



Correlation of Resorts Operation Practices and Its Business Technical Aspects: Basis for Tourism Enhancement Plan

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Abstract— This study examines the relationship between the resort's operation practices and its business technical aspects in Gabaldon, Nueva Ecija. The descriptive-correlational method was used in this study to determine the relationship between resort operation practices and its business and technical aspects in Gabaldon, Nueva Ecija.

This study aims to find out the common causes of problems or issues that resorts in Gabaldon have been experiencing while they are operating, which can affect tourism attractions in the said place, knowing that it has many tourist spots in Nueva Ecija. This study also intends to help the resort's owners in Gabaldon, Nueva Ecija, Philippines, by giving them information about possible solutions to help them better operate their businesses.

Based on its findings, almost all the respondents agreed that resorts should have excellent facility maintenance and use high-end materials to avoid harming customers. In addition, respondents highly favor the idea that the arrival or departure area should be clean to avoid obstacles so that visitors can arrive more easily.

Moreover, the researchers prepared a tourist enhancement plan that may be proposed to address the respondents' problems. Lastly, the researchers recommend maximizing all the resources they have to best serve the customers visiting the resort, which would have left positive feedback on your customer.

Keywords— resort operation practices, technical aspect

INTRODUCTION

The tourism industry worldwide has recognized the significance of resorts in a country's expansion and development. Spending time away from home searching for leisure, relaxation, and pleasure while utilizing the commercial provision of services is known as tourism. Beautiful beaches and resorts are beloved by travelers from various nations who come to unwind and find them there after a long day of work in the city. With the help of the tourism industry, resorts can run their businesses properly and improve their operations.

According to Murphy et.al (2007), "resort is now a term for a location where vacation experiences can be had. Visitors frequently associate resorts and hotels with high-quality lodging that offers relaxation. They are recognized as independent tourist complexes offering entertainment, lodging, and social and recreational activities in one place when a large gathering of people gathers (van Den Berg et.al, 2005)



Possibly the industry with the quickest rate of growth, tourism is seen as a driver of economic growth, especially in developing nations and regions. In the Philippines, one of the most important industries is tourism. The Department of Tourism (2016) reports that tourism revenue increased to \$6 billion in 2016 from \$5 billion in 2015. In the 1970s, tourism put much pressure on the natural, cultural, and social environments (Philippines Statistics Office, 2017). This pressure led to some unexpected changes in the tourism environment. According to a 2023 article titled "8 Must-Visit Nueva Ecija Tourist Spots: Best for Family Outings," Nueva Ecija, also referred to as the "Rice Bowl of the Philippines" or the "Rice Granary," is steadily gaining popularity as a destination for both families and people who don't ride motorcycles. This region attracts visitors for several reasons, including its breathtaking natural surroundings, hospitable residents, and intriguing history. Nueva Ecija is a beautiful region with mountains, rivers, beaches, and some of the country's best-preserved Spanish colonial structures.

Gabalton is packed with tourist destinations in Nueva Ecija that you can visit when you want to relax. According to Lopez (2018), Gabaldon, Nueva Ecija, Philippines, is teeming with tourist attractions and has a lot of potential for achieving sustainable tourism; however, the municipality lacks destination management strategies and programs that will best tell the town's unique story and make it a hospitable place for visitors, whatever their travel objectives may be. The municipality is home to several resorts and tourist attractions that everyone can visit.

The above-mentioned resorts basically need to maintain its financial performance. Running a resort is financially hazardous and calls for a sizable working capital reserve. This kind of business has a high capital need and a slow rate of return on investment. According to Brijlal, P. et al. (2014), research on financial management, cash management is heavily used for disbursement control operations and cash balance monitoring. The hotel's crucial cash management procedures for assessing its financial liquidity are the most common issues that visitors to resorts have with resort management include unequal treatment of guests by employees, which is particularly problematic when it comes to nationality and race; water supply shortages; and brown-outs and black-outs, which are issues brought on by the resort's remote location from the city. All of the studies previously mentioned had similarities with the current study in that they all focused on the best practices of resorts, although their settings varied. Others were considered since they addressed managerial techniques and issues the researcher needed to know about when conducting the current study.

