



# **The Corporate Social Responsibilities and the Related Problems of Registered Resorts in Bongabon, Nueva Ecija, Philippines**

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**Abstract**— Corporate social responsibility, or CSR, is important for a company's reputation, appeal to clients, and staff, investors, and top employees, as well as for keeping top employees and having total business success. There are a lot of studies about the development of tourism, but this study likely focused on the CSR of the registered resort and the problems the registered resort ran into when putting it into place. CSR. The domain of the CSR in this study focuses on the four variables, which are social aspects: employee welfare, health and safety, ecological, and economic aspects. This study utilized descriptive research. This study was carried out in Bongabon, Nueva Ecija, Philippines where the resort owners can be found. Statistical tools such as percentage, frequency distribution, weighted mean, and thematic analysis were used in analyzing the data gathered. As to the result of the study, a vast majority of respondents have a license for safety, which will help the respondents in guaranteeing the physical security and safety of their employees, visitors, and other stakeholders. The researchers recommended that the respondents should develop and implement a guideline for hotel safety to reduce the number, severity, and ultimately the cost of possible incidents.

**Keywords**— Corporate Social Responsibility; Resorts; Tourism.

## **INTRODUCTION**

Corporate social responsibility, or CSR, is a kind of self-regulation that indicates an organization's accountability and dedication to furthering the social and environmental well-being of communities and society. CSR is essential for a company's reputation, appeal to clients, employees, and investors, and for keeping top talent and attaining comprehensive economic success. CSR is a broad corporate concept applicable to numerous business processes. Typically, it relates to an organization's commitment to conducting business ethically.

According to House Bill 306 (2021), also known as the Corporate Social Responsibility Act of 2013, all business organizations are required to consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities, and the environment. Its goal is environmentally and economically sustainable expansion. According to the experts, an establishment's *raison d'être* begins with its employees, as they play a crucial role in expanding the firm by communicating its values to customers and the community.

CSR is not only applicable to big companies. Since the Philippines has CSR Act of 2013, every registered business is required to implement this social activity.



In Bongabon, Nueva Ecija, where it has been known not only as Onion Capital of the Philippines, but also with its natural resources and beautiful sceneries which captivated the hearts of many to visit these tourist places. Based on the records of the business licensing office in Bongabon, there were 7 registered resorts who are currently operating in the said municipality. These resorts were the respondents of this study since they are currently operating, they need to be inspected if they are practicing CSR in their business operations.

The researchers have decided to conduct the study with the resorts because this kind of entity is a comfort place for those tourists who do not like nature as their tourist destination. Primarily, one of the main reasons why this study should be conducted is to ensure that the registered resorts are complying with their licenses and the CSR Act of 2013.

This study will benefit not only the resort owners, but it will also serve as a tool for the municipality's economic growth. Another benefit of this study is that it provides security for the tourists and stakeholders of these resorts. Since the main concern of CSR is to consider the interests of society, it is a must for the resorts' owners to properly give their guests a well-safe environment. Hence, identifying the problems of these resorts will be a great help in providing security for the people.

The researchers decided to analyze the corporate social responsibilities and related problems of registered resorts in Bongabon, Nueva Ecija, to determine whether or not their resort follows or implements CSR. Weeden et. Sl (2014) said that responsible tourism has established corporate social responsibility, which shows the effect of corporate social responsibility.

This study focuses on the four variables of social aspects—employee welfare, health and safety, ecological, and economic aspects—as the CSR area. This study can help researchers in the future fill in the gaps left by the lack of relevant literature and studies, especially in a local setting.

Finally, this research may assist in determining the effectiveness and productivity of the registered resorts in Bongabon's business operations through the assessment of the CSR practice and identification of the problems of the resorts, which can be a basis for the development of strategies that could aid in the expansion of their operations. It will help ensure the smooth operation and maintenance of the resorts.

## **METHODOLOGY**

### ***Research Design***

This study employed a descriptive quantitative methodology. According to Siedlecki (2020), descriptive quantitative research is used to characterize the subject's characteristics, occurrences, and situations without manipulation. In this investigation, a questionnaire was used to obtain the necessary data. The research tool assisted the researchers in keeping track of the evaluation to validate the collected data. In addition, the researchers performed a series of interviews to validate the respondents' responses.

