

Status Of The Sun And Beach Tourism Industry In The Province Of Batangas, Philippines

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Abstract: This study looked into the status of the sun and beach tourism industry in the Province of Batangas, Philippines in consideration of the number of business enterprises, infrastructure development, tourist arrival, tourism revenue and tourism management and structure. The qualitative method of research was utilized using documentary analysis as the primary method for evaluation. Data from the Provincial Tourism and Cultural Affairs Office of Batangas and of the Municipal Planning and Development Offices of Mabini, Nasugbu, Lian and San Juan, the municipalities under focus, were used in the studies which all were used as bases in revealing the status of the sun and beach tourism industry in the province. The results of the study revealed that Batangas, though already a thriving and prosperous province as disclosed by the data presented showing growth in aspects as to the number of business enterprises in the place, infrastructure development, tourist arrival, tourism revenue and tourism management and structure which showcase its capability to excel as a sun and beach tourism destination may still need to adjust as to industry governance, manpower services, communication and transportation facilities as well as in infrastructure development.

Keywords: business enterprises, infrastructure development, sun and beach tourism, tourism management and structure, tourism revenue

INTRODUCTION

Tourism has been established as essential in social progress, as well as an important vehicle for widening the socio-economic and cultural contacts throughout human history it being one of the world's largest and fastest growing industries in the world. Being considered nowadays as one of the major phenomena of modern society, tourism has emerged as an economic activity of global importance where so many people are involved either directly or indirectly. It has found a niche for itself as an effective mechanism for generating employment, earning of revenue and foreign exchange, enhancing environment, preserving culture and tradition thereby facilitating overall development. Tourism is considered as an agent of social change that bridges gaps among nations, people and regions. It is a promoter of development – material and spiritual both at macro and micro level ^[1]. The Philippine tourism industry has been playing the key role of promoting mutual understanding among nations and as an effective medium of economic and national development. It has been also considered as a complex industry recognized as a major contributor to the generation of foreign exchange earnings, revenues and investments and to the total growth of the country's output. Tourism is considered a creator of human resource, generator of jobs and the best source of employment from the most skilled to the least ^[1]. Tourism is a thriving business accounting to almost 30% Of the world's trade in services and 6% of exports on services and goods. Clearly, it does not only create opportunities for employment but also brings in large amounts of income into an economy in many forms even beyond just goods and services. The likes of transportation services, hotels and resorts, entertainment venues such as amusement parks, casinos, shopping malls music venues and theaters are just a few of the industries benefiting from tourism. Undoubtedly, tourism holds the promise of increased employment and income opportunities, particularly for Filipinos living in the coastal and rural areas of the country. Yet, it is an industry built upon the most fragile of natural and cultural environments, where the most inconsequential and innocent of human gestures can easily wreak havoc on

the site's resources. This is the challenge of sustainable tourism development. Tourism is expected to become an even more important weapon in the Philippines' economic arsenal. However, both our tourist markets and the Philippine tourism industry itself have become more aware of the negative environmental and social costs associated with tourism development. The country has thus begun to recognize the need to adopt new development approaches in order to come up with tourist products that are environmentally sensitive and economically viable ^[2]. Tourism has effect on the social, economic, environmental, cultural heritage and arts of certain tourist destinations. It is a fast growing industry that has become a top priority of the economic agenda of a number of countries. It is believed that tourism can be used as a tool to solve problems like unemployment and poverty in developing countries. Batangas is a province of the Philippines located on 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 Islands Passages to the south is the Island of Mindoro and to the west lies the South China Sea. Batangas is one of the most popular tourist destinations near Metro Manila. The province has many beaches and famous for excellent diving spots only a few hours away from Manila. Found in the province is world-known dive sites that are ideal for observing marine life, and outstanding for macro photography. Located only 110 kilometers south of Metropolitan Manila, it is very accessible by land or by sea. It reigns the most culturally preserved sites of the Spanish colonial era in the Philippines. Batangas is also generally accepted by linguists as the 'Heart of the Tagalog Language. Poetically, Batangas is often referred to by its ancient name Kumintang. Batangas is located on the southwestern part of Luzon in the CALABARZON Region. Batangas City being its capital is blessed with its accessibility to neighboring provinces such as Laguna, Cavite and Quezon and its proximity to Metro Manila. This makes the place more accessible to both domestic and international tourists. Relative to the issues that the province is beautifully

