



CONTRIBUTION OF RESORTS TO THE DEVELOPMENT OF THE FIRST DISTRICT OF SURIGAO DEL SUR

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ABSTRACT:

This study explores the pivotal role of beach resorts in the Philippine tourism industry, emphasizing their contributions to local communities and small businesses in the First District of Surigao del Sur. Employing a quantitative-correlational research design, the research engaged 364 respondents, comprising resort managers/employees, LGU tourism officials, and conveniently sampled guests/customers. Through methods such as plain frequencies, weighted mean, and Pearson coefficient correlation, the study unveiled key findings. Most resorts operate as sole proprietorships, cover 4,000 sq. m of land, employ fewer than five staff, and generate a monthly income of approximately 50,000 pesos. Analysis of guest traffic revealed peak months, emphasizing the need for strategic marketing efforts during off-peak periods. The majority of resorts lacked Department of Tourism accreditation. The study proposes recommendations for enhancing resort competitiveness and sustainability, including accreditation, targeted marketing, social media engagement, and eco-tourism initiatives. Government support is crucial for infrastructure monitoring, employee training, and incentives for responsible tourism. Resorts are advised to prioritize customer service, improve amenities, collaborate with LGUs, and contribute to the local economy. The intervention plan suggests addressing issues, continuous improvement, sustainable practices, and government-led implementation, aiming for an enhanced guest experience, increased revenue, and positive community and environmental impact in the First District of Surigao del Sur.

KEYWORDS:

BEACH RESORT, RESORT, CONTRIBUTION OF THE RESORT TO THE DEVELOPMENT OF THE FIRST DISTRICT OF SURIGAO DEL SUR

I. INTRODUCTION

Beach resorts play a crucial role in bolstering the tourism industry in the Philippines, drawing visitors with their beauty and distinctive market positioning. Beyond their aesthetic appeal, these resorts contribute significantly to society by generating employment opportunities within communities, contributing to LGUs and supporting small businesses. The Philippines, with its abundant natural resources, offers diverse destinations, adventures, and activities. The country's lush environment, featuring

forests, islands, beaches, lakes, rivers, and welcoming locals, adds to its allure. Resorts, designed for amusement, entertainment, and relaxation, come in various forms, including beach resorts, swimming pools, lakes, and rivers, catering to individuals, groups, and families. Recreational water activities provided by these resorts contribute to overall health (Gonzalez et al., 2021). The Department of Tourism categorizes resorts based on their location, facilities, accommodations, public amenities, and

convention offerings. Beach resorts, in particular, play a vital economic role, generating tax revenue, increasing overall revenue, and creating employment opportunities (Smith et al., 2011). Surigao del Sur, a prominent tourism destination in the Caraga Region, has witnessed a surge in tourist facilities such as beach resorts, pension houses, dive shops, salons, restaurants, and cafes, driven by the continuous influx of tourists. Against this backdrop, this study was conducted to assess the contributions of resorts to the development of the first district of Surigao del Sur.

II. OBJECTIVES

This study focused on the Contribution of Resorts to the development of the first District of Surigao del Sur.

Specifically, the study seeks to answer the following questions:

1. What is the profile of the resorts in the first district of Surigao del Sur as to: Business Ownership, Land Area, Number of Employees, Years of Operation, Capital, Estimated Monthly Income, Months with Most Number of Guest, Preferences of Guest and Department of Tourism Accredited Tourism Enterprise?
2. To what extent is the contribution of the LGUs to resort operation in terms of Promotions, Infrastructure and Tax Incentives?
3. How effective are the essential features of resorts as to; Amenities and Facilities, Customer service, Public Relations, and Social Responsibility?
4. To what Extent are the contributions of resorts as to; Economic, Social, Environmental, and Technological developments?
5. Is there a significant relationship between the effectiveness of the essential features of resorts and the degree of their developmental contributions to the First District of Surigao del Sur
6. What problems are encountered by the resorts in the first district of Surigao del Sur?

