



**PROPOSED DEVELOPMENT PLAN FOR SELECTED RESORTS IN  
DASMARIÑAS CITY CAVITE BASED ON THE GUIDELINES  
SET BY THE DEPARTMENT OF TOURISM  
AS A BASIS FOR ACCREDITATION**

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**Table of Contents**

Acknowledgment..... iv

Abstract ..... xi

**Chapter 1 : THE PROBLEM AND ITS SETTING**

Introduction ..... 1

Background of the Study .....4

Statement of the Problem .....6

Significance of the Study .....8

Scope and Limitation of the Study .....9

Definition of Terms .....10

**Chapter 2 : REVIEW OF RELATED LITERATURE**

Conceptual Literature .....13

Research Literature.....20

Synthesis.....36

Conceptual Framework .....37

Conceptual Paradigm .....39



Chapter 3 : **RESEARCH METHODOLOGY**

Research Design .....40

Participants of the Study.....41

Data Gathering Instrument .....42

Data Gathering Procedure .....43

Statistical treatment of data .....43

Chapter 4 : **PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA**

Presentation, Analysis, and Interpretation of Data.....46

Chapter 5 : **SUMMARY, CONCLUSION AND RECOMMENDATION**

Summary of Findings .....66

Conclusion.....74

Recommendation.....76

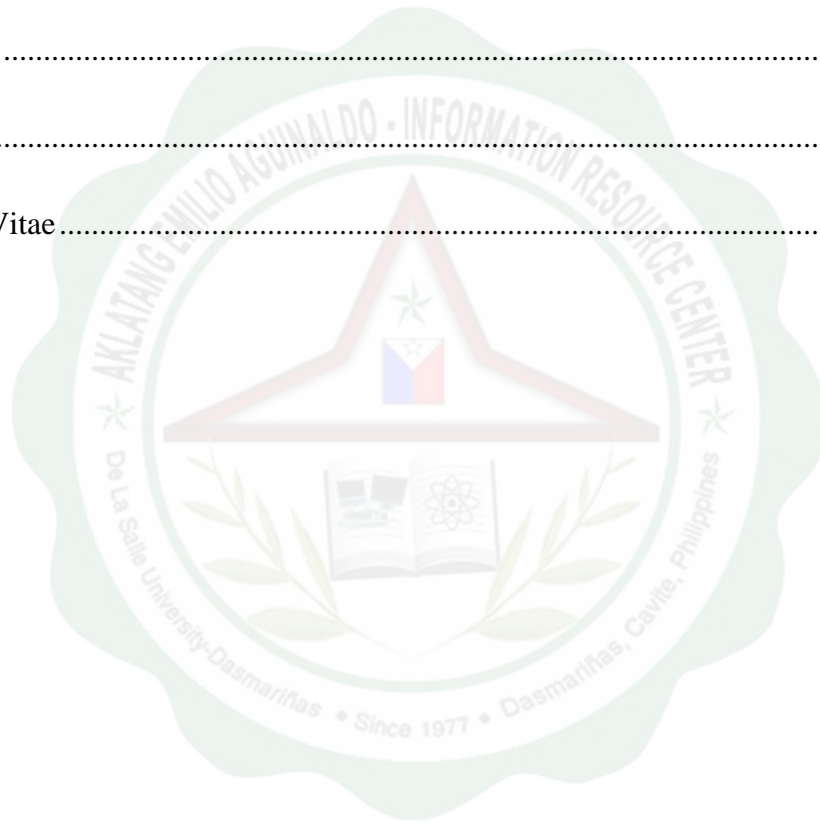
Output : **DEVELOPMENT PLAN**

Rationale.....78

Vision .....78



Mission .....	78
Output Proper .....	79
Roadmap of Activities .....	93
Bibliography .....	94
Appendices .....	98
Curriculum Vitae .....	118





