

**“THE ACCEPTABILITY OF ISLAND COVE RESORT AND LEISURE PARK:  
ITS CONTRIBUTION TO TOURISM INDUSTRY  
AS VIEWED BY SELECTED GUESTS”**

**By:**

**Brazil, Bendixen G.**

**Alacar, Katrina C.**

**Babor, Maria Ruben Ana P.**

**De Guzman, Jenny Christine C.**

**Gabriel, Cristine Joyce C.**

**Maderazo, Baby Elaine L.**

**Ombao, Jynzper Karla E.**

**Reyes, Rula S.**

**Sevilla, Melchiades M.**

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**ABSTRACT**

## **The Problem**

The study is entitled “The Acceptability of Island Cove Resort and Leisure Park: Its Contribution to Tourism Industry as Viewed by Selected Guests.” It attempted to analyze the suitability of Island Cove & Leisure Park and its role to tourism industry based on the perception of selected guests of the resort.

Specifically, this research aims to answer the following questions:

1. How do the respondents rate the quality of the resort in terms of:
  - a. Facilities and Amenities
  - b. Staff Services?
2. How do the respondents react to the problems encountered in the resort?
3. What solutions must be employed to improve quality service in meeting guests’ need?
4. How do the respondents perceive the resorts’ contribution to tourism industry?

## **Method and Sample**

This study made use of descriptive method of research. Descriptive method of research made it possible to gather, analyze, classify and tabulate data about a certain condition, beliefs, processes and the making of an accurate interpretation of the study. The respondents of the study are 100 guests of Island Cove & Leisure Park during the second semester of school year 2006 and 2007 not including the employees, administrators and the nearby residents. The respondents are chosen through random

sampling method, a method in which everyone has an equal chance to be chosen as a respondent. Questionnaire is the main tool used in gathering information.

## **Findings**

Based from the specific problems in Chapter 1, the following findings are presented:

1. Guest rating based on resort facilities and amenities and staff services.

### 1.1 Facilities and Amenities

Among the 14 resort facilities and amenities listed, Purple Ostrich ranked first, with weighted mean of 4.01 and verbal interpretation of very good. Next on the list is Oceania, with a weighted mean of 3.90 and verbal interpretation of very good. Island Songs ranked three, with a weighted mean of 3.89 and verbal interpretation of very good. Fourth is bowling alley, with a verbal interpretation of very good and weighted mean of 3.88. Tied in fifth place is Fishing Village and Fisherman's Deck, both with weighted mean of 3.86 and verbal interpretation of very good. Convention facilities, in the seventh rank, has a weighted mean of 3.83 and verbal interpretation of very good. Eighth is the spa, with a verbal interpretation of very good and weighted mean of 3.75. Public comfort room is in ninth place, with a weighted mean of 3.71 verbal interpretation of very good. Tennis court has a weighted mean of 3.69 and a verbal interpretation of very good. Basketball court, which has a weighted mean of 3.68 and verbal interpretation of very good, is in 12<sup>th</sup> rank. Last in rank are

the gym and clinic, with a weighted mean of 3.63 and verbal interpretation of very good.

The average weighted mean is 3.79 with verbal interpretation of very good.

## 1.2 Staff

In the first rank is pleasing with a weighted mean of 3.84 and verbal interpretation of very good. Next in rank, with a weighted mean of 3.78 and verbal interpretation of very good, is accommodating. Third on the rank is warm and friendly, with a weighted mean of 3.75 and verbal interpretation of very good. Fourth is approachable, with a weighted mean of 3.74 and verbal interpretation of very good. Hospitable has a weighted mean of 3.72 and verbal interpretation of very good. Sixth is Accuracy, with a weighted mean of 3.71 and verbal interpretation of very good. Patience is seventh, which has a weighted mean of 3.70 and verbal interpretation of very good. Eighth is effective, with a weighted mean of 3.68 and verbal interpretation of very good. Cheerful is in the ninth place, with a weighted mean of 3.67 and verbal interpretation of very good. Courtesy, with a weighted mean of 3.65 and verbal interpretation of very good, is in 10<sup>th</sup> rank. Promptness falls on the 11<sup>th</sup> rank, with a weighted mean of 3.57 and verbal interpretation of very good.

The average weighted mean is 3.75 with verbal interpretation of very good.

## 2. Problems Encountered in the Resort

Poor room service ranked first, with a weighted mean of 2.72 and verbal interpretation of agree. Next to poor room service are dirty public comfort rooms, with a weighted mean of 2.71 and verbal interpretation of agree. Third in rank, with a weighted mean of 2.70 and verbal interpretation of agree, is lack of parking space. Lack of amenities in comfort rooms has a weighted mean of 2.67 and verbal interpretation of agree. Power failure has a weighted mean of 2.64 and verbal interpretation of agree. In sixth rank, with a weighted mean of 2.58 and verbal interpretation of agree, is dirty swimming pool and other recreational facilities. Dirty shower rooms, in seventh, has a weighted mean of 2.25 and verbal interpretation of agree. In eighth rank is unaccommodating employees, with a weighted mean of 2.49 and verbal interpretation of disagree. Lack of water supply has a weighted mean of 2.48 and verbal interpretation of disagree. Last is faded road sign, with a weighted mean of 3.48 and verbal interpretation of disagree.

