



ABSTRACT

Title: “Services of Spa Establishments in the Province of Cavite: Basis for Proposed Action Plan”

Proponents: ROXAS, DIXY KARREN TRACY A.
BANZUELA, MARIKA LIBERTY JOY M.
FUCANAN, CREZNA JADE T.
JIMENEZ, KATHLYN T.
LADIANA, CHERILYN A.
NIDERA, WILLCORR A.
SAUNAR, DANA QUINCY CAMILLE A.
TONGA, ANN JANINE R.
VACUNAWA, ALONA RIZA A.

Degree: Bachelor of Science in Tourism Management

Adviser: Ernesto Mandigma Jr., MBA, MPA, MAED

Propose of the study

The study focuses on the Services of Spas establishment from the three cities in the province of Cavite such as Imus, Bacoor and Dasmariñas. The respondents of this study will involve one hundred 100: 50 clients and 50 staff who are selected randomly.

A survey used to collect data on about respondent’s perception about the Services of the Spa’s Establishments.

Another limitation is evaluation on the Assessment of Spa establishments which measured positive impacts in two (2) terms, namely: Social and Economic. The Study will



be conducted during second semester of Academic Year 2011-2012. All information, facts and details are based on the information's and answer of the respondents in Cavite.

Methodology

The researchers assessed and analyzed the information and data that they gathered by means of descriptive method. This is the most appropriate method for this investigation since it requires presentation, analysis and interpretation of idea, facts, and information generated from the respondents.

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions *who, what, where, when*, "why" and *how...* Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, Descriptive research cannot be used to create a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity.

In this study, the respondents, such as: Clients and Owners of spa establishments were observed. It determined Assessment of spa in three cities in Cavite such as: Bacoor, Imus and Dasmariñas from the different understanding and

Observation of owners and clients of spa establishments by the used of survey. The researchers used questions that gathered data from the respondents.

FINDINGS

Base on the analysis of data, the following findings were made:

1. The respondents observation about the impacts of spas in Cavite



1.1 The statement monitoring the social impact of services of spa helps to release stress. Based on the data gathered by the researchers, the result of the social impact of services of spa is in the province of Cavite. The respondents agreed that spa helps in releasing stress. This observation ranked first (4.5800.) The second is it helps to relieve body ache which is 4.4800. The third is it helps promote mental awareness which is 4.000. The fourth is it helps to manage sleeping patterns which is 3.9300. And for the last, the respondents agreed that it helps to lose weight for 3.5600.

1.2 The statement monitoring the economic impact of services of spa is it gives employment and opportunity to local residents. Based on the data gathered by the researchers, the result of the economic impact of services of spa is in the province of Cavite. The respondents agreed that it gives employment and opportunity to local resident. This observation ranked first (4.3100.) The second is it attracts tourist which is 4.2200. The third is correct and adequate services for the corresponding price which is 4.0700. The fourth is it gives interest for investors which is 4.0000. And for the last, the respondents agreed that it develops revenue for the government through tax which is 3.9600.

2. The statement monitoring the General of services of spa has a Qualified and Skilled Staff, based on the data gathered by the researchers, the result of the General of Services of Spa in the Province of Cavite. The respondents agreed that Qualified and Skilled Staff which is 4.3800. However the second is your overall experience as a guest which is 4.2900. Then for the third is Cleanliness and maintenance of spa which is 4.2600. On the other hand for the fourth is Responsiveness of staff to your



needs which is 4.1700. And for the last, the respondents agreed that the value for the price paid for is 4.1400.

2.1 The statement monitoring for the Arrival of services of spa is Helpfulness of staff, based on the data gathered by the researchers, the result of the Arrival of Services of Spa in the Province of Cavite. The respondents agreed that Helpfulness of staff which is 4.2900. However the second is Staff friendliness at check-in which is 4.2300. Then for the third is Accuracy of reservation which is 4.0400. And for the last, the respondent agreed is the Speed/efficiency of check-in for 3.9700.

2.2 The statement monitoring for the Departure of services of spa Staff friendliness at check-out, based on the data gathered by the researchers, the result of the Departure of Services of Spa in the Province of Cavite. The respondents agreed that Staff friendliness at check-out which is 4.3400. However the second is Helpfulness of bell staff which is 4.3300. And for the last, the respondents agreed that Speed/efficiency of check-out is for 4.1200.