**List of Tables**

Table 1 : Distribution List of Respondents .....46

Table 2 : Distribution of the Guests in terms of their Profile .....51

Table 3 : Distribution of the Employees in terms of their Profile .....52

Table 4 : Assessment of the Respondents to the  
Location and Environment of the Resorts based on DOT Guidelines .....53

Table 5 : Assessment of the Respondents to the  
Parking of the Resorts based on DOT Guidelines .....54

Table 6 : Assessment of the Respondents to the  
Public washrooms/toilets of the Resorts based on DOT Guidelines .....55

Table 7 : Assessment of the Respondents to the Facilities and  
Room Accommodation of the Resorts based on DOT Guidelines .....56

Table 8 : Assessment of the Respondents to the  
Lifeguard and Security of the Resorts based on DOT Guidelines .....58

Table 9 : Assessment of the Respondents to the  
Medical Services of the Resorts based on DOT Guidelines .....59

Table 10 : Assessment of the Respondents to the  
Fire-fighting facilities of the Resorts based on DOT guidelines .....60

Table 11 : Difference on the rating among Resorts .....62

Table 12 : Relationship between the Guests assessment of the resorts to their Gender .....63

Table 13 : Relationship between the Guests assessment of the resorts to their Age .....63

Table 14 : Relationship between the Guests assessment of the resorts



to their Residence .....64

Table 15 : Relationship between the Employees assessment of the resorts

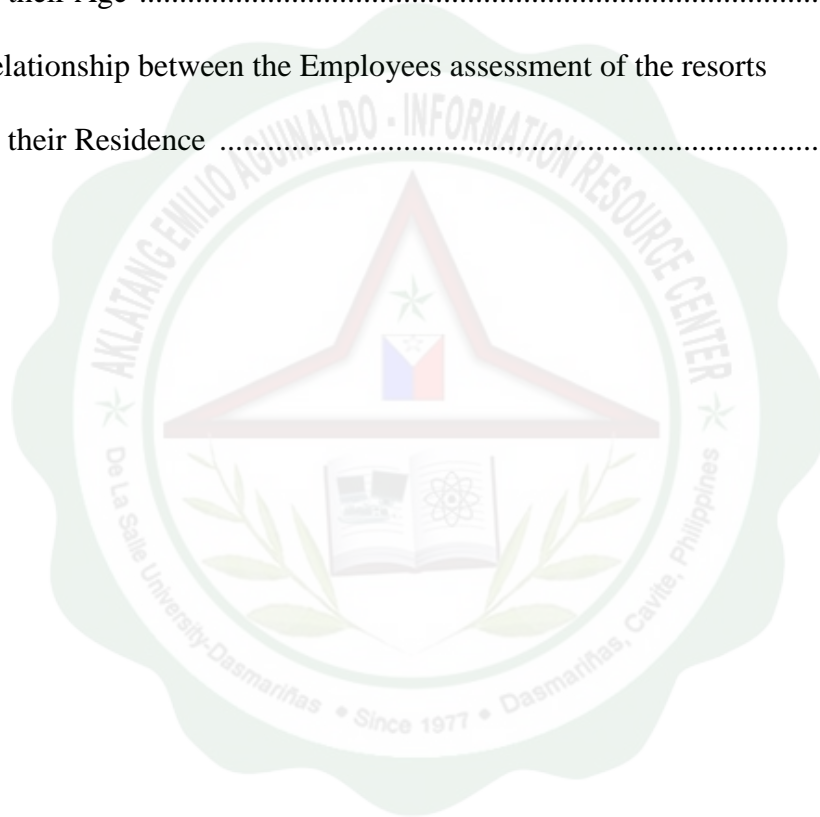
to their Gender .....66

Table 16 : Relationship between the Employees assessment of the resorts

to their Age .....67

Table 17 : Relationship between the Employees assessment of the resorts

to their Residence .....68





**List of Figures**

Figure 1 Conceptual Paradigm ..... 43





### THESIS ABSTRACT

**Title:** “Proposed Development Plan for Selected Resorts in Dasmariñas City Cavite based on the Guidelines Set by the Department of Tourism as a Basis for Accreditation”

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## **PURPOSE OF THE STUDY**

The purpose of this study is to assess resorts in Dasmariñas, Cavite based on guidelines set by the Department of Tourism as basis for accreditation.