The researchers decided to conduct a correlation study of resort operation management practices and business technical aspects of the resort in Gabaldon, Nueva Ecija, to help the resorts achieve sustainable business operations in Nueva Ecija. The domain of resort operation management practices in this study focuses on five variables: facilities and amenities, conditions and appearance of resort buildings, arrival and departure areas, safety and security, and receptions.

The primary goal of this study is to examine the resort's operation practices and the business technical aspects in Gabaldon, Nueva Ecija, and to know the problems encountered by the respondents in their business operations. This study will help the resort owner and staff of the resort in Gabaldon, Nueva Ecija, maintain and run their resort



efficiently through the use of operation management practices. By helping to establish new business strategies that could support the expansion of the registered resorts in Gabaldon, this research study may improve the efficiency and productivity of their resort's operations.

Specifically, it answered the following questions.

1. How may the business technical aspects of the respondents be described in terms of;
 - a. Years of Operation;
 - b. Land Size;
 - c. Location; and
 - d. Facilities and Amenities?
2. How may the operation practices of the Resorts in Gabaldon, Nueva Ecija be assessed in terms of;
 - a. 2.1. Conditions and appearance of resorts building;
 - b. 2.2. Arrival and Departure Area;
 - c. 2.3. Safety and Security; and
 - d. 2.4. Receptions?
3. Is there a significant relationship between technical Aspects and the operation practices of the respondents?
4. What are the problems encountered by the respondents in their business operation?
5. What Tourism Enhancement Plan may based on the findings of the study

Tourism Industry

According to Vizconde & Felicen (2012), over time, the Philippines tourism industry has been instrumental in fostering mutual understanding and as a tool for international understanding, reducing poverty, promoting national and economic growth, and easing and protecting the vulnerability of natural and cultural resources. According to Neto (2003), one of the most important and rapidly expanding global sectors is tourism. Tourism-related activities can be seen as the growth of the consumer-brand connection. Worldwide tourist revenues are still increasing, despite many industries seeing flat growth, According to Chang & Katrichis (2016), In contrast to a tangible product, tourism refers to an intangible one and emphasizes attributes related to trust and experience. As a result of people traveling to and temporarily residing in an area that is different from where they usually live, tourism is a primary social phenomenon, according to Sharpley (2014).

The Marinković (2021) reports that in 2018, the travel and tourism industry grew by 3.9%, exceeding the global economy's annual growth rate of 3.2% for the eighth consecutive year. The sector has produced one in five jobs over the last five years, making travel and tourism the best partner for governments to create jobs. As a result, tourism is one of the major economic sectors in the world, sustaining 319 million jobs globally and contributing 10.4% to global GDP. Even though the tourism industry depends on good health and a healthy environment, doing



so concurrently has a detrimental impact on both. As a result, environmental concerns related to the growth of the tourism industry demand special consideration.

A thriving tourism sector and economic activity in a community should be used to combat poverty by boosting economic activity and ensuring that benefits "trickle down" to the most disadvantaged sections of society (Dwyer & Thomas, 2012). Growth and development should be aided by tourism. among the communities in which it is prominent. The sector could boost quality of life through the creation of jobs, the creation of backward links, infrastructure, and essential amenities, as well as instruction and training. However, issues with the fair distribution of these advantages still exist. Some instances demonstrate elite capture, a problem that frequently affects tourist destinations where those in positions of power have special access to obtain preferential treatment and exemptions for themselves at the cost of the neighborhood. According to Roxas et al. (2018), the economic activities brought about by tourism may not benefit the community present in a destination without effective community participation and ownership. It must have more than just the goal of promoting economic expansion and raising per capita GDP made sure that growth is both just and sustainable, according to Stiglitz (2002). It becomes vital for local community participation in tourism development. This RRL's goal is to inform researchers about the tourist sector and how it may affect our environment and economy.

Resorts Operations Practices

According to the researchers, marketing budgets and charitable giving, the best way to describe the study of resort operations is as sporadic. According to Mazanec et.al (2017), sophisticated statements indicate operational success. Influential organizational culture, which has gotten little attention in resorts, is crucial for operational success. Most operational literature has concentrated chiefly on case study analysis without going much deeper than the current problem.

