respondents have perceived that police cannot go fast in some resort establishments. Several studies have examined the effect of response time on apprehension probability, little attention has been given to the relationship between police response time and community characteristics [6]. This study proves that when it comes to the response of police, the resort goers do not agree resolutely because the number of police available to respond when needs arise is low. For the composite mean of the level of safety and security of the guest as to life and property, it has garnered 3.13 interpreted as agree. The last question, ranking first, is about the bringing of any deadly weapon (3.34), which was followed by the resort having security personnel (3.16).

The respondents agreed to the last indicator, "The resort establishment does not allow tourists to bring any deadly weapon", supposed that the guests perceived that the resort establishment does not allow tourists to bring deadly weapons. The second indicator, "The resort establishment provides security personnel to its guests", means that the guests have seen the presence of security personnel in the resort establishments. The relationship between guns and crime occupies a special place among the most emotionally charged and divisive issues in American public discourse (Nobles, 2014). This study proved that the feeling of safety and security of people gets lower whenever some people bring deadly weapons.

Ranked last is for the resort establishment provides CCTV cameras" pinpointed the presence of CCTV cameras in a resort establishment (2.90), therefore, the guests have noticed that there are resorts which provide CCTV cameras for the resort establishment but still the level of agreeing to this is lower compared to the first two. Real-time surveillance

network aims to prevent and cease crime immediately in active surveillance method for a system with safety, privacy protection, and cost efficiency for sustainable tourism. Minnaar [7] has shown that the presence of CCTV has an impact on safety and security.

As for the perception of the guests of the level of safety and security in terms of the resort's public health, the statistics showed a composite mean of 3.18, which means that the guest agreed upon the level of safety and security of the resorts when it comes to their public health. Resort establishments served clean and practice proper food safety (3.36) while the presence of proper waste disposal in these resort establishments to eliminate biological hazards ranked last. Son, et al. [8] showed that cleanliness and proper food handling have an impact on the perspectives of the guests about the place.

The first indicator tackled the resort's establishment if it provides medical experts if ever there is a need to assist tourists, especially during emergency cases. The weighted mean resulted in 2.95, which is in the range of "agree" and that means the respondents perceived that they have seen in the resorts that there is medical assistance ready anytime the need arises. Most emergency hospitalizations for recognized adverse drug events in older adults resulted from a few commonly used medications, and relatively few resulted from medications typically designated as high-risk or inappropriate [9].

When it is about accessibility, the guest respondents in resort establishments have seen that there are signs that the resorts are accessible. They also agreed on this part because it has garnered a composite mean of 3.17, which is interpreted as agree.

The signage and brochures (3.32) and the accessibility of the location of the resort establishments (3.16) revealed that the respondent can see that there are signage and brochures available and the resorts providing these for the customers to have access to the information about the resort. Also, the respondents believed that these establishments have a location that is accessible for people. In the study conducted by Sayan and Karaguzel [10] stated that signage was perceived to be the second most important problem, which is also related to trails and orientation, whereas brochures were suggested as supplementary materials in outdoor recreations. This means that when it comes to tourist places, brochures and posters are need so it will give information to the guests about the place.

Providing tourist guides for the guests (3.04) ranked last which means that there are people who

guide the respondents whenever they are in the vicinity of the resort. Tourist guiding has an important and multifaceted role in contemporary tourism. A safe and quality experience offered by a guided tour involves the guide, tourists, and the environment, and is fulfilled when all the three components interact at the same point in space and time [11]. The study has shown that tourist guides help the tourist in having other information about the said places. This present study has shown that guests do not agree determinedly about the presence of tourist guides among resorts.

In terms of the level of safety and security of the guest as to environmental, it resulted in a composite mean of 3.34 which means that the respondents do agree that the guests in the resorts perceived that the resorts are safe from the environment. Water and air pollution (3.42) and feeling secure in terms of natural disasters (3.33) were perceived as agree. The guests are satisfied and agree that they feel safe and secure from pollution whenever they are in a resort establishment. The guests have also perceived that they are aware of these types of a phenomenon because the resort

provided them information about this, and they agreed that they feel safe and secure when it comes to this.

The air pollution regulations are associated with substantial improvements in air quality. The most successful air regulation resulted in a modest but statistically insignificant decline in infant mortality [12]. The knowledge and is free from air and water pollution affects the perceptions of the guests about the resort establishments.