## **METHODOLOGY**

The researchers used the descriptive form of research method. Respondents of the study were composed of (80) eighty employees and (80) guests of selected resorts in Dasmariñas, Cavite. These tourism sites are Double V Resort, Fisher's Eco-Farm Resort, Jardin de Dasmariñas, Kalipayan Resort, Med'z Resort, 7 Resorts (Patpatio Resort), Qubo Qabana Resort, Swiss Resort, and Volet's Resort. The study covered only public resorts.

The researchers used questionnaire as the main tool in gathering needed information.

Guests were selected through the convenience sampling method. The study was conducted during the second semester of School Year 2012-2013.

The weighted mean was determined by using the statistical treatment of data while One-way Analysis of Variance (ANOVA) was chosen to determine the relationship of ratings among resorts in Dasmariñas. The chi-square was employed in finding out profile variables of respondents related to their assessment of resorts.



## SUMMARY OF FINDINGS

### 1. Demographic profile of the respondents as:

#### a. Guests

With a frequency of 72, that is 90 percent out of the total number of guest respondents, findings shows that the ages of the majority of the guest respondents ranges from 18 to 30 years old while only 10 percent of the total guest respondents have the ages ranging from 31 to 45 years old. Also, 51 percent of the total guest respondents were female and 49 percent were male. In addition, 59 percent of the total guest respondents reside outside Dasmariñas specifically in Imus, Bacoor, Mangahan, Trece, Silang, Amadeo, Indang, Kawit, Tanza, General Trias, Tagaytay, and Rizal.

#### b. Employees

Findings showed that 73 percent of the total number of employee respondents are of ages ranging from 18 to 30 years old, 21 percent of it, are of ages ranging from 31 to 45, and only 1 percent of it is of ages 1-15 years old. Findings also showed that 55 percent of the total employee respondents were male and 58 percent of the employee respondents reside within Dasmariñas specifically in Salitran, Sabang, San Agustin, Burol, DBB-C, Zone 1, Km 29-Aguinaldo Highway, and City Homes Subdivision.

### 2. Assessment of the respondents to the resorts based on the guidelines of DOT in relation to:

#### a. Location and Environment



Findings showed that with a composite mean of 4.03 for the guests and 4.27 for the employees, both respondents agree that the selected resorts were ideally situated in such way that those were in suitable locations free from noise and were free from marine pollution.

b. Parking

Findings showed that with a composite mean of 3.7 for the guests and 4.19 for the employees, both respondents agree that the selected resorts have sufficient security and adequate parking spaces.

c. Public Washrooms / Toilet

Findings showed that both guests, with a weighted mean of 3.6, and employees, with a weighted mean of 4.29, agree that the selected resorts have adequate public toilet & bathroom for male and female. However, guest respondents, with a weighted mean of 3.23, slightly agree that public toilet and washroom were clean while employees agree on that matter with a weighted mean of 3.84. Also, both guest, with a weighted mean of 2.68, and employee respondents, with a weighted mean of 3.27, slightly agree that the resorts have sufficient got and cold running water, toilet paper, soap, and hand towel and/or hand dryer. Lastly, with a composite mean of 3.12, guest respondents slightly agree, and with a composite mean of 3.8, employee respondents agree that the resorts have met the standards of the Department of Tourism with regard to their accreditation guidelines relative to public washroom/toilet.