According to the expanding body of "green research," other findings have also been reported by Scanlon et al. (2007); however, these findings lack more practical application. These analyses can also conflict with one another. Resorts substantially impact a region's growth, while, according to Freitag (1994), resorts might not benefit the local economy or population in any way. However, the majority of this research and little research has examined the motivations driving resort behaviors.

According to Adams (2004), technology has been recognized as a crucial element of operations, even when it does not serve as the primary focus of resort administration. All of the stakeholder groups mentioned earlier would be affected by this relevance. It has been determined. According to Baumann (2005), from the consumer's standpoint, technology has become essential for gathering visitor information to deepen comprehension and gauge satisfaction. Additionally, it actively contributes to effective resort management by gathering customer service input and establishing the fundamental framework for daily operations, according to Higgins (2005). Technology has emerged as a crucial component of the human resources function from the employee's viewpoint, from hiring and tracking personnel to their training (Brey, 2010).



MATERIALS AND METHOD

Research Method

The researchers used the Descriptive Correlation. According to Walliman (2017), its objective is to describe systematically a situation, condition, or area of interest factually and accurately. Descriptive method includes observation, surveys, and interviews, standardized tests, and case studies. Under descriptive method, correlational research is commonly employed. In correlation research, the aim is to describe the strength of relationship between two or more events or characteristics or variables.

Locale of the Study

This research study was conducted in the Municipality of Gabaldon in Nueva Ecija, where the respondents were identified. The Office of Business Permits gave the list of respondents in the Municipality of Gabaldon.

The study respondents came from the different barangay of Gabaldon: Calabasa, Cuyapa, Ligaya, Malinao, Pinamalisan, Sawmill, Pantoc, and Tagumpay.

Respondents of the Study

The target respondents of this study are the registered resort owners in the municipality of Gabaldon, representing the majority of the registered resort owner's population. The total number of respondents where the entire enumeration was used is shown in the table 1 below.

Table 1. Distribution of the Respondents

Respondents	Population	Percentage
<i>Registered Resort Owners</i>	13	100%

Sample and Sampling Procedure

The entire population of the research respondents is 13, who was from Registered Resorts in the Municipality of Gabaldon, Nueva Ecija.

The researchers determined the population using total Enumeration as a method of gathering data. According to the Laerd Dissertation (2012), Total population sampling is a purposive sampling technique that involves analysing the entire population with specific attributes, traits, experience, knowledge, skills, or exposure to an event. 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 interview. The distribution of questionnaire was personally administered by the researchers and consisted of three parts, namely:

Part I consists of questions that describe the years of operation, Land size, Location, Facilities and Amenities. This part of the instrument was formulated in the modified checklist.



Part II consists of questions that assess the Arrival and Departure Area, Safety and Security, and Reception. This part of the instrument was formulated in the modified 4-point Likert scale, Strongly Agree (4); Agree (3); Disagree (2); Strongly Disagree. It was patterned and modified from the Randon B. Villota (2022) questionnaire entitled "Resort Operation Management Practices in a Beach Municipality of Sariaya, Quezon, Philippines."

Part III comprised the problems encountered by the respondents in their business operations. This part was made up of an open-ended question. The respondents were asked to write their honest opinions regarding the questions.

The research instrument was validated; corrections and suggestions were incorporated in the final draft; interviews were done with the other consumers to check the reliability and validity of the instrument.

Data Gathering Procedure

After the proposal and approval of the research topic and problem entitled "Correlation Study of Resorts Operation Practices and its Business Technical Aspects Basics for tourism enhancement plan," the researchers gathered data and information from related research, articles, and the Internet. The questionnaire was formulated through 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 reliability coefficient of the instrument was tested and measured to check the internal consistency. The validity of the research instrument was established by presenting the developed instrument for the comments of the experts who rate the instrument. The reliability coefficient of the instrument was tested and measured with a score of .889 which means that the instrument has good internal consistency. The validity of the research instrument was established by presenting the developed instrument for the experts' comments, who rated it with 4.63 as its weighted mean having a verbal interpretation of "very good".

Data Analysis Techniques

The data collected from the locale were encoded, tallied, and analyzed. Statistical tools such as percentage, frequency distribution, weighted mean, thematic analysis and Pearson r were used in analyzing the data gathered. The scale below was employed to interpret the results.