Providing proper knowledge about the ecological fee or other ordinances of the province and municipalities (3.29) ranked last. This means that the respondents perceived that these resorts make them feel safe and secure in terms of this matter. The study conducted by Rogstadius et al [13] stated that victims, volunteers, and relief organizations are increasingly using social media to report and act on large-scale events, as witnessed in the extensive coverage of the 2010–2012 Arab Spring uprisings and 2011 Japanese tsunami and nuclear disasters. The respondents have perceived that it is important to be aware of natural disasters and that they have agreed that it is not well-focused by the resort establishments.

Table 2. Level of Guest Satisfaction

Facilities	Mean	VI	Rank
1. The resort establishment has enough parking area.	3.23	Satisfied	4
2. The resort establishment has electric and communication facilities.	3.34	Satisfied	2
3. The resort establishment has clean comfortable rooms.	3.27	Satisfied	3
4. The resort establishment has clean rooms and cottages.	3.43	Satisfied	1
5. The resort establishment has a tourist information center.	3.2	Satisfied	5
Composite Mean	**3.3**	**Satisfied**	
Amenities	Mean	VI	Rank
1. Availability of safe-deposit box in the room and at the front desk	2.88	Satisfied	3
2. Availability of conference hall and event halls	3.04	Satisfied	2
3. Provision of high-speed Wi-Fi connections	2.57	Satisfied	4
4. Provision of appropriate time for room service	3.08	Satisfied	1
5. Availability of ATM near in resort establishment	2.03	Less Satisfied	5
Composite Mean	**2.72**	**Satisfied**	
Customer Service	Mean	VI	Rank
1. Being polite and approachable of the staff and personnel	3.46	Satisfied	2
2. Observing cleanliness of the facilities in the resort establishment	3.47	Satisfied	1
3. Observing the safety and security of the resort establishment	3.37	Satisfied	3
4. Easy location of the resort establishment	3.27	Satisfied	4
5. Affordability of the price of the food and accommodation	3.21	Satisfied	5
Composite Mean	**3.36**	**Satisfied**	

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

Table 2 presents the level of satisfaction in terms of facilities, amenities, and customer service. The

second indicator. The respondents were satisfied as confirmed by the composite mean of 3.30 for facilities,

2.72 for amenities, and 3.36 for customer service. This means that because of the satisfaction of the guests in terms of the facilities, they have perceived it higher compared to the other two. The research conducted by Moeinaddini, et al. [14] proves that parking areas and other facilities should also be given focus. The respondents perceived these two lowers because it is what they have observed based on what they can see.

For the level of guest satisfaction in terms of the amenities, it resulted in a composite mean of 2.72, which is still in the range of satisfaction. This just means that there are enough amenities that made them satisfied enough.

About the time for room service, the respondents have answered that they are satisfied, that there is an appropriate time for it that is why it has a mean of 3.08 or is interpreted as satisfied. When it is about the availability of conference halls and event halls in resort establishments, the guests are satisfied because it has a mean of 3.04 or interpreted as satisfied. The first one talks about the availability of the sale deposit box in the room and the front desk (2.88) and is interpreted as satisfied. Barber and Santuzzi [15] conducted a study about workplace tele pressure and employee recovery wherein in this study, it can be proven that a quick response of time of the employee will make the perceptions of the guests better and so they will see all the good in the establishment.

The third indicator discusses the speed of Wi-Fi (2.57), which means that the guests are satisfied with the speed of the Wi-Fi connections. The last one is about the availability of ATMs near resort establishments (2.03), which means the respondents are less satisfied with this matter. When it comes to technical matters such as Wi-Fi and ATMs, the respondents have perceived these lower compared to the other three. A rigorous comparative study by Jasper [16] on Local Area Network technologies: Ethernet, ATM, and WLAN concerning the delay and throughput in each system are done in this work is proof of this matter.

The table also shows that when it comes to the level of guest satisfaction in terms of customer service, with a composite mean of 3.36 and verbal interpretation of satisfied, which means that in terms of customer service, most of the customers are very satisfied with the service that the resorts are implementing. The appearance of the facilities and establishments are very pleasing to the eye of the customers and that the customers are satisfied with the behavior of the staff in the resorts. The level of safety and security of the resorts is very high that the customer feels satisfied with the said safety and security of the resorts.