d. Facilities and Room Accommodation

Findings showed that employee respondents agree and the guest respondents slightly agree that the resorts have bathrooms that are equipped with 24-hour service of hot and cold running water in each room, and have floors that are clean and not slippery, televisions in the



room, adequate furniture and well-tailored draperies inside the room, excellent lighting arrangements and fixtures in the rooms. In addition, both guest and employee respondents slightly agree that there are relayed or piped-in music in each guest room, and guests respondents disagree that there are cold drinking water and glasses in each bedroom. Lastly, with a composite mean of 3.02, guest respondents slightly agree, and with a composite mean of 3.58, employee respondents agree that the resorts have met the standards of the Department of Tourism with regard to their accreditation guidelines relative to facilities and accommodation.

e. Lifeguard and Security

Findings showed that with a composite mean of 3.02, guest respondents slightly agree, and with a composite mean of 3.73, the employee respondents agree that the resorts have met the standards of the Department of Tourism with regard to their accreditation guidelines relative to lifeguard and security.

f. Medical Services

Findings showed that both guest, with a weighted mean of 3.31, and employee respondents, with a weighted mean of 3.41, slightly agree that there are first aide medicines and necessary life-saving equipment. However, the guest respondents, with a weighted mean of 2.46, disagree that there are physicians, on-call or on full-time basis in the resorts, while employees slightly agree to this matter, with a weighted mean of 2.81. Lastly, with a composite mean of 2.89, guest respondents slightly agree, and with a composite mean of 3.11, employee respondents agree that the resorts have met the standards of the Department of Tourism with regard to their accreditation guidelines relative to medical services.



g. Fire-fighting Facilities

Findings showed that guest respondents disagree and employee respondents slightly agree that there are sprinkle systems, hose boxes, hose reels or standpipe system and other fire-fighting equipments, that there are visible fire alarms, there are stairways, vertical shafts, horizontal exits, and outlet sealed from smoke and heat, that there are a fire exit plan in each floor of the building, that there are properly marked and lighted exits with provision for emergency lights to adequately illuminate exit ways in case of power failure in the selected resorts. However both guest and employee respondents slightly agree that there are adequate fire extinguishers in the resorts. Lastly, with a composite mean of 2.38, guest respondents slightly agree, and with a composite mean of 3.05, employee respondents agree that the resorts have met the standards of the Department of Tourism with regard to their accreditation guidelines relative to fire-fighting facilities.

3. Significant difference on the rating among resorts in Dasmariñas

Since the difference on the rating of the respondents among resorts in Dasmariñas have p-values of .04 in relation to location and environment as per employees, and .000 for the rest of the variables, which are lower than the .05 level of significance, the computed values of the variables are found to be significant. Therefore, null hypothesis which states that, there is no significant difference on the rating among resorts in Dasmariñas, is rejected.

4. How do the profile variables of the guest respondents relate to their assessment of the resorts?



a. Relationship between the guests assessment of the resorts to their gender

The relationship between the gender of the guests and their assessment on the resorts in relation to location and environment, parking, public washroom/toilet, facilities and accommodation, lifeguard & security, and medical services, have p-values higher than the .05 level of significance. As a result, computed values of the variables are found to be not significant. Therefore, null hypothesis which states that there is no relationship between the guests assessment of the resorts to their gender, is failed to be rejected. However based on the relationship between the guests' gender to their assessment on the resorts in relation to fire-fighting facilities that has a p-value of .03, which is lower than the .05 level of significance, the computed value of 10.87 is found to be significant. Therefore, null hypothesis which states that there is no significant relationship between the gender of the guest respondents to their assessment of the resorts, is rejected.

b. Relationship between the guests assessment of the resorts to their age

The relationship between the age of the guests and their assessment on the resorts in relation to location and environment, parking, public washroom/toilet, and medical services, have p-values higher than the .05 level of significance. As a result, computed values of the variables are found to be not significant. Therefore, null hypothesis which states that there is no relationship between the guests assessment on the resorts to their age is failed to be rejected. However based on the relationship between the guests' age to their assessment on the resorts in relation to facilities and accommodation, lifeguard and security, and fire-fighting facilities that



has a p-values lower than the .05 level of significance, the computed values of the variables are found to be significant. Therefore, null hypothesis which states that there is no significant relationship between the age of the guest respondents to their assessment on the resorts, is rejected.