III. METHODOLOGY

This quantitative-correlational study delves into the profile and developmental contributions of business resorts in the First District of Surigao del Sur, employing numerical statistics to establish relationships among various variables. The research spans multiple municipalities, including Lianga, San Agustin, Marihatag, Cagwait, Bayabas, Tago, Tandag, Cortes, Lanuza, Madrid, Carmen, Cantilan, Carrascal, and Tandag City. Respondents encompass employees, owners, Local Government Units (LGUs), tourism officers, and local/international tourists, each group being distinctively categorized. The researcher employed a self-developed questionnaire, validated by industry experts. Purposive sampling targeted owners and tourism officials, while convenience sampling applied to tourists, customers, and LGU/tourism officers. A total of 364 questionnaires were distributed, ensuring

confidentiality and addressing clarifications. Subsequently, the gathered data underwent statistical analysis, including simple percentages, weighted mean, and Pearson correlation coefficient. The study assessed LGU/tourism officers' contribution, resorts' economic effectiveness, developmental contributions, and encountered problems. The parameters utilized weighted mean adjectival ratings to categorize responses, shedding light on the multifaceted dynamics of resorts in Surigao del Sur.

PRESENTATION OF DATA AND ANALYSIS

1. The study's profile of resorts reveals that a significant majority (95.06%) operate as sole proprietorships, with only a minimal presence of partnerships (1.23%) and corporations (3.70%). Sole proprietorship is highlighted as the simplest and fastest way to start a business, particularly suitable for self-employed individuals due to minimal regulatory requirements. Out of the 81 respondents, 77 are registered as sole proprietors, underlining its popularity among small business owners, contractors, and consultants. The appeal of sole proprietorship lies in its ease of establishment and flexibility. The findings also indicate that most resorts registered as sole proprietorships have a land area exceeding 4,000 sq. m, employ fewer than five individuals, and have been in existence for 5 to 10 years. These resorts typically start with a capital exceeding 500,000 pesos and generate a monthly income surpassing 50,000 pesos. Despite their longevity, a notable portion of these resorts has not obtained Department of Tourism accreditation. The data further reveals that guest awareness of these resorts primarily stems from social media, with factors such as facilities, view, and ambiance being the key considerations for guests when choosing a resort.
2. The study ranks infrastructure as the most contributory factor, with a high weighted mean of 4.67, interpreted as "very contributory." This indicates the active involvement of the Local Government Unit (LGU) in developing and maintaining essential infrastructure, including roads, utilities, and amenities crucial for the operations of resorts. The data suggests that the LGU plays a substantial role in providing and upkeeping the necessary infrastructure that supports the resorts in the area. On the other hand, promotional efforts are identified as an area with room for improvement, given a mean of 4.42 and a verbal interpretation of "very contributory." This implies that there is potential to enhance the LGU and Provincial Government Unit's promotional activities to more effectively market and advertise the resorts. Strengthening promotional initiatives can contribute to attracting a larger number of visitors, ultimately benefiting the local tourism industry.
3. It indicates that among the evaluated essential

features of resorts, Social Responsibility received the highest ranking, with a combined weighted mean of 4.45 and a verbal interpretation of "Most Effective." This highlights the significance of prioritizing initiatives that contribute to the community and the environment, suggesting that integrating social responsibility into resort operations can positively influence overall effectiveness. The study underscores the importance of resorts incorporating social responsibility into their core values to achieve long-term success and sustainability in the industry. Conversely, amenities and facilities ranked the lowest, with a mean of 3.86 and a verbal interpretation of "Less Effective." This suggests a need for resorts to enhance and develop their amenities and facilities to attract more guests, customers, and foster customer loyalty.

4. It indicates that among the developmental contributions of resorts, environmental impact received the highest ranking, with a weighted mean of 4.39 and a verbal interpretation of "Very Contributory." This suggests that resorts prioritize environmental sustainability and conservation efforts, considering them as top priorities in their developmental contributions. On the contrary, economic and technological impact ranked the lowest, with a mean of 4.25 and a verbal interpretation of "Very Contributory." This implies that there may be room for improvement in terms of resorts' contributions to economic and technological aspects, suggesting an opportunity to enhance their impact in these areas.
5. The significant relationship between the effectiveness of essential features in beach resort businesses and the extent of developmental contributions. Notably, customer service and public relations exhibit a significant relationship with economic, social, environmental, and technological developmental contributions. However, for social responsibility, only economic and social aspects show significance. The findings underscore the role of technology in global tourism marketing, with the internet and social media playing a pivotal role in promoting destinations. The study highlights the importance of prioritizing environmental impact, given its significant contribution to resorts' developmental efforts. However, it notes a potential lack of Environmental Compliance Certificates (ECC) among resorts, citing instances in popular destinations like General Luna and Baler. Additionally, the study suggests that technological features of resorts might not show a significant relationship with social responsibility, possibly due to factors like small and medium-sized enterprise (SME) classification, limited capital, and slow technology adoption among resorts.