Table 2. Scales for Interpretation of the Resorts Operation Practices

Scale	Mean range	Verbal interpretation	Description
4	3.26 - 4.00	Strongly Agree	Highly in Favor
3	2.51 - 3.25	Agree	In Favor
2	1.76 - 2.50	Disagree	Not in Favor
1	1.00 - 1.75	Strongly Disagree	Highly Not in Favor

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

Table 3. Scale used for Interpretation of Pearson r.



r- value (size of correlation)	Interpretation
0.90 to 1.00 or (-0.90 to -1.00)	Very high positive (or negative) correlation
0.70 to 0.89 or (-0.70 to -0.89)	High positive (or negative) correlation
0.50 to 0.69 or (-0.50 to -0.69)	Moderate positive (or negative) correlation
0.30 to 0.49 or (-0.30 to -0.49)	Low positive (or negative) correlation
0.10 to 0.29 or (-0.10 to -0.29)	Very low positive (or negative) correlation
0.01 to 0.09 or (-0.01 to -0.09)	Weak positive (or negative) correlation
0.00	No correlation

Table 3 shows the scales used by the researchers in interpreting the Pearson r. The researchers aimed to determine the significant relationship between resort operation practices and technical business operations. Aside from the scale mentioned above, the researchers used the following statistical tools to classify:

Tabulate and analyze the data following the objectives of the research study.

1. The frequency and percentage were used to describe the respondents' business technical aspects.
2. The researchers used the weighted mean to assess the operation practiced by the resort respondents.
3. To identify the significant relationship between the mechanization level and business technical aspect, the researchers employed Pearson r.
4. In describing and analyzing the related problems encountered by the resort, thematic analysis was applied and treated with frequency, percentage, and ranking.

RESULTS AND DISCUSSION

1. Description of Business Technical Aspect of the respondents

1.1 Description of Business Technical Aspect in terms of Years of Operation

Table 4 shows the description of business technical aspect of the respondents in terms of Year of Operation.

Table 4. Years of Operation

No.	Years of Operation	*F	%
1.	Below 1 year	5	39%
2.	2-4 years	2	15%
3.	5-7 years	3	23%
4.	8 years and above	3	23%
	Total	13	100%

The table summarizes the resort's current years of operations. The table below outlines the resort's current operating years. The resort business that has been in operation for less than a year had the highest frequency of 5 or 39%.

The findings imply that the five resorts are new businesses founded during the pandemic and may be classed as those that used open innovation methods and participated in the innovation promotion process. The resorts that have been in operation for 5-8 years or more are now more confident in running their business.

According to Mohamad Alayuddin (2008), financial stability is the key difficulty in the first three years of firm operation. In this stage, entrepreneurs attempt to develop their ideas and launch their goods. As a result, business owners need to handle their funds properly at this stage of operation.

1.2 Description of Business Technical Aspect in terms of Land Size

Table 5 shows the description of business technical aspect of the respondents in terms of Land Size.

Table 5. Land Size

No.	Land Size	Frequency	Percentage
1.	5000-7000 sqms	8	62%
2.	8000-10000 sqms	1	8%
3.	11000 sqms and above	4	30%
	Total	13	100%

This table summarizes the land area of the resort. The majority of respondents, 62%, reported that their resorts' lots were between 5000 and 7000 square meters, which is a medium or average size, while 30% of respondents said that some resorts had lots over 11,000 square meters. Maximizing space and guaranteeing a practical layout are two factors that should be considered when building a resort. This is one of the reasons visitors choose to stay at a resort. Permwanichagun et al. (2014) state that the land's size is a crucial way to build a resort, and maximizing its potential is essential.

1.3 Description of Business Technical Aspect in terms of Location

Table 6 shows the description of business technical aspect of respondents in terms of Location.

Table 6. Location

No.	Location	*F	%
1.	Along the Highway	8	62%
2.	Far from the Highway	5	38%
	Total	13	100%

The table above illustrates the resorts' locations. Most respondents, 62%, said their resort is along the highway. On the other hand, 38% of respondents said that their resort is far from the highway. Location selection has always been crucial for every business. Making the appropriate location choice will help them attract clients to the business.