- c. Relationship between the guests assessment to the compliance of the resorts to their residence

The relationship between the residence of the guests and their assessment on the resorts in relation to location and environment, parking, public washroom/toilet, facilities and accommodation, lifeguard & security, and medical services, have p-values higher than the .05 level of significance. As a result, computed values of the variables are found to be not significant. Therefore, null hypothesis which states that there is no relationship between the guests assessment on the resorts to their residence is failed to be rejected. However based on the relationship between the guests' residence to their assessment on the resorts in relation to fire-fighting facilities that has a p-value of .002, which is lower than the .05 level of significance, the computed value of 16.56 is found to be significant. Therefore, null hypothesis which states that there is no significant relationship between the residence of the guest respondents to their assessment on the resorts, is rejected

5. How do the profile variables of the employee respondents relate to their assessment of the resorts?

- a. Relationship between the employees assessment on the resorts to their gender



The relationship between the gender of the employees and their assessment on the resorts in relation to location and environment, parking, public washroom/toilet, facilities and accommodation, lifeguard & security, medical services, and fire-fighting facilities have p-values higher than the .05 level of significance. As a result, computed values of the variables are found to be not significant. Therefore, null hypothesis which states that there is no relationship employees' assessment on the resorts to their gender, is failed to be rejected.

b. Relationship employees assessment on the resorts to their age

The relationship between the age of the guests and their assessment on the resorts in relation to location and environment, parking, public washroom/toilet, facilities and accommodation, lifeguard & security, medical services, and fire-fighting facilities have p-values higher than the .05 level of significance. As a result, computed values of the variables are found to be not significant. Therefore, null hypothesis which states that there is no relationship between the employees assessment on the resorts to their age is failed to be rejected.

c. Relationship between the employees assessment on the resorts to their residence

The relationship between the residence of the employees and their assessment on the resorts in relation to location and environment, parking, public washroom/toilet, lifeguard & security, medical services, and fire-fighting facilities have p-values higher than the .05 level of significance. As a result, computed values of the variables are found to be not significant. Therefore, null hypothesis which states that there is no relationship between the employees assessment on the resorts to their residence, is failed to be rejected. However based on the relationship between the employees' residence to their assessment on the resorts in relation to





facilities and accommodation that has a p-value of .02, which is lower than the .05 level of significance, the computed value of 9.41 is found to be significant. Therefore, null hypothesis which states that there is no significant relationship between the residence of the employee respondents to their assessment on the resorts, is rejected.

6. Based on the respondents assessment, what development plan can be proposed?

A development plan was proposed by the researchers in accordance to the findings of the study. In this output, the proponents provided specific plans for the development of the existing facilities that the resorts offer. The arrangement of the variables in the development plan is based on the assessment of the respondents whether which got the lowest to highest rating. The variables are also arranged according to which are needed to be given focus and to be prioritized first.

The development plan will provide proposals that will contribute to the overall improvement of the selected resorts. It will also provide standards that will be followed by the following resorts in terms of the facilities offered.

## CONCLUSIONS

Based on the findings revealed, below are the following conclusions:

1. Most of the guest respondents are female, whose ages range from 18-30 years old and whose residences are located outside Dasmariñas. While most of the employee respondents are male, whose ages range from 18-30 years old, and whose residences are located within Dasmariñas.