surrounded by seas, mountains and rivers, the protection and management of its endowed beauty and gift of nature have been recommended to be preserved and sustained. The many beaches famous for excellent diving spots that is ideal for observing marine life, fiestas, festivals, the world's lowest volcano, and other outstanding attraction potential for ecotourism sites and activities ^[3]. The parameters of tourism in the Philippines are far and wide reaching due to its endowed landscapes and seascapes which accounts for its diversity and culture, arts, customs and traditions. From a small beginning of individuals travelling alone in search of adventure, knowledge, trade, and pilgrimage the mass movement of people today all over the world has given rise to high sophisticated multi disciplinary industry tourism to develop and promote tourist activities as an instrument for achieving national integration, better international understanding and ultimately, peaceful quiet existence for the people of the world ^[4]. The sun and beach tourism industry also known as coastal tourism and recreation are significant parts of the biggest and fast growing activity in the world. Coastal tourism development covers the hotels, resorts, restaurants, food industry, vacation homes, second homes and so on, the infrastructural facilities supporting coastal development like retail businesses, marinas, dive shops, fishing tackle stores, recreational boating harbors, beaches, fishing facilities, boating, cruises, swimming, snorkeling and diving as well as public and private programs affecting the aforementioned activities ^[5]. Sun and beach tourism has become a competitive business as nations actively seek to draw increased numbers of visitors and foreign earnings as well. Furthermore, sun and beach tourism is considered to be one of the fastest growing areas of present day tourism which is epitomized by the '3Ss'-sun, sand and sea. It has been necessary to develop a well-managed and sustainable sun and beach tourism in order to create a safe, stable and attractive coastal environment. The Province of Batangas, a part of the CALABARZON Region, is rich in Filipino traditions and tourist destinations. As the province is famous in beaches, food and native products, the creation of jobs and opportunities to promote the culture and sustain the good character of the Batanguenos become an expected opportunity. Batangas is one of the most popular tourist destinations near Metro Manila because of its many beaches and excellent diving spots. Found in the province are world known dive sites that are ideal for observing marine life and outstanding for macro photography ^[6]. As tourism in the province is considered vital in the economic growth and well being of individuals engaged into this venture, this paper shall deal more on the status of the sun and beach tourism industry in the Province of Batangas. As discussed, aside from the rich cultural heritage and the arts and other tourism industry ventured into by the Batanguenos, this study shall deal more on the tourism ventures of the people in the place giving special emphasis on one of the nine tourism products offered by the industry, the sun and beach tourism ventures located in the selected municipalities of Batangas which offer tourists exceptional beach experiences and visits. Out of the 34 municipalities in the province, the municipalities of Mabini, Lian, Nasugbu, and San Juan are the foremost beach destinations of most tourists in this part of the region. As basis for this claim, a matrix from the Provincial Tourism and Cultural Affairs Office of Batangas reflects the top ten resorts and

the municipalities they are located in the province according to tourist arrival from 2012 to 2016. The said municipalities boost of the richness of the sea coupled by the beauty of the shorelines and beaches of the municipalities under study. In this case, this paper specifically explored on the status of the sun and beach tourism industry in the Province of Batangas.

OBJECTIVES OF THE STUDY

The study aimed to determine the status of the sun and beach tourism industry in the Province of Batangas. Specifically, it sought to shed light to the following:

- (1) determine the status of the sun and beach tourism industry in the four forefront municipalities of Mabini, Nasugbu, Lian and San Juan,
- (2) present the status of the sun and beach tourism industry of the municipalities under focus in terms of number of business enterprises, infrastructure development, tourist arrival, tourism revenue and tourism management and structure, and
- (3) recommend measures which may help improve the services of the sun and beach tourism industry in the province to its clientele.

MATERIALS AND METHODS

The study used the descriptive method of research in order to determine the status of the sun and beach tourism industry in the Province of Batangas. The research focused on the four sun and beach municipalities in the Province of Batangas as identified by the Provincial Tourism and Cultural Affairs Office (PTCAO). As to the status presented in the paper, the research concentrated on the basic information from the four identified sun and beach municipalities in terms of the number of business enterprises in each municipality, infrastructure development, tourism arrivals, tourism revenues and tourism management and structure. Secondary data were collected and interpreted as they were provided by the Provincial and Municipal Tourism Offices of the areas under focus. The researcher likewise conducted visitation to the officials and staff of the Province's Department of Tourism and the municipal tourism officers of the municipalities of Mabini, Lian, Nasugbu and San Juan in Batangas in order to gather sufficient data about the profile and status of the sun and beach tourism industry in Batangas in addition to pertinent information which were already available. The following conceptual framework of the study was utilized in order to further clarify the direction that the research paper wanted to convey and ultimately, to have as a product for effective utilization by the beneficiary of the study.