According to Salvador (2020), the location of the business is crucial for successful operations and overall growth. When deciding on a site, consider the business requirements, clients, staff, and tools required to deliver quality client services. He discussed some effects of selecting the ideal location on the business and its clients, which is an important marketing factor.

1.4 Description of Business Technical Aspect in terms of Facilities and Amenities

Table 7 shows the description of business technical aspect of respondents in terms of Facilities and Amenities.

Table 7. Facilities and Amenities

No.	Facilities and Amenities	*F	%
1.	Business Area	1	8%
2.	Arrival and departure Areas	1	8%
3.	Public Areas	3	23%
4.	Bedrooms	2	15%
5.	Food and Beverage Store	3	23%
6.	Recreation and Sport Area	2	15%
7.	Emergency and Clinic Service Area	1	8%
	Total	13	100%

As seen in the table above, according to respondents, most resorts offered bedrooms and food and beverage stores, which received the most significant frequency of 3 or 23%.

As seen in the chart above, these facilities and amenities will help attract customers and keep them delighted. Additionally, amenities and facilities encourage people to return to their resorts.

According to Brey (2011), a resort is a full-service accommodation establishment that offers access to or provides a selection of amenities and recreational opportunities to highlight a leisure activity. Resorts serve as the leading supplier of the visitors' experience, frequently offer services for meetings or business, and are typically situated in locations with a vacation vibe.

2. Operation Being Practiced by the Resorts' Owner

2.1 Conditions and Appearance of Resort Buildings

Table 8 shows the assessment on the operation being practiced by the resorts' owner in terms of conditions and appearance of resorts' buildings.

Table 8. Conditions and Appearance of Resort Buildings

No.	Conditions and Appearance of Resort Buildings	WM	VI	VD
1.	The name of the resort is prominently displayed from the street.	3.69	Strongly Agree	Highly in favor



2.	The resort has a distinct exterior and aesthetic appeal.	3.61	Strongly Agree	Highly in favor
3.	The building was made with high-quality materials.	3.92	Strongly Agree	Highly in favor
4.	Excellent maintenance of exterior panels and paintwork examined for corrosion, flaking, rot, etc.	3.53	Strongly Agree	Highly in favor
5.	The resort's theme fits the physical condition.	3.46	Strongly Agree	Highly in favor
	Average Weighted Mean	3.64	Strongly Agree	Highly in favor

The table above shows that the resort was made with high-quality materials, ranking first with a weighted mean of 3.92 and verbally interpreted as Strongly Agree. On the other hand, the resort's theme fits the physical condition, received the lowest weighted mean of 3.46 and was interpreted as Strongly Agree.

The researchers discovered that most respondents use high-quality materials in their buildings. Using high-quality materials helps the safety of the customers visiting their resorts. On the other hand, the respondents should improve their resort theme to attract more customers.

The quality of the structure is significantly influenced by the choice of building materials. According to D'Ayala et.al (2013), a building fails when one or more of its components have a flaw that results from the material's incapability.

Because of this, no matter how skilled a construction team is, if the materials are cheap and poor quality, the building won't endure very long or, worse yet, it could fail altogether.

2.2 Arrival and Departure Area

Table 9 shows the assessment of the operation being practiced by the resorts in terms of arrival and departure area.

Table 9. Arrival and Departure Area

No.	Arrival and Departure Area	WM	VI	VD
1.	There are no obstacles in the arrival or departure areas.	3.30	Strongly Agree	Highly in favor
2.	The driveway entrance is well marked, legible, and visible at night.	3.61	Strongly Agree	Highly in favor
3.	There is a well-marked visitor parking lot, or there is ample room for guest parking.	3.53	Strongly Agree	Highly in favor



4.	The docking area is isolated from the visitor parking area.	3.46	Strongly Agree	Highly in favor
5.	Visitors have the option of using valet parking.	3.46	Strongly Agree	Highly in favor
	Average Weighted Mean	3.47	Strongly Agree	Highly in favor

As shown in the table above, the driveway entrance is well marked, legible, and visible at night, ranked first, with a weighted mean of 3.61 and verbally interpreted as Strongly Agree. There are no obstacles in the arrival or departure areas. On the other hand, it received the lowest weighted mean of 3.30 and was interpreted as Strongly Agree.