Overall, the results emphasize the need for resorts to address environmental concerns, obtain necessary permits, and enhance technological capabilities to stay competitive and socially responsible in the industry.

6. The resort Managers/Owners face minimal challenges overall, with an overall weighted mean of 1.80 categorizing the problems as "Less Serious." However, the noteworthy concern is the "Serious" tax burden imposed by the LGU, marked with a mean of 2.95. This indicates a substantial worry for owners, possibly rooted in a lack of awareness about the long-term benefits of taxation for public infrastructure and welfare programs. Addressing this issue may involve educating owners on the positive impacts of taxes and refining tax systems to foster tourism development. Moving to the customers at resorts encounter a significant issue with "brownout/blackout" (power interruption) rated at 2.72, impacting various aspects of their tech-reliant vacation experiences. Other concerns are deemed "Less Serious" or "Not a problem at all," suggesting that resort operators are well-prepared and invested in tools and equipment to meet customer expectations. Finally, in the Local Government Units (LGUs) face challenges, with limited internet publicity ranking highest at 2.52, categorized as "Less Serious." While other LGU issues are also "Less Serious" or "Not a problem at all," the importance of internet publicity is underscored in the modern era. The slow Internet speed in Mindanao is highlighted, emphasizing the need for improved information and communication technology (ICT) to enhance the region's competitiveness and tourism potential.

IV. CONCLUSION

In view of the findings of this study, the following conclusion were derived:

1. In the resort industry of the surveyed area, the majority of owners prefer the simplicity of sole proprietorship due to its easy organization and dissolution. Resorts typically occupy a spacious area of 4,000 sq.m, enabling them to offer extensive amenities. To manage costs, most resorts employ fewer than 5 full-time staff, hiring part-time employees for events as needed. While the industry is young and dynamic, entry barriers exist, with a starting capital of 500,000 pesos or more being common. High income is attributed to strategic locations, target markets, and effective pricing strategies. Peak guest visits occur in April and December, with fewer visitors in January due to school and weather conditions. Not all resorts are aware of Department of Tourism (DOT) accreditation, but social media proves to be a successful promotional tool. The quality of

amenities and facilities significantly impacts guest satisfaction in this dynamic and competitive industry.

2. The Extent of contribution of the LGU's to the resorts are all "very contributory" for Promotion, Infrastructure and Tax Incentives.
3. The Extent of effectiveness of the resorts as to Customer Service and social Responsibility are both "Most Effective", on the other hand, Public Relation is "Effective", while facilities and amenities is "less Effective".
4. The level of extent of the developmental contributions of the resorts business are all "Very Contributory" for Economic, Social, Technological and Environmental Impact.
5. There is a significant relationship between the variables Economic, Social, Environmental, and Technological in the Customer Service, public relation and Some of Social responsibility.
6. The problem encountered by the resorts owners and managers is "less serious", while Customers is "Not Serious". On the other hand, the LGU's or tourism officials are "Serious".

V. RECOMMENDATION

1. Encourage resorts to register for Department of Tourism accreditation, increase marketing efforts during off-peak months, utilize social media marketing, enhance guest experience, promote eco-tourism practices, and prioritize guest safety to attract more guests, increase revenue, and ensure a positive guest experience.
2. The government supports tourism industry development through infrastructure monitoring, employee training, and sustainable practices. Additional incentives for resorts complying with environmental and safety regulations are suggested to encourage responsible tourism.
3. Resorts should focus on upgrading amenities and facilities based on guest preferences, prioritize customer service through staff training, build public relations with local entities, and emphasize social responsibility for improved guest satisfaction, community engagement, and environmental impact.
4. Improve amenities through regular maintenance, invest in employee training, enhance social responsibility efforts, contribute to the local economy, consider Department of Tourism accreditation, and collaborate with local government units for overall resort success.
5. Prioritize initiatives with positive economic impacts, increase revenue and profitability, support the local community through partnerships and eco-friendly practices, and leverage digital marketing and technology for economic growth, social responsibility, and environmental conservation.
6. To address LGU and tourism official concerns, resorts should comply with regulations and timely tax payments, improve facilities and amenities, enhance customer service and public relations, foster positive relationships with local authorities and the community, and continuously improve environmental practices.

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