The average weighted mean is 2.59 with verbal interpretation of disagree.

### 3. Solutions to be Employed

Regular Cleaning of Facilities ranked first, with a weighted mean of 3.24 and verbal interpretation of agree. Next on the list is Sanitized Public comfort room, with a weighted mean of 3.22 and verbal interpretation of agree. Third in rank is more accommodating employees, with a weighted mean of 3.21 and verbal interpretation of agree. Improve room service and additional amenities

has a weighted mean of 3.17 and verbal interpretation of agree. Clean shower rooms and clear signboards has a weighted mean of 3.08 and verbal interpretation of agree. Back up generator has a weighted mean of 3.03 and verbal interpretation of agree. Additional water supply has a weighted mean of 2.92 and verbal interpretation of agree. Lastly, expand parking space with a weighted mean of 2.91 and verbal interpretation of agree.

The average weighted mean is 3.03 with verbal interpretation of strongly observed.

#### 4. Contributions to Tourism Industry

First on the rank with a weighted mean of 3.93 and verbal interpretation of strongly agree is preservation of culture. Tourist Arrival ranked second, with a weighted mean of 3.85 and verbal interpretation of strongly agree. Third on the list is more job opportunities with a weighted mean of 3.81 and verbal interpretation of strongly agree. Increase tourism revenue, with a weighted mean of 3.78 and verbal interpretation of strongly agree, is in fourth place. Next is proper waste management, with a weighted mean of 3.77 and verbal interpretation of strongly agree. Following is better infrastructure, with a weighted mean of 3.72 and verbal interpretation of strongly agree. Seventh is increased gross national product, with a weighted mean of 3.70 and verbal interpretation of strongly agree. Both in eighth rank are increased revenue of the community and increased dollar reserve, with a weighted mean of 3.64 and

verbal interpretation of strongly agree. Last is income generator, with a weighted mean of 3.51 and verbal interpretation of strongly agree.

The average weighted mean is 3.74 with a verbal interpretation of strongly agree.

## **Conclusion**

On the basis of the findings, the following conclusions were derived:

1. Facilities and amenities were given a very good rating by the guests.
  - a. Purple Ostrich is the best facility that the resort could offer based on the guests perception.
  - b. Many guests view that the resort has pleasing employees.
2. Most of the guests claimed poor room service during their stay in the resort is the problem frequently encountered in Island Cove Resort and Leisure Park.
3. Based on the guests' responses, regular cleaning of the facilities is the possible solution to be employed to improve quality service and to encourage more tourists in the resort.
4. Most of the respondents perceived that the preservation of culture is the contribution of the resort to the tourism industry.

## **Recommendation**

On the basis of the findings and conclusions, the following recommendations were proposed:

1. Island Cove Resort and Leisure Park's facilities and amenities and staff services be improved to better satisfy the guests.
2. Continue giving quality service in their food and beverage outlet Purple Ostrich and continue hiring pleasing employees.
3. The resort should give 100 percent quality service to their guests through facility's regular maintenance. Its facilities and amenities are the major force in attracting visitors and it should always be in good condition.
4. The head of the housekeeping department of Island Cove Resort and Leisure Park must enforce discipline to his subordinates. He must train his subordinates in order for them to develop initiative in performing their job well for better guest satisfaction.
5. The housekeeping department of Island Cove Resort and Leisure Park must have definite time schedules for their routines. Each individual must accomplish job on time. Excuses and alibis must be eliminated and repetition of errors must not be tolerated.
6. Room service be improved and be more aware of the cleanliness of their surroundings especially the rooms where the guests stay most of the time.
7. Housekeeping department needs to conduct training to refresh the employees of their duties and responsibilities.
8. Regular cleaning of facilities should be the resorts' priority to keep its beauty. It is one way to give quality service. Guests also have the responsibility in keeping the resort clean through throwing their garbage in the correct place.



9. The resort should also continue to protect the culture of the community for it will help them in succeeding.
10. Have a cultural occasion that would showcase the culture of the community, which could help entertain and attract visitors.
11. Continue showing Filipino culture especially Filipino hospitality. This would help Filipinos and foreigners appreciate Filipino culture and better understand Filipinos.
12. The guests should also be responsible enough in using the facilities. They should be aware of the consequences for not using it carefully.
13. To the future researchers it is recommended that further study be conducted about the resorts' contribution to the economy. It would help a lot to increase the number of domestic and international tourists and their expenditures, which can be a powerful drive in providing foreign exchange, income, tax revenue and employment.
14. Future researchers should also include the perception of the local official, the local government, and local tourism board council of the area for the contribution of Island Cove Resort and Leisure Park to the tourism industry.
15. Average room occupied and occupancy rate of Island Cove Resort and Leisure Park, should also be included by future researchers.