

# Factors that influence resorts' development in the Municipality of Dauin, Philippines

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## ABSTRACT

It is essential to adapt and improve tourism supply in order to respond to new tourist demand dynamics. This study tries to find out the factors that influence resorts development in Municipality of Dauin, Negros Oriental using a descriptive survey. A researcher-made survey questionnaire was administered to twenty-two (22) registered resort operators, as recorded in the Municipal Treasurer's Office. Specifically, the study aimed to identify the factors that influence resorts development in terms of recreational activities, resting and relaxation, personal values, social experiences, and enriching and learning experiences. Data were collected mainly from registered resort businesses, after which results were tabulated and analyzed. The findings show that resorts development has indeed made a significant impact on the tourism trade in the municipality. Recreational activities were the highest factor that contributed to the increased number of resorts in the area. This implies that tourists visit the resorts largely for recreation such as outdoor activities, sports, entertainment, fun, and doing something out of the ordinary.

**Keywords:** accommodation facilities, resorts development, tourism industry

## I. INTRODUCTION

Tourism has been often considered as the natural outcome of environmental and cultural resources of particular tourist destinations. With this, the task of hospitality industry cannot influence the demand levels and is merely limited only to the supply of services to tourists. As proposed by Le Blanc and Nguyen (1996), marketing efforts should be directed towards emphasizing the environmental uniqueness of a tourist destination in order to attract more tourists. Tayco (2013) demonstrated that on top of a typical tourist's destination criteria is the peace and safety of the destination. As one of the booming industries today, tourism presents destinations with numerous unique challenges ranging from the management and control of industry growth and development, to preserve and maintain the quality of natural tourist destinations (UNEP, 2008). Tourism accounts for a significant portion of a country's GDP, particularly in the Asia-Pacific region. For this reason, governments strive to attract tourists

through various strategies aimed at establishing an image of having desirable tourist destinations, and this process involves considerable commercial development. This study therefore tries to determine the factors that influence resorts' development in the municipality of Dauin in Negros Oriental.

Dauin is the geographical coverage of this study. It is a coastline town in Negros Oriental, Philippines with vast beaches of well sand that extend for miles. Its most valued resources lies in its underwater attractions. With exceptional scuba dive sites, Dauin has become a popular dive site and snorkeling destination for tourists in the province. Apo Island and other marine sanctuaries such as in Bulak, Lipayo, Dauin District 1, District 2, District 3, Masaplod and Maayongtubig, disallow fishing in their areas to care for the habitats of the enormous number and variety of life forms found therein. Resorts set among Dauin's coastland offer tourists a widespread selection of options and services for their perfect island vacation (Dumaguete, 2015).

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Based on statistics by the Department of Tourism (DOT), the Province of Negros Oriental is one of the top most visited tourist destinations in the Philippines. The Apo Island Marine Protected Area in the Municipality of Dauin and other attractions in nearby towns and cities are considered to be among the best dive sites in the world by international tourists (Negros Oriental Tourism, 2010).

There were 382,810 local tourists and 51,397 foreign tourists recorded to have visited Negros Oriental in 2014. Each tourist spends a certain amount for their entire trip, including transportation to and from their destinations, food, lodging and any other activity. Negros Oriental, specifically its third district is enriched with natural destinations such as beaches, lakes, falls and other recreational activity that completes the travel of the tourists. This indicates that people from all over the world have discovered and visited Negros Oriental as a tourist destination despite of its unpreparedness in infrastructure (Negros Oriental Provincial Tourism Office, 2015).

The tourism industry plays a significant role in generating jobs and income, as well as stimulating local economies. According to the World Trade Organization Annual Report 2003 (2015), it is the most profitable industry in many small countries of the world including Asian countries, generating jobs for 20 Million individuals in 2002. It has also been declared to comprise about 11% in the world's total occupation. This industry continues to boom from local to national and even international levels, thus economy of a region follows (Namazi, n. d.).

Miossec (1976, 1977) presents a model of tourist growth which employs the idea of a hierarchy of resorts. The criteria he used were the variations in resorts, the means of transportation, tourist performance in the destination, and the attitudes of the local people and decision makers. He acknowledged four phases in resort development in which they begin as pioneer establishments and ultimately evolve to become mature destinations. The current study draws on concepts from this model to provide a context for explaining how resort establishments develop their areas to become full-fledged tourist destinations.

It is evident that the accommodation sector of Dauin is growing. However, there are still some challenges that are being faced in the community including the tourism sector. Hence, this paper aims to determine the factors that influence resorts development in Dauin, given that this particular town in Negros Oriental has the most number of tourists. The researchers guide especially the rightful authorities in possibly creating substantial ordinances for compliance and monitoring.