2.3 The statement monitoring for the Guest massage room of spa is Size and comfort of massage room, based on the data gathered by the researchers, the result of the Guest massage room of Spa in the Province of Cavite. The respondents agreed that Size and comfort of massage room which is 4.2300. However the second is Comfort of bed which is 4.2000. Then for the third is Cleanliness of massage room which is 4.1900. On the other hand for the fourth is Massage Room an amenity which is 4.1100. Then for the fifth is Bath/Shower water pressure is 4.0500. And for the last, the respondents agreed that room décor/furnishings for 4.0000.



2.4 The statement monitoring the Restaurant/Snack Bar spa is Friendliness of staff, based on the data gathered by the researchers, the result of the Restaurant/Snack Bar of Spa in the Province of Cavite. The respondents agreed that friendliness of staff which is 4.0000. However the second is value for price paid which is 3.8600. Then for the third is speed/efficiency of service which is 3.8400. And for the last, the respondent agreed for the food quality for 3.8100.

2.5 The statement monitoring the Overall Spa Experience of spa is Friendliness of staff, based on the data gathered by the researchers, the result of the Overall Spa Experience of Spa in the Province of Cavite. The respondents agreed that it Friendliness of staff which is 4.3100. However the second is Knowledge of staff which is 4.3000. And for the last, the respondents agreed that Treatment is 4.1600.

3. The statement monitoring the Descriptive Statistics of services of spa is Improve development for spa facilities and equipment, based on the data gathered by the researchers, the result of the Descriptive Statistics of Services of Spa in the Province of Cavite. The respondents agreed that Improve development for spa facilities and equipment which is 3.4900. However the second is Improve maintenance for spa facilities and equipment which is 3.4200. Then for the third is inadequate number of facilities which is 3.0500. On the other hand for the fourth Lack of parking space which is 3.0100. Then Improper screening of staff for 3.0000. For the sixth is the improper range of prices for 2.9500. For the seventh is the Poor sanitation of facilities and equipment which is 2.9000. The eight is the Malfunction of facilities for 2.8600. Then, improper hygiene practices of staff for 2.8000. Next is the



Untidy and not sanitized tools for 2.7400. Then, No fire exit is 2.7200. Then, the Poor ventilation is 2.7100, for the rank 13 we have a tie the Lack of quality service which is 2.6900 and Sanitation malpractice for Sanitation malpractice for 2.6900. And for the last, the respondents agreed for the Unapproachable staff that results for 2.5500.

Conclusions

In the light of the above from the findings the following conclusions were drawn from the study;

1. Based on the survey about the observation in the Social Impact of Different spa in the province of Cavite, the respondents agreed that it helps to relieve stress. Hence, spa is one of the most effective ways for the people because it gets rid away of their problems. Stress relief is one of the first benefits that come to mind when thinking of spa. It's also a key component for anyone trying to achieve a healthier lifestyle of the people. Taking care of your body should be at the top of priorities of every clients and staff. So we have concluded that when going to spa, it is a very good way to relieve stress. While for the Economic Impact, the respondents agreed that it gives employment and opportunity to local residents. Every spa needs a man power and it will benefit the people who need work. If they already have the work we have concluded that the economics in the province of Cavite will help to increase.
2. Based on the survey that the researchers conducted for the services, it is not very well developed. It helps to future researcher to what to improve when studying the spa in the province of Cavite. Some of the spa in the province of Cavite is



developed and some is not yet developed by its services. We have concluded that the spa in the province of Cavite is basis on their services.

3. Based on the survey that the researchers conducted for the How the respondents rate the problems encountered, we have the result of the improve development for spa facilities and equipment. Actually it has the result of somewhat agree or disagree because as researchers we have already conduct the study that the different spa in the province of Cavite has no uniqueness when it comes to services, facilities and equipment.
4. Based on the findings, we have concluded that the probable action plan can be proposed is that making a program about enhancing the quality of services. Since, the spa's in the province of Cavite is not well developed; the future researchers should take an action for it. Having a seminar is a great idea when it comes in making an action so that all the people especially the staff working in the spa will have knowledge about spas. It is not easy to make an action and it is also a long process, but if we like to have a good service we should follow the action plan.

RECOMMENDATIONS

In the light of the findings and conclusions of the study, the subsequent recommendations were herby given.

1. Spa operators should observed proper revenue to government. Operating a business and operating this kind of establishment comply with a requirement for tax payable.
2. Operators of spa in the Province of Cavite should observe well an adequate price range. High price ranges provoke high quality service. Researchers' recommendation



states it would be efficient to observe the service's quality. Development of staff can lead to excellent service.

3. Practice a high standard operation therefore clients will be aware for the services and prices that a spa is offering.
4. The researchers proposed an Action Plan for the improvements and sustainability of the Spa Establishments in the province of Cavite such as Dasmariñas, Imus and Bacoor.

