CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of findings of the study, conclusions based from the findings, and recommendations drawn from the conclusion.

Summary

The purpose of the study is to find out the acceptability of the different resorts in Ternate, Cavite as perceived by selected guests.

The study sought answers to the following statement of the problem:

1. How do the respondents rate the facilities and amenities in terms of:

   a. Lodging Facilities

   b. Food and Beverage

   c. Indoor Facilities

   d. Outdoor Facilities?

2. What are the problems encountered by the selected guests during their stay in the resort?

3. How do the respondents react to the possible solutions to lessen the problem?

4. How do the respondents respond to the marketing strategies of the resort in promoting their establishment?

The researchers used the descriptive form of method of research. The respondents of the study were composed of (100) respondents in three (3) resort establishments along Ternate in Cavite namely, Caylabne Bay Resort, Puerto Azul, and Ranrich Resort. The researchers used questionnaire as the main tool in gathering the

the needed information.

The study was conducted during the second semester of academic year 2006-2007. The study involved total number of (100) respondents in the three (3) said resorts along Ternate, Cavite. The residents, staff and employees of the different resort establishments, students, faculty and parents were not included as respondents of the study.

The statistical technique was used to determine the weighted mean, verbal interpretation, and ranking of the survey in interpreting the results of the colleted data.

Findings

Based from the data gathered, the following significant findings were revealed during the study.

a. Lodging Facilities

Out of ten lodging facilities given, the respondents rated the orderliness and cleanliness of the room offered by the selected resorts along Ternate, Cavite to be the most important facilities in terms of lodging. This got a weighted mean of 4.50. Comfortable and relaxing lodging facilities, ranked as the fourth consideration among the ten factors. This got a weighted mean of 4.42 and interpreted as very good. Air-condition ranked as third among the ten items on the lodging facilities of the resorts. This got a weighted mean of 4.45 and interpreted as very good. It can be noted from the table that lights used ranked fifth on the lodging facilities to satisfy guests. This got a weighted mean of 4.26 and interpreted as very good. Equipment and decorations used ranked eighth among the lodging facilities as part of satisfying the guests of the resort.

The two items got the weighted mean of 4.05, and interpreted as very good. The guests also perceived that size of the room is a big consideration regarding the lodging facilities of the resorts. This ranked seventh and got a weighted mean of 4.18, it was interpreted as very good. Furniture ranked sixth among the ten factors considering the lodging facilities of resorts to satisfy guests. This got a weighted mean of 4.24, and interpreted as very good. The second factor considering the facilities and amenities of resorts in terms of lodging facilities are based on the toilet and bath. This got a weighted mean of 4.47 and interpreted as very good. And the least important facilities in lodging are the fire exit signs, which got a weighted mean of 3.77.

b. Food and Beverage Facilities

Out of ten food and beverage facilities specified, the local dishes took the first rank in food and beverage facilities as leading to guest satisfaction. This obtained a weighted mean of 4.17. The last rank with a weighted mean of 3.95 is the foreign dishes. The guests also perceived that quality or taste of food and ambiance of the dining area is an important factor in satisfying guests. This got a weighted mean of 4.15 and interpreted as very good. The ninth description on the food and beverages factor that can satisfy the guests in the selected resorts in Ternate, Cavite is the quantity or right amount of food. This got a weighted mean of 3.98 and interpreted as very good. It can be noted from the table that reasonable price for the food and beverages ranked eight as the factor that can satisfy a guest. This got a weighted mean of 4.08 and interpreted as very good. On the second rank was the orderliness of chairs and table in the dining area. This got a weighted mean of 4.16 and interpreted as very good. Promptness in serving food and beverages ranked seventh among the ten items on the

food and beverages facilities of selected resorts in Ternate, Cavite. This got a weighted mean of 4.12 and interpreted as very good.

 c. Indoor Facilities

  Out of ten indoor facilities mentioned, both the entertainment room and reception area got the highest rate in terms of indoor facilities which greatly affects the choice of a guest in selecting a resort. They both acquired a weighted mean of 4.21. Ranking as third that affects the selection of a guest is the comfort room. This got a weighted mean of 4.18 and interpreted as very good. Among the ten items lounge and information center both got a weighted mean of 4.01 on the indoor facilities and interpreted as very good. Based from the responses of the guests it can be noted that medical clinic ranked fourth on selecting a resort. This got a weighted mean of 4.05 and interpreted as very good. On the eight rank is the function room that affects the selection of resort of the guests. This got a weighted a mean of 3.95 and interpreted as very good. Ranking as seventh in indoor facilities that affects the choice of resort is the souvenir shop. This got a weighted mean of 3.96 and interpreted as very good. Mini bar was noted on the ninth rank of the indoor facilities that affects the selection of the resort. This got a weighted mean of 3.93 and interpreted as very good. The fitness center gained the lowest rate in the indoor facilities. This achieved a weighted mean of 3.84.

 d. Outdoor Facilities.