Furthermore, results revealed that the resorts in Batangas are accessible to the customers, and the place is not hard to find, unlike other business locations. It only means that they are satisfied with the price but it also means that may lower the price to get a higher level of satisfaction in terms of pricing of their foods. Son, et al. [8] proved that when it comes to food, this is a vital matter that brings impact to the perceptions of customers about a particular establishment such as the resorts. The resorts are not so competent when it is about food and that is why this ranks the lowest among the five.

Among the different resort establishments present in Batangas, the guests have evaluated that in terms of the level of guest satisfaction when it comes to facilities, the table has shown that the respondents are content with this matter. It has gathered a composite mean of 3.30 showing that guests are satisfied. For the level of guest satisfaction in terms of the amenities, it resulted in a composite mean of 2.72, which is still in the range of satisfaction. This just means that there are enough amenities that made them satisfied enough.

Table 3. Proposed Plan of Action to Improve the Level of Safety and Security of the Tourist

KRA/Objectives	Strategies and Programs	Outcomes
Public Hazards (Biological, Chemical, and Physical Hazards) To construct emergency facilities near the destination	Deployment of Police Station and Hospitals should be near the destination	The convenience of the guest in case of emergency. Fast response in emergencies
Life and Property To provide CCTV cameras in every establishment	Putting CCTV cameras in strategic locations like lobby, parking areas, and hallways/façade	Prevention of untoward incidents The safety of the guest will be properly monitored by the establishments

Public Health To designate doctors and nurses in every destination resort	Visibility of center with on-site doctors, nurses or trained first aiders must be visible in the different destination resorts	Making first aid and attended immediately by a medical expert for untoward incidents
Accessibility To provide latest/updated brochures and signages	Updating brochures and signages going to the destination resorts	Easy location and right details about the resort's location Saving time, money, and effort
Environmental security To inform the guest about ecological fees and city ordinances	Publishing and posting information about ordinances and ecological fees	Lesser waiting time and delays as well as unexpected fees and ordinances
Facilities To provide parking spaces	Spacious parking areas must be available.	Satisfied guests with the safety of their cars and other properties
Amenities To provide fast Wi-Fi connection	Upgrading Wi-Fi in every destination	Entertained and satisfied guests with fast and reliable internet connections
Customer Service To give affordable price and accommodation	Having promos and discounts	Saving money for the guests and providing recommendations to their family and friends

CONCLUSIONS AND RECOMMENDATIONS

The respondents agreed on the level of safety and security of tourist destinations in public hazards to provide checkpoints and presence of security personnel to maintain peace and order and implement safety measures like providing expert tourist guides and lifeguards in the vicinity. As to life and property, most of the resorts do not allow tourists to bring any deadly weapon that would pose danger to other tourists and employees as regard public health. The majority of the respondents experienced being served with clean and safe food; while in terms of accessibility, it provides signage and brochures for reduction of hazard risks; and lastly as to environmental security, feeling safe and secure with awareness about possible natural catastrophic events and feel safe and secured in water and air pollution. Guests were satisfied with the resort with regard to clean rooms and facilities the management provides. As to amenities, providing an appropriate time and service is necessary. As to guest satisfaction, the staff and personnel have high regard when it comes to their provision of cleanliness of the facilities in the resort establishment. A plan of action was proposed regarding safety and security management to enhance the level of safety of the guests in destination resorts.

The management and staff may be responsible and accountable for looking after the security and well-being of the guests and visitors. Furthermore, the resort managers should be genuinely involved in safety and security programs because this practice could potentially enhance the public reputation of the resort. The management may invest in advanced security technologies to facilitate safeguarding the security of guests such as but not limited to integrated surveillance systems, advanced lock, and access control systems, and sophisticated asset protection tools. The management may have a regular and rigorous exercise for safety and security assessment and reviews. In addition, destination resorts may also provide training about the importance of safety and security for all of their employees. The management may design dedicated Fire/Life/Safety systems and monitoring. The management may create comprehensive emergency response plans on which the staff are regularly trained. The management of each destination may install survey questions and suggestion boxes to improve their services coming from the tourists' comments and suggestions. The proposed action plan may be implemented to improve the safety and security of the tourists. Future researchers may conduct a

follow-up study of the same context to further confirm the results of the study.

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