It signifies that most respondents said that their resorts' driveway entrance is marked, legible, and visible at night. This is crucial for the visitors who visit their resorts, particularly at night when it is easier to view their resorts. On the other hand, the respondents should clean the arrival or departure area to avoid obstacles so visitors can arrive more easily.

Driveway spaces are more important to car (Guo, 2013). The engineering of transportation must include safety. Driveway safety depends on a variety of factors, including driver skill, road conditions, visibility of driveway and conditions.

2.3 Safety and Security

Table 10 shows the assessment on the operation being practiced by the resorts in terms of safety and security.

Table 10. Safety and Security

No.	Safety and Security	WM	VI	VD
1.	At the main entrance, a qualified security guard is on duty around the clock.	3.30	Strongly Agree	Highly in Favor
2.	Staff are provided by name tags and uniforms.	3.30	Strongly Agree	Highly in Favor
3.	CCTVs are strategically placed.	3.07	Agree	In favor
4.	There is trained first aid and lifeguard staff available on time.	3.53	Strongly Agree	Highly in favor
5.	Fire extinguishers and fire alarms are situated properly.	3.38	Strongly Agree	Highly in favor
	Average Weighted Mean	3.31	Strongly Agree	Highly in favor

As shown in the table above, the resort has trained first aid and lifeguard staff available on time, which is ranked first with a weighted mean of 3.53 and is verbally interpreted as Strongly Agree. CCTVs are strategically placed, on the other hand, received the lowest weighted mean of 3.07 and was interpreted as Agree. The majority of respondents, according to the findings, have trained first aid and lifeguard staff available on time. Every resort needs to have a first aid and lifeguard because it secures the safety of the visitors in their resort, and also, in case of emergency cases, they have a staff that can help them. Nevertheless, on the other hand, the respondents said that their CCTVs are not strategically placed, and on base, on our survey, some of the resorts do not have CCTVs, which they should provide to their resort for the safety purpose of their customers.

According to Bhatia et. (2010), the goals of first aid are to save lives, lessen suffering, speed up the healing process, and avoid injury. Trauma and accidents are the most frequent causes of death in youngsters. The care given to the kids immediately following the occurrence will significantly impact the prognosis of any injuries sustained as a result of accidents. This illustrates the critical value of first aid given to youngsters, which can occasionally save lives.

2.4 Receptions

Table 11 shows the assessment on the operation being practiced by the resorts in terms of receptions.

Table 11. Receptions

No.	Receptions	WM	VI	VD
1.	Open 24-hour reception service	2.84	Agree	In favor
2.	There are options for early reservations and online booking.	3.53	Strongly Agree	Highly in favor
3.	There is evidence that all receptionists have a decent appearance.	3.46	Strongly Agree	Highly in favor
4.	The size of the reception lobby is appropriate for resort operations.	3.69	Strongly Agree	Highly in favor
5.	Registration for express check-in and check-out with no wait.	3.77	Strongly Agree	Highly in favor
	Average Weighted Mean	3.45	Strongly Agree	Highly in favor

As shown in the table above, the resort registration for express check-in and check-out with no wait is ranked first with a weighted mean of 3.77 and is verbally interpreted as Strongly Agree. On the other hand, open for 24 hours' reception service received the lowest weighted mean of 2.84 and was interpreted as Agree.

It signifies the majority of respondents said that with a speedy check-in, visitors may quickly avoid the line at resort receptions and begin their trip or work without delay.

On the other hand, some of respondents their resorts are not open for 24 hours' reception service, they only have an allotted time for their service. According to Romashko (2022), Mobile check-in is a great solution that streamlines the check-in process and makes it more convenient and adaptable. Before arriving, guests can check in using the app or directly from the website.

3. Significant correlation between the technical aspect and the operation practiced of the respondents

3.1 Years of Operation and Operation Practice by the Resorts

Table 12 presents the significant relationship between Years of Operation and Operation Practiced by the Resorts

Table 12. Year of Operation and Operation Practices by the Resorts.