  Out of ten outdoor facilities stated, beach ranked first among the ten items that can influence the selection of guests in a certain resort. This attained a weighted mean of 4.25. The second description of the guests is the swimming pool which has a

weighted mean of 4.23 and interpreted as very good. Ranking as ninth among the ten items was Jacuzzi that affects the selection of guests. This got a weighted mean of 3.96 and interpreted as very good. Based from table 2.4, cozy cottages ranked eight among the ten items on the outdoor facilities that satisfy the guests. This got a weighted mean of 4.00 and interpreted as very good. The seventh factor the affects the selection of the guests is the tables and chairs with umbrella. This got a weighted mean of 4.03 and interpreted as very good. The guest also perceived that beach bar affects their selection of a resort and ranked as fifth. This got a weighted mean of 4.12 and interpreted as very good. The sixth outdoor facilities that satisfy the guest on the selected resorts were watercraft facilities. This got a weighted mean of 4.07 and interpreted as very good. On the fourth rank is recreational facility that the resorts offer. This got a weighted mean of 4.13 and interpreted as very good. Ranking as third on the outdoor facilities of the selected resorts in Ternate, Cavite is mini golf area. This got a weighted mean of 4.16 and interpreted as very good. And the sports facilities reached the last rank in terms of outdoor. These facilities acquired a weighted mean of 3.85.

Among the problems encountered by the selected guests, the lack of parking space is the major problem during their stay in the resort with a weighted mean of 2.74. Ranking as fifth on the problems encountered by the guests, was poor quality of equipments on the resort. This got a weighted mean of 2.55 and interpreted as observed Slow service and inattentive service crew got the same weighted mean of 2.53 and have the same ranking. The second factor that was encountered by the guests during their stay in the resort was dirty comfort rooms. This got a weighted mean of 2.65 and interpreted as observed. It can be noted that small dining area ranked ninth as the

problem encountered by the guest during their stay in the resort. This got a weighted mean of 2.31, and interpreted as less observed. It can be noted from table 3 that poor sanitation ranked third among the ten problems that was encountered by the guests during their stay in the resort. This got a weighted mean of 2.59 and interpreted as observed. On the fourth rank is the improper waste disposal as the problem encountered by the guests. This got a weighted mean of 2.58 and interpreted as observed. The eighth problem encountered by the guest during their stay in the resort was high entrance fee. This got a weighted mean of 2.46 and interpreted as observed. The poor air conditioning of the resort rank the lowest problems encountered by the guests. This item showed a weighted mean of 2.30.

On the sixth rank among the solutions to problems encountered by the guests was the renovation of parking lot. This got a weighted mean of 3.11 and interpreted as agree. It can be observed that the seventh solution to the problems encountered was proper maintenance of the equipments in the resorts. This got a weighted mean of 3.09 and interpreted as agree. Ranking as fourth among the ten items that solve the problems encountered by the guests during their stay in the selected resort is the regular check-up of air-conditioning. This got a weighted mean of 3.25, and was interpreted as agree. On the third rank is the everyday cleaning of comfort rooms that solved the problems encountered by the guests. This got a weighted mean of 3.29 and interpreted as agree. Extension for the dining area seemed to be the least possible solution to the problems encountered by the guests to lessen the problems in the resorts as perceived by the respondents which obtained a weighted mean of 2.68. The second factor that may solve

the problem encountered by the guests is the regular cleaning of the place. This got a weighted mean of 3.32 and interpreted as agree. Proper segregation of the garbage in the resorts appeared to be the best possible solution out of the ten items given to the problems encountered by the selected guests to lessen the problems in the resorts. This got a weighted mean of 3.39. Ranking as eighth among the ten items in the solutions to the problems encountered by the guests was seminars for the service crew. This got a weighted mean of 3.08 and interpreted as agree. It can be seen from the table that proper training from the staff employees ranked fifth as the solution to the problems encountered by the guests. This got a weighted mean of 3.23 and interpreted as agree. Affordable entrance fee ranked ninth among the solutions to the problems encountered by the guests. This got a weighted mean of 3.01 and interpreted as agree.