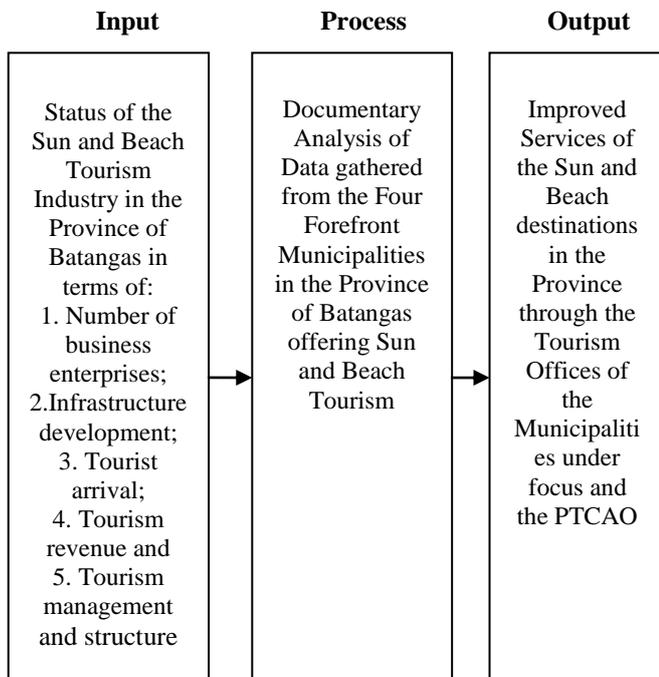


Fig 1: Conceptual Framework

RESULTS AND DISCUSSION

The sun and beach tourism status considered in this study are number of business enterprises, infrastructure development, tourist arrivals, tourism revenues and tourism management and structure.

Table 1: Number of Business Enterprises by Municipality

Areas Under Focus	Types of Business Enterprises			
	General Services	Sun and Beaches	Food Stalls	Others
Mabini	162	57	140	476
Nasugbu	116	41	103	417
Lian	104	34	83	408
San Juan	114	60	100	413

Source: MTOs of Mabini, Nasugbu, Lian and San Juan

Number of Business Enterprises

It can be gleaned from the table that the business enterprises present in the areas under focus are different kinds of services, resort enterprises, food businesses, sari-sari stores, general and retail enterprises and other business ventures engaged in by the Batangueno. These all confirm that the Batanguenos are highly entrepreneurial and are able to address services and commodities which the sun and beach visitors in the area may necessitate.

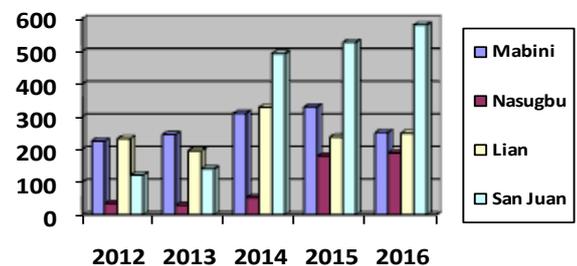
Table 2: Infrastructure Development Projects and Facilities in the Province of Batangas

Areas Under Focus	Infrastructure Development Projects and Facilities		
	Additional Roads and Bridges in 2016 (in km)	Existing Communication Facilities	Existing Water and Power Supply Facilities
Mabini	220 km. Bagalangit to San Francisco 3 (San Juan, Mainaga and Talaga Proper Bridges)	Mabini CATV Services	Mabini Water District, LWA Water Supply, artesian wells BATELEC II
Nasugbu	230 km. (Pico de Loro Highway going to Cavite, 3 (Pala Pala, Tali and Munting Buhangin Bridges)	PLDT Nasugbu	Municipal Waterworks, artesian wells BATELEC I
Lian	35km (Matabungkay Road going to the Resorts) 1(San Isidro Bridge)	Lian CATV Services	Barangay Waterworks artesian wells BATELEC I
San Juan	150 km. (Balsa Extension, Poblacion to San Juan Tourism Office) 2 (Laiya – Balsa and Poblacion)	San Juan CATV Services	San Juan Water District, artesian wells BATELEC II

Source: MTOs of Mabini, Nasugbu, Lian and San Juan

Infrastructure Development

The table below explains the infrastructure development projects and facilities available for consumption and use of the sun and beach tourist destinations situated around the Province of Batangas. The construction of additional roads and bridges make possible the accessibility of tourist destinations in the areas under focus, the communication facilities available for tourists' consumption as well as supply facilities of power and water.

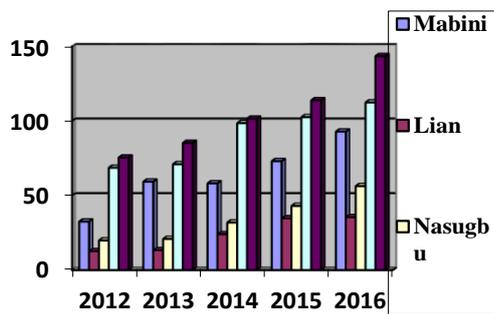


Source: MTOs of Mabini, Nasugbu, Lian and San Juan

Fig : Graphical Presentation of the Number of Tourist Arrivals by Municipality in the Last Five Years (2012 – 2016)

Tourist Arrivals

In the presented data below, Mabini established consistency in tourist arrivals in the first four years or from 2012 to 2015, however, the number of arrivals declined considerably in 2016. Nasugbu, on the other hand, exhibited the lowest number of tourist arrivals but showed consistency in the increase of its number of visitors in the last five years. In the case of Lian, the number of tourist arrivals was high in 2012 then declined a bit in the preceding year then showed promise of consistent rise in 2015 and 2016. Lastly, San Juan demonstrated a steady pace in the increase of tourist arrivals in the last five years. Clearly, these data show that during the last five years, a considerable number of tourists were able to experience the confines and offerings of the sun and beach tourism industry in Batangas.