No.	Operation Practice by the Resorts.	r-value	p-value	VI
1.	Conditions and Appearance of Resorts Buildings	0.52	0.00016	Moderate Positive Correlation
2.	Arrival and Departure Area	0.53	0.350849	Moderate Positive Correlation
3.	Safety and Security	0.35	0.557775	Low Positive Correlation
4.	Receptions	0.84	0.073685	High Positive Correlation

*Critical value / significance level: ($\alpha=0.05$)

The table above reveals that reception has only one verbal interpretation of a High Positive Correlation towards the Years of Operation with a calculated r-value of (0.84) but had a p-value of (0.07) which is greater than the critical value of 0.05, so there is no significant relationship between receptions and years of operation of the respondents. It shows that the years of operation of the resorts were not affected by the kind of reception they had. Basically, the customers prioritize the provision of high-quality services by resorts.

3.2 Land Size and Operation Practiced by the Resorts

Table 13 presents the significant relationship between Land Size and Operation Practiced by the Resorts.

Table 13. Land Size and Operation Practiced by the Resorts.

No.	Operation Practice by the Resorts.	r-value	p-value	VI
1.	Conditions and Appearance of Resorts Buildings	0.59	0.285107	Moderate Positive Correlation
2.	Arrival and Departure Area	0.64	0.244402	Moderate Positive Correlation
3.	Safety and Security	0.55	0.329763	Moderate Positive Correlation
4.	Receptions	0.96	0.007825	Very High Positive Correlation

*Critical value / significance level: ($\alpha=0.05$)

The table above reveals that reception has only one verbal interpretation of a Very High Positive Correlation towards the Land Size with a calculated r- value of (0.96) but had a p-value of (0.00) which is greater than the critical value of 0.05, so there is no significant relationship between receptions and Land Size of the respondents. Result shows that the land size does not affect the operation of a resort. What matters in a resort operation is how it maximize its land towards the customer satisfaction?

3.3 Location and Operation Practiced by the Resorts

Table 14 presents the significant relationship between Location and Operation Practiced by the Resorts.

Table 14. Location and Operation Practiced by the Resorts.

No	Operation Practice by the Resorts.			
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	Operation Practice by the Resorts	r- value	p-value	VI
	Continuation of Table 14.			
1.	Conditions and Appearance of Resorts Buildings	0.08	0.892105	Weak Positive Correlation
2.	Arrival and Departure Area	0.40	0.500179	Low Positive Correlation
3.	Safety and Security	0.08	0.893098	Weak Positive Correlation
4.	Receptions	0.84	0.0743	Very High Positive Correlation

*Critical value / significance level: ($\alpha=0.05$)

The table above reveals that reception has only one verbal interpretation of a High Positive Correlation towards the Location with a calculated r- value of (0.84) but had a p-value of (0.07) which is greater than the critical value of 0.05, so there is no significant relationship between location and receptions of the respondents. Since the location of the resorts is strategic, there is no doubt that the resorts have no competitive advantage over the others. It shows that each of the resorts utilizes the natural resources that they have. Their advantages vary depending on the type of service they offer.

3.4 Facilities and Amenities and Operation Practiced by the Resorts

Table 15 presents the significant relationship between Facilities and Amenities and Operation Practiced by the Resorts.

Table 15. Facilities and Amenities and Operation Practice by the Resorts.

No.	Operation Practice by the Resorts.			
	Operation Practice by the Resorts	r- value	p-value	VI
1.	Conditions and Appearance of Resorts Buildings	0.27	0.545211	Very Low Positive Correlation
2.	Arrival and Departure Area	0.27	0.543841	Very Low Positive Correlation
3.	Safety and Security	0.26	0.566694	Very low Positive Correlation



	Continuation of Table 15.			
4.	Receptions	0.35	0.427736	Low Positive Correlation

*Critical value / significance level: ($\alpha=0.05$)

The table above reveals that among the operation practices there's a Very Low Positive Correlation to facilities and amenities of the respondents, so there is no significant relationship between facilities and amenities and operation practiced by the respondents.

It shows that the facilities and amenities being offered by the resorts must be accompanied by great customer service since there is no correlation between it and the operation.

4. The Problems Encountered by the Respondents in Their Business Operation.

Table 16. problems encountered by the respondents in their business operation.