***Research Locale and Respondents of the Study***

This research study was conducted in the Municipality of Bongabon in Nueva Ecija, where the respondents were identified. The list of respondents was given by the Office of Business Permit in the Municipality of Bongabon. The respondents of the study came from the different barangays of Bongabon, as follows: Magtanggol, Tugatog, Labi, San Roque, Calaanan, and Rizal.

**Table 1. Distribution of the Respondents**

<b>Respondents</b>	<b>Population</b>
<b>Registered Resorts Owner</b>	7

***Sample and Sampling Procedure***

The sample population was determined by the researchers using total enumeration as a method of gathering data. The researchers chose this sampling procedure since it was possible to get reliable data and information from the entire sample of respondents.

***Research Instrument***

The research instruments used were the survey method and the interview. The researchers personally administered the two parts of the questionnaire, which were as follows:

Part I consists of the questions that assess the social aspects (employee welfare), health and safety, ecological, and economic aspects of the corporate social responsibilities of registered resorts. This section of the instrument was written in the modified 4-point Likert scale: always (4 points), frequently (3 points), occasionally (2 points), and never (1 point). It was patterned and modified from the questionnaire of Jennilyn C. Mina, Pascuala T. Barlis, Noemi C. Vega, and Gener Subia (2019), entitled "Corporate Social Responsibilities of Selected Resorts in Cabanatuan City, Nueva Ecija, Philippines."

Part II consisted of the problems encountered by the respondents in terms of implementing the corporate social responsibilities of the registered resort. This part was made up of an open-ended question. The respondents were asked to write their honest opinions regarding the questions being asked. The research instrument was validated; corrections and suggestions were incorporated in the final draft; and interviews were done with other consumers to check the reliability and validity of the instrument.

***Data Gathering Procedure***

After the determination and approval of the research topic, the researchers proceed to the gathering of data and information from related research, articles, and the internet. The questionnaire was formulated using the gathered information and checked by the researcher's mentors. The researchers conducted a dry run to check the reliability and validity of the formulated questionnaire. The instrument's reliability coefficient was tested and measured to ensure internal consistency. The validity of the research instrument is established by presenting the developed research instrument for the comments of the experts who rate it. The reliability coefficient of the instrument was

tested and measured at .890, which means that the instrument has good internal consistency. The validity of the research instrument was established by presenting it for the comments of the experts, who rated it with a 4.65 weighted average and a verbal interpretation of "very good." The data collected from the locale were encoded, tallied, and analyzed.

### **Statistical Treatment**

Statistical tools such as percentage, frequency distribution, weighted mean, and thematic analysis were used in analyzing the data gathered. The scale below was employed to interpret the results.

**Table 2. Scales Used for Interpretation**

Scale	Mean Range	Verbal Interpretation (VI)	Verbal Description (VD)
4	3.51-4.50	Always	Highly Utilized
3	2.51-3.50	Often	Moderately Utilized
2	1.51-2.50	Sometimes	Slight Utilized
1	1.00-1.50	Never	Not Utilized

Table 2 shows the scales used by the researchers in interpreting the data collected using the 4-point Likert scale.

Aside from the said scale, the researchers used the following statistical tools to classify, tabulate, and analyze the data in accordance with the objectives of the research study:

1. In evaluating the corporate social responsibilities of registered resorts, the researcher used the weighted mean and ranking.
2. In describing and analyzing the related problems encountered by the registered resort, thematic analysis was applied and treated with frequency, percentage, and ranking.

## **RESULTS AND DISCUSSIONS**

This part presents, analyzes, and interprets all the data gathered through textual and tabular forms.

### **1. Corporate Social Responsibilities of Registered Resort.**

#### **1.1 Social Aspect- Employees Welfare**

Table 3 shows the Corporate Social Responsibilities of Registered Resort in terms of the Social Aspect.

**Table 3. Social Aspect - Employees Welfare**

Social Aspect - Employees Welfare	WM	Rank	VI	VD
1. The management has enough equipment protection in place to ensure the health, safety, and welfare of its personnel	4	1	Always	Highly Utilized
2. The salary of the employees is competitive with regional wage rates	3.40	5	Often	Moderately Utilized



<b>3. The management provides the staff with training opportunities</b>	3.42	4	Often	Moderately Utilized
<b>4. The management keeps workplaces and machines clean.</b>	3.57	3	Always	Highly Utilized
<b>5. The management makes sure that there is no discrimination of any kind from recruitment to actual work.</b>	3.85	2	Always	Highly Utilized
<b>Average Weighted Mean</b>	3.65		Always	Highly Utilized

As shown in the table above, the management has enough equipment protection in place to ensure the health, safety, and welfare of its personnel, which is ranked first with a weighted mean of 4 and is verbally interpreted as "always." The salary of the employees is competitive with regional wage rates; on the other hand, it received the lowest weighted mean of 3.42 and was interpreted as "often."