The most excellent marketing strategy of the resorts revealed by the respondents was giving out brochures to guests in promoting their establishment. This got a weighted mean of 3.40. The ninth factor that affected the selection of guests to a resort, was the distribution of leaflets to people in a resort. This had obtained a weighted mean of 2.98 and interpreted as agree. The selected guests also perceived that the building of billboards along the highway can greatly affect selection of guests for a resort. This got a weighted mean of 3.12, and was ranked sixth among the ten items. It was interpreted as agree. The observed advertisements through the internet have lead to the choices made by the selected guests. This got a weighted mean of 3.25, which was ranked fourth among the items and interpreted as agree. The third factor to be considered was the different entrance fee for children and adults, and received a weighted mean of 3.34 and interpreted as agree. The fifth factor as perceived by selected guests was allowing

a sight-seeing tour for walk-in guests and organizing great vacation packages for family and friends. This both obtained a weighted mean of 3.24, and interpreted as agree. The least marketing strategy of the resorts perceived by the respondents was giving away group discounts for family and friends which acquired weighted mean of 2.89 in promoting their resort establishment. It was also noted that factor offering free guest membership greatly affected the selection of guests to a resort. This got a weighted mean of 2.99, and was ranked eighth and was interpreted as agree. The selected guests perceived the selection of a resort on the display of high quality service. This got a weighted mean of 3.35 and was ranked second and interpreted as agree.

Conclusions

Based from the given findings the researchers had drawn the following conclusions:

1. The orderliness and cleanliness of the room are the most important factors in terms of the lodging facilities. For the food and beverage facilities the most significant factor are the local dishes. Both entertainment room and reception area are the central features in the indoor facilities. Lastly, the beach is the most essential item in terms of outdoor facilities in selecting a finest resort.

2. Lack of parking space is the most identified problem encountered by the selected guests during their stay in the resort.

3. Proper segregation of the garbage in the resorts is the best possible solution to lessen the problem in terms of improper waste disposal.

4. Giving out brochures to guests is the most effective marketing strategy of the

resort in promoting their establishment.

Recommendations

Based on the given conclusion the following are hereby recommended:

1. In terms of lodging facilities of the resort they should maintain the orderliness and cleanliness of the room for the comfort and good relaxation of the guests, in many ways this will create a therapeutic refreshment of one's body or mind.

2. The resort establishment should consider the different tastes of the guests in terms of the local dishes they served. The researchers recommend that they should provide more alternatives for the local dishes so that guests have varieties when choosing what they want to eat. Favoring local dishes consumption directly affect the well-being of people, improve local economies and may be ecologically more sustainable in a resort establishment.

3. The resort establishments should give more importance to the beautification of the entertainment room and reception area for these two ranked first in the indoor facilities. With this, these two facilities will surely be considered by the guests as one of the factor to look at when choosing a resort.

4. The outdoor facilities of the resort establishments should consider the beach for a different recreational activity of the guests; it can be a place for exercise and relaxation. The beach adds enjoyment and can form possible related activities for the guests as a place for leisure and sport.

5. Resort establishment owners should be more sensitive in identifying what maybe the problems a guest might encounter during his or her stay in the resort.

For example is the lack of parking space, they should do immediate actions or necessary measures to solve this problem. The more guests staying in a resort, the greater the possibility that they may experience this kind of problem.

6. The solution to lessen the problem in the resort in terms of improper waste disposal is the proper segregation of the garbage. Disposing the garbage in an appropriate manner should be strictly implemented to ensure cleanliness of the place and the arrivals of guests in the resort.

7. The most effective marketing strategy is the giving out of brochures to the guests. Brochures are the cheapest way to promote an establishment. The researchers thought of an idea to make it more attractive and convincible to target market. Instead of giving just a brochure why not include a CD (compact disc) that displays all the information of the resort establishment; that can satisfy the curiosity of a guest.

8. The proponents would like to recommend this study to the future researchers as a reference guide for their study and research project.