No.	Problems Encountered by the respondents in their business operation	*F	%
1.	Lack of Employees	6	46%
2.	Operating income decreases during rainy season	5	39%
3.	No problem encountered	2	15%
	Total	13	100%

As shown in the table above. According to respondents, the most common difficulty reported by respondents is lack of employees, which had a frequency of 6 or 46%. That implies that some resorts need more personnel and must address this issue to improve and manage their business effectively.

Respondents said the second common difficulty they faced was operating income decreases during the rainy season with a frequency of 5 or 39%.

It was stated that the respondents have lack of employees who will help them towards the success of their business.

Respondents stated that some of the employees were not satisfied with the benefits they received from them, which is the main reason why there were only fee employees.

Kurdi et.al (2020) provides that the importance of employee satisfaction in determining organizational success, particularly in the service industry, cannot be overstated.

The imperative to augment employee satisfaction is of paramount importance as it serves as the linchpin for improved business operations by fostering enduring employee productivity and customer retention.



Another problem they have encountered is the difficulty in perceiving the rain. Most of the respondents have difficulty when there is rain. Kim (2017) stated that there is a correlation between how tourists rate the quality of the weather and how they rate the quality of the facilities and the service they receive.

Tourism Enhancement Plan proposed to address the problems of the respondents.

Table 17. Tourism Enhancement Plan

Issues/Problems Concern	Objective /s	Solutions/ Strategic Initiative/Project	Brief Description of the Strategy/Project	Player s/ Agencies Involve	Result/ Success Factor	Budget	Time Frame
Lack of Employees	To increase the number of employees or maximize man power utilization	<ul style="list-style-type: none"> • Hire new employees or maximizing the potential of every individual employee. • Give tokens to the employees to be more motivated in their job or tasks. 	<ul style="list-style-type: none"> • Recommendation, posting on social media, and through tarpaulin hiring posters that can be hung outside the resort. 	Resort Owner	Customer were satisfied in terms of: <ul style="list-style-type: none"> - Customer service - Tangible products being offered by the resort. 	Each employee salary was ₱12,000 a month; Adding 1-3 employees is equivalent to ₱ 36,000 a month and will be added to monthly expenses of the resort.	During the summer months, which were March to May, the Philippines had the hottest season.



<p>Operating in a small size of land and income decreases during rainy season</p>	<p>Increase Booking for staycation, overnight, and events or celebration.</p>	<ul style="list-style-type: none"> • To open new business opportunities that are timely. • Opening of events center and pool hot spring. • Use multifunctional furniture and area. 	<ul style="list-style-type: none"> • Accepting events like birthdays, weddings, christenings, and other celebrations. • A resort at day and bar at night. 	<p>Resort Owner</p>	<ul style="list-style-type: none"> • Maximized location or place. • Maximized resources. • Increase profit even in a raining season. 	<p>Upgrading the furniture's, equipment and facilities with high quality materials will cost ₱ 300,000 to ₱ 1,000,000 above.</p>	<p>Upgrading will be in the dry season between December to May.</p>
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The following recommendations were made based on the findings and conclusions presented.

In order to draw more guest and increase their revenue, resorts that lack certain facilities and amenities- such as beds, a food and beverage stores, etc. - should add them to their service in order to meet the satisfaction in every visitor or their resorts. Having a complete accommodation and services it can attract the customer to stay long in their resorts.

In terms of physical conditions, resorts with a theme that does not suit their physical conditions should renovate or redesign it to make its appearances more inviting and appealing to their visitors or customers. In terms of the arrival and departure area, resort owners should rake their driveways to remove any obstructions that their customers or potential visitors might encounter.

In order to adequately monitor their guest, resorts should provide or install a CCTVs in various locations across their property and it also help secure the safety and security of every customer visiting their resorts. The majority of resorts do not provide 24 hours service; therefore, they should maximize their operating time to increase revenue and draw more customers as the majority of tourists prefer to spend the night at the resort in order to fully enjoy their trip.

To improve and operate their business successfully, it is recommended to use the crafted tourism enhancement plan. The resort owners must solve the employee shortage and hire more personnel because due to the presence



of more employees who can host guests at their resort, work will be completed more quickly and the resort's operations will run more smoothly.

In order to have a different source of income during the rainy seasons, they should also provide other service, such as accepting celebrations such as birthdays, weddings, christenings, and other special occasions, by this service it can help them to maximize their profit during the rainy season.

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