Using adequate equipment protection at their resort aids in ensuring the health, safety, and welfare of their employees and staff. The purpose of safety equipment is to protect workers from health or safety hazards on the job site. By wearing the correct safety equipment, workers can limit the frequency of preventable incidents on the worksite.

Management should make employee health and safety initiatives a top priority since they save lives, boost productivity, and decrease costs. Therefore, the goal of occupational health and safety is to provide the conditions, skills, and behaviors that enable the worker and his or her organization to carry out their duties effectively and in a manner that prevents them from being harmed. Garcia-Herrero et al. (2012) Having safe working conditions has a clear effect on employee behavior, which in turn affects productivity. This shows that workers who perform their duties in a safe setting are more likely to behave in a manner that will not harm them.

### 1.2 Health and Safety

Table 4 shows the Corporate Social Responsibilities of Registered Resort in terms of the Health and Safety.

**Table 4. Health and Safety.**

<b>Health and Safety</b>	<b>WM</b>	<b>Rank</b>	<b>VI</b>	<b>VD</b>
<b>1. The resort has a licensed for safety .</b>	4	1	Always	Highly Utilized
<b>2. Swimming pool water is routinely changed.</b>	3.85	2	Always	Highly Utilized
<b>3. There are enough skilled lifeguards in the resort.</b>	3.28	4	Often	Moderately Utilized





<b>4. There are security guards on duty around-the-clock.</b>	3.14	5	Often	Moderately Utilized
<b>5. To alert visitors \ customers, management places visible signs in key locations around the swimming pools.</b>	3.42	3	Often	Moderately Utilized
<b>Average Weighted Mean</b>	3.54		Always	Highly Utilized

As seen in the table above, the management has a license for safety, ranking first with a weighted mean of 4 and verbal interpretation of "always." On the other hand, there are security guards on duty around the clock, which received the lowest weighted mean of 3.14 and was interpreted as often.

The majority of respondents possess a safety certification, which will aid them in guaranteeing the physical security and safety of their staff and guests. A hotel safety guideline will be made to help hotels and resorts reduce the number of accidents, how bad they are, and how much they cost.

According to Tourism.org.ph (2018), the fifth strategy of the National Tourism Development Plan (Year 2012–2016) emphasizes the collaboration of all parties involved in preventing and protecting visitors from risks to assure their safety and security. When selecting a location and hotel, safety and security are crucial factors for tourists.

### 1.3 Ecological Aspects

Table 5 shows the Corporate Social Responsibilities of Registered Resort in terms of the Ecological Aspects.

**Table 5. Ecological Aspects.**

<b>Ecological Aspect</b>	<b>WM</b>	<b>Rank</b>	<b>VI</b>	<b>VD</b>
<b>1.The management follows RA 9275 or The Philippine Clean Water Act.</b>	3.89	2	Always	Highly Utilized
<b>2.Biodegradable and non-biodegradable waste has been separated .</b>	3.85	3	Always	Highly Utilized
<b>3.Management uses light bulb to lessen the use of energy.</b>	3.57	4	Always	Highly Utilized
<b>4.The management forbids smoking in the office .</b>	3.42	5	Often	Moderately Utilized
<b>5.Garbage bins are present in each activity area .</b>	4	1	Always	Highly Utilized
<b>Average Weighted Mean</b>	3.75		Always	Highly Utilized

As shown on the table above, garbage bins are present in each activity area, ranking first with a weighted mean of 4 and verbally interpreted as "always." The management forbids smoking in the office, which received the lowest weighted mean of 3.42 and was interpreted as occurring often.

A smart waste management strategy not only results in higher operational efficiencies, but it also helps conserve energy and water. The majority of respondents had trash cans in each activity area, according to the findings. Setting up bins for different types of waste and ensuring that the correct containers are utilized is beneficial for reducing environmental issues such as foul odors, contaminants, and poisons leaching into the water and air.

According to McAllister (2015), tourists are unlikely to adapt to the unique requirements of waste management systems due to the short duration of their stay. Consumption results in the inevitable development of waste. As the cost of waste disposal rises due to higher landfill fees, rising fuel costs involved with waste transportation, and more environmental restrictions, trash is being controlled rigorously at its source.