## II. THEORETICAL FRAMEWORK

This study is anchored on the stimulus organism response (S-O-R Theory) by Malcolm Sullivan and Adcock (2002). Its major premise is that "behaviour is impacted by the physical environment, which in a hospitality environment states that the physical environment acts as a stimulus. Guests are organisms that respond to stimulus, and the behaviour directed towards the environment by guests is a direct response to the stimulus".

Using S-O-R Theory in the context of the current study, stimuli (S) therefore refers to the various factors that influence the resorts' development. These include *recreational activities* (e.g. outdoor activities, sports, entertainment, fun, and doing something out of the ordinary), *rest and relaxation* (pertains to rest and relaxation as a means of escape from the everyday environment), *personal values* (refers to tourists who travel due to a compelling need to learn new things about the natural environment, discover new places, and participate in cultural activities and/or exciting events), *social experiences* (traveling to facilitate social interaction/relationships), and *enriching and learning experiences* (e.g. external factors, culture & history seekers, culture & learning, learning & investigation). The organisms (O) are the tourists visiting Dauin while response (R) is operationalized as the decisions made by the respondents.

## III. METHODOLOGY

The study employed the descriptive design. A researcher-made survey questionnaire was administered to 22 respondents who are all registered resort operators recorded in the Municipal Treasurer's Report. The questionnaire was divided in two (2) parts. Part I asked for the respondents' personal and institutional profiles. Part II contained items about the factors that influence the increased number of resorts in Municipality of Dauin. Secondary data was also extensively collected from other research studies and textbooks.

Specifically, the study looked at the profile of the respondents and identified the factors that influence resorts development in terms of recreational activities, resting and relaxation, personal values, social experiences, and enriching and learning experiences.

Out of the 22 operators only 12 responded to the survey. Results were then analyzed and tabulated.

## IV. RESULTS AND DISCUSSION

The data gathered from the study are presented, analyzed and interpreted. The discussion is divided in

two (2) parts. Part I discusses the respondents' personal and institutional profiles. Part II explains the factors that influence the increase number of resorts in Dauin.

The data presented indicates that the respondents are mature enough to engage in business and to hold employment positions.

Table 1  
*Respondents' age*

Age	f	%	Rank
21 – 30 years old	1	08.33%	3.5
31 – 40 years old	6	50.00%	1
41 – 50 years old	4	33.33%	2
51 years old and Above	1	08.33%	3.5
$\Sigma$	12	100%	

Table 2  
*Respondents' nationality*

Nationality	f	%	Rank
Filipino	8	66.67%	1
Irish	1	08.33%	3.5
British	2	16.66%	2
German	1	08.33%	3.5
$\Sigma$	12	100%	

In terms of nationality, Table 2 reveals that rank 1 is Filipino. In the Philippines, foreigners are not allowed to own a business unless in partnership with a Filipino. Hence most of the resort owners are Filipinos.

Table 3  
*Respondents' gender*

Gender	f	%
Male	3	25%
Female	9	75%
$\Sigma$	12	100%

Table 3 presents the number of male and female respondents. It is evident in this table that majority of the respondents are female. These results imply that women in Dauin are well-equipped to venture into entrepreneurship, and are confident in dealing with the demands of running a resort. In relation to the respondents nationality, it is also possible that the ones who put up businesses are foreigners, and their Filipino spouses are responsible for running the establishments day-to-day affairs as they possess greater knowledge and familiarity with the local culture.

Table 4  
*Respondents' civil status*

Status	f	%	Rank
Single	5	41.67%	1.5
Married	5	41.67%	1.5
Divorce/Separated	1	08.33%	3.5
Widowed	1	08.33%	3.5
$\Sigma$	12	100%	

Table 4, civil status, reveals that single respondents and married respondents equal in number, and are on the top of the list. Their civil status does not seem to be a factor in determining their capability of operating a resort. As revealed in Table 1 on age range, they are mostly aged 31 years and above which could better explain that they are already in the stage of mature

adulthood, which makes them capable of running a resort.

Table 5  
*Respondents' position*

Position	f	%	Rank
Manager	10	83.33%	1
Secretary	1	08.33%	2.5
Resort Administrator	1	08.33%	2.5
$\Sigma$	12	100%	

Table 5 shows that the respondents mostly occupy managerial positions. This confirms that they are indeed in a good position to address the concerns of the study given that they have considerable knowledge and a good grasp of the industry.