2. The researchers conclude that the resorts have met the standards set by the Department of Tourism with regard to accreditation guidelines relative to parking and location & environment since both guest and employee respondents agreed to this matter. However, the researchers conclude that the resorts have failed to meet the standards set by the Department of Tourism with regard to accreditation guidelines relative to public washroom/toilet, facilities and accommodation, lifeguard & security, medical services, and fire-fighting facilities since guest respondents only slightly agreed to this matter.
3. Based on the findings, which showed that all variables are found to be significant to the respondents assessment on the resorts, null hypothesis is rejected. Therefore, the researchers conclude that there is a significant difference on the assessment among resorts in Dasmariñas.
4. Since findings showed that the age of guest respondents are not significant to the area variables of location and environment, parking, public washroom/toilet, and medical services; while the gender and residence of guest respondents are not significant with the area variables mentioned above, plus, facilities and accommodation, and lifeguard and security, null hypothesis is failed to be rejected. Therefore, the researchers conclude that there is no significant relationship between the guests' assessment of the resorts to their age, gender, and residence. However, since area variable, fire-fighting facilities, is found to be significant to the guests' gender, age, and residence, null hypothesis is rejected. Therefore, the researchers conclude that there is a significant relationship between the guests' assessment of the resorts to their gender, age, and residence.



5. Since the findings showed that the employees' residence are found not to be significant with all the variables except from facilities and accommodation; while age and gender are found not to be significant to all the variables, null hypothesis is failed to be rejected. Therefore, the researchers conclude that there are no significant relationship between the employees' age, gender, and residence to their assessment of the resorts. However, since findings showed that employees' residence is significant to area variable of fire-fighting facilities, null hypothesis is rejected. Therefore, the researchers conclude that there is a significant relationship between the employees residence to their assessment of the resorts.
6. Based on the findings which showed that the selected resorts, at some variables, were not able to meet the standards set by the Department of Tourism, the researchers therefore conclude that the development plan they have proposed will be a great help for the establishments to improve their services and facilities in order to provide high quality service.

## RECOMMENDATIONS

Based on the conclusion, below are the following recommendations:

1. The researchers suggest to give more attention on meeting the standards of the Department of Tourism in relation to this fire-fighting facilities. Specifically, the resorts should provide adequate fire extinguishers, should have sprinklers, hose boxes, hose reels or standpipe system and other fire fighting equipment, have visible fire alarms, have stairways, vertical shafts, horizontal exits, and outlet sealed from smoke and heat, have fire exit plan in each floor of the building, and have properly marked and lighted



exits with provision for emergency lights to adequately illuminate exit ways in case of power failure.

2. Providing sufficient medical services is also one of the recommendations of the researchers. Specifically, the resort managements should provide first aide medicines and necessary life-saving equipment, and should have physician, on-call or on full-time basis.
3. The researchers suggest that the resort managements should provide sufficient amenities specifically, providing sufficient hot and cold running water, toilet paper, soap, and hand towel and/or hand dryer.
4. The researchers suggest that managements of the resorts should improve their facilities and services, mainly on providing relayed or piped-in music in each guest room, television in the rooms, excellent lighting arrangements and fixtures in the rooms and bathrooms, having adequate furniture and well-tailored draperies inside the room, having bathrooms that are equipped with 24-hour service of hot and cold running water in each room, and having floors that are clean and not slippery. In addition, resorts should provide extra effort in providing cold drinking water and glasses in each bedroom since that variable got the lowest rating under facilities and accommodation.
5. The researchers suggest that resort managements should give attention to their compliance in relation to lifeguard & security. Specifically, the resort managements should provide sufficient number of well-trained lifeguards on duty who can perform first aid procedures, and provide adequate security whenever there are guests in the resorts.



6. The researchers suggest that the resorts should develop and put signage that discusses their pool rules. This will help disseminate the resorts' rules and regulation in accordance to their facilities.
7. The researchers suggest that resorts should provide adequate parking spaces with sufficient security on them.
8. Future researchers, in relation to this study, are suggested by the proponents to consider and find out the reasons why resorts in Dasmariñas have never tried to apply for DOT accreditation since it contributes positive impacts to such establishments.