### 1.4 Economics Aspects

Table 6 shows the Corporate Social Responsibilities of Registered Resort in terms of the Economics Aspects.

**Table 6. Economics Aspects.**

Economic Aspect	WM	Rank	VI	VD
<b>1.The administration updates its authorization and licenses</b>	4	1	Always	Highly Utilized
<b>2.The management consistently makes tax payments.</b>	3.50	2	Always	Highly Utilized
<b>3.The management offers the community job opportunities.</b>	3.28	3	Often	Moderately Utilized
<b>4.The management regularly contributes money to programs and activities that benefits the community</b>	3.26	4	Often	Moderately Utilized
<b>5.The management provides local residence with training possibilities.</b>	2.57	5	Often	Moderately Utilized
<b>Average Weighted Mean</b>	3.32		Often	Moderately Utilized

The administration updates its authorizations and licenses, as seen in the table, with the ones ranked above ranking first with a weighted mean of 4 and verbal interpretation of "always". The management provides local residents with training possibilities, which got the lowest weighted mean of 2.57 and was interpreted as often.

To successfully operate its firm, it must have valid authorizations and permits. Every firm is required to acquire industrial licenses and approvals in order to avoid legal trouble. According to Legal Zoom (2022), licenses safeguard the public safety of enterprises. Having the proper license will ensure that your private assets are protected in the case of a lawsuit and that you are safeguarded if your business is damaged.

### 2. Problems Encountered of the Resort' Owner in the implementation of CSR

Table 7 shows the Problems Encountered by the Resorts Owner in the implementation of CSR

**Table 7. Problems Encountered of the Resort' Owner in the implementation of CSR**

<b>*Problems Encountered</b>	<b>Frequency</b>	<b>Percentage</b>
<b>1. Lack of know-how / Unaware of the concept of CSR</b>	7	32%
<b>2. Lack of Funds</b>	4	18%
<b>3. Limited Human Resource</b>	6	27%
<b>4. Lack of Local Government Support</b>	5	23%

\*Multiple Responses

According to the respondents, they are unaware that their actions constitute CSR. They do not understand the notion of CSR because they were not provided with the appropriate information. The majority of respondents reasoned that profit is their top objective.

This prompted the researchers to conclude that resort owners were unaware of CSR. Even though the factors offered in the questionnaire were well responded, the researchers believe that the respondents can be provided with the appropriate information and training so that their activities can be incorporated into a CSR Plan. This can be done so that guests and other stakeholders are made aware that the resort in question is practicing CSR.

An effective CSR program can have a favorable impact on firms, employees, and consumers, according to Hubbart (2022). CSR can also generate a competitive edge that will benefit a business in the marketplace.

A further finding indicates that the majority of respondents have limited human resources. This indicates that resorts have trouble offering CSR to their customers. Respondents said that, due to a lack of human resources, they were unable to properly execute their CSR. Since the majority of respondents have few human resources, their employees were mostly focused on business operations.

Respondents also indicated that there is no local government support for the implementation of CSR. Due to this, respondents were not providing all of the services that should have been part of their CSR.

The respondents feel that they lacked financial resources to conduct CSR. It can be argued that anything that must be provided to stakeholders should be financed. Since money is the fuel that drives a business, respondents should dedicate sufficient finances for their CSR.

In general, the respondents' difficulties should be solved so that these resorts in Bongabon, Nueva Ecija would continue to raise their profits and contribute to the tourism business of the aforementioned municipality. Corporate social responsibility is not merely a corporate trend or fad, as can be assumed. CSR is advantageous for businesses that wish to remain relevant to new generations, assist those in need around the world, and increase their own revenue and efficiency (Ohio University, 2022).

In line with the above findings, the researchers were able to recommend that following:





The resort owners should increase their CSR activities by increasing the salaries of their employees. By doing so, their employees will choose to continue working with them over the long run. They should also establish and implement a hotel safety guideline in order to limit the frequency, severity, and cost of occurrences. Additionally, they should install additional trash cans and execute effective waste management to reduce and prevent environmental hazards.

The next recommendation is to select out training programs to boost CSR knowledge and awareness of the employees and the owner. It will prevent violations of the law, particularly those pertaining to CSR and business permits and licenses.

Lastly, this study can serve as a foundation for future CSR-related research. It may contribute to the gap in the literature.

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