[7] Source: MTOs of Mabini, Nasugbu, Lian and San Juan

Fig 3: Graphical Presentation of Tourism Revenues by Municipality in Comparison with the Provincial Revenue in the Last Five Years (2012 – 2016)

Tourism Revenues

Figure 2 shows the graphical presentation of tourism revenues of the municipalities under focus in the last five years or from 2012 to 2016 vis-avis the tourism revenue of the Provincial Government. In the data provided by the MPDC Offices of the municipalities under focus, Mabini showed consistency in the increase in tourism revenue in the last five years. So did Lian which had been steady in its tourism earnings though it was able to collect the lowest revenue. Nasugbu also had dependable revenue in its tourism destinations which showed an increasing trend in the revenues collected from its tourism wing. Lastly, Nasugbu, being the highest gross earner in tourism proceeds, exhibited a consistent rise in its collection. As for the Province’s tourism revenue, a steady rise may be gleaned from the figure presented below which only proves that the sun and beach tourism industry of the province is indeed one of its steady income earners. The steady rise of the revenue of the province vis-avis the municipalities under focus reflect the consistency in the earnings from the tourists who come to visit the municipalities under focus for learning purposes, research and discoveries, business or plain fun and relaxation.

Table 3: Tourism Office Personnel in the Province of Batangas by Municipality

Area Under Focus	Tourism Office Personnel and Staff	
Mabini	Municipal Tourism Officer designated by the Mayor	Five office staff
Nasugbu	Municipal Tourism Officer designated by the Mayor	Six office staff
Lian	Municipal Tourism Officer designated by the Mayor	No office staff
San Juan	Municipal Councilor who heads the Tourism and Environmental Protection Sector automatically functions as the Municipal Tourism Officer	Five office staff

[7] Source: MTOs of Mabini, Nasugbu, Lian and San Juan

Tourism Management and Structure

The table presents the tourism office personnel of the municipal tourism offices in the Province of Batangas. The table presented identifies the tourism officers by municipality and the number of office personnel required by the said office to properly execute the duties and responsibilities attached to the functions of the said office. The table shows that the municipalities of Mabini, Lian, Nasugbu and San Juan are able to implement in their organizational management and structure the same hierarchical positions and functions being followed by the Provincial Tourism Office of Batangas. The Municipality of San Juan, on the other hand, has no legitimate tourism officer and only acknowledges the Tourism and Environmental Protection Chairman of the Sangguniang Bayan to act as the tourism head of the said municipality.

CONCLUSION AND RECOMMENDATION

This research tackled on the status of the sun and beach tourism industry in the Province of Batangas in consideration of the four municipalities namely Mabini, Nasugbu, Lian and San Juan. Further, the discussion focused on the number of business enterprises in the province, infrastructure development, number of tourist arrivals, tourism revenue and tourism management and structure. The results as reflected from the secondary data gathered by the researcher show that Batangas as a province is a haven for entrepreneurs and visitors alike because of the thriving business opportunities which the Batanguenos has been enjoying for quite a time now. It has made itself a model of economic development highlighted by its infrastructure development programs resulting to a number of improvements like delivery of better services to the local and foreign visitors. The province was able to maintain consistency in terms of its tourism earnings as well as maintain a functional Provincial Tourism and Cultural Affairs Office that is always ready to cater to the needs of the municipal tourism wings of the 34 municipalities of the Province of Batangas. The recommendations in this study are the following: 1) infrastructure development must be continuously improved as what is being done by the municipalities under focus, 2) communication and transportation facilities must be developed in order to facilitate easier access to the tourist destinations in the municipalities under focus by sun and beach enthusiasts, 3) supervision of tourist spots in the

areas under study must be monitored regularly so as to identify the needs of these sun and beach destinations, 4) tourism management and structure of the municipalities must be well established in consonance with the organizational structure of the Provincial Tourism and Cultural Affairs Office (PTCAO) of Batangas in order to ascertain consistency in organization and in management as well to be specifically applied by the municipalities involved in the study and 5) the PTCAO must find effective measures in order to sustain and eventually increase tourist arrivals as well as tourism revenue.

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Author Profile



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