Table 6  
*Ownership of Property*

Ownership	f	%	Rank
Owner	5	41.67%	1
Representative	7	58.33%	2
$\Sigma$	12	100%	

As presented in the Table 6 above, majority of the respondents are representatives of the resort. As presented in Table 2, the resort owners are both Filipinos and foreign nationalities. Some owners usually do not stay in the resort. Instead, they employ trusted people to run the business.

Table 7  
*Mode of acquiring property*

Property	f	%	Rank
Purchased	2	16.67%	2
Built	10	83.33%	1
$\Sigma$	10	100%	

Based on the above table, majority of the resorts acquired were built from scratch. Most resorts in Dauin are built to the desired design of the owner instead of purchasing a ready-made resort.

Table 8  
*Length of ownership (in years)*

Years	f	%	Rank
1-5 Years	2	16.67%	3
6-10 Years	5	41.67%	1.5
11 Years And Above	5	41.67%	1.5
$\Sigma$	5	100%	

Based on the above data, the resorts in the Dauin have been in operation for quite some time.

Table 9 reveals that Atmosphere Beach Resort has the highest total number of employees. The number of employees in an establishment actually depends on the size and number of rooms of the resort. The bigger the resort and number of rooms available, the more employees are needed.

The table above shows that majority of the respondents considered recreational activities as the main factor that influences the increasing number of resorts in Municipality of Dauin. This is in line with the findings of Van Vuuren & Slabbert (2011), stated that

tourists visit the resort for recreational activities. Entertainment, fun and spending time with family are the things that motivate tourists to travel to the resort. Hence, resorts need to find unique aspects that can attract tourists in terms of their recreational needs.

Table 9  
Number of employees

Name of Resort	Number of Employee	%	Rank
Atmosphere Beach Resorts	100	30.39%	1
Atlantis Beach Resort	52	15.80%	2
Eldorado Beach Resort	32	09.73%	3
Liquid Dive Beach Resort	30	09.11%	4.5
Private Residence Resort	30	09.11%	4.5
Salaya Beach Resort	25	07.59%	6
Azure Dive & Yoga Resort	15	04.56%	7
Amontillado Beach Resort	13	03.95%	8
Peoples Dive Resort	11	03.34%	9
Low Land Beach Resort	8	02.43%	10
Puerto Citas Beach Resort	7	02.13%	11
Gracey Dive Resort	6	01.83%	12
Σ	329	100%	

Table 10  
Factors that influence the increased number of resorts

Factors that influence the increasing number of resorts	f	%	Rank
Recreational Activities Factor	8	66.67%	1
Resting and Relaxation Factor	2	16.67%	2
Personal Value Factor	1	8.33%	
Social Experiences Factor	1	8.33%	3.5
Enriching and Learning Experiences	0	0%	3.5
			5
Σ	12	100%	

Table 11  
Extent of the factors that influence the increased number of resorts

Factors that influence the increase number of resorts	WX	Interpretation
Recreational Activities Factor	4.42	Highest
Resting and Relaxation Factor	3.92	Above Average
Personal Value Factor	3.58	Above Average
Enriching and Learning Experiences	2.92	Average
Social Experiences Factor		
	2.75	Average

Table 11 reveals that recreational activities is rated as the highest contributing factor to the increased number of resorts in Dauin, as the town has become a quite popular dive site and snorkeling destination for tourists in the province. According to Crompton (as cited by Saayman & Saayman, 2006), the socio-psychological factors that motivate a tourist to travel are to escape from an everyday environment, discovery and evaluation of oneself, relaxing or participation in recreational activities and gaining a certain level of prestige. This is conforms with the study of Van Vuuren & Slabbert (2011), that tourists may need to escape, have fun, relax and to gain relief of physical and mental tension.

Social experiences and enriching and learning experiences were rated average, perhaps because Dauin is not an ideal place for social activities and it is not as

rich in cultural history unlike its neighborings, Bacong town and Dumaguete.

**V. CONCLUSION**

Negros Oriental, in particular, the municipality of Dauin, is naturally endowed with vast tourism resources and offer tourists a widespread selection of options and services for their perfect island vacation. Tourism accounts for a major portion of the Municipality of Dauin economies so the individual resorts strive to make themselves attractive to tourists. Evidence shows that resorts development has made an important impact on the tourism trade in the municipality of Dauin. With excellent scuba dive sites, Dauin has become a popular dive site and snorkeling destination for tourists in the province, where it is an international favorite for snorkel enthusiasts and scuba diving fans. Tourists visit the resorts in the Municipality of Dauin for recreational activities like outdoor activities, sports, entertainment, fun, and other activities out of the ordinary.

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