



THESIS ABSTRACT

**IMPACT OF BEACH RESORTS IN SAN JUAN, BATANGAS: BASIS FOR
A PROPOSED SUSTAINABLE PLAN**

Researchers:

Armengol, Brigitte Anne E.

De Guzman, Diana Rae H.

Paredes, Liriza R.

Research Adviser: Ernesto C. Mandigma Jr., MBA, MPA, MAED, ME, LET

Research Professor: Paul Anthony C. Notorio, MBA-TM

Degree: Bachelor of Science in Tourism Management

School: De La Salle University – Dasmariñas

Year: 2014

Sustainability is an act of maintaining the quality of the natural resources, thereby supporting long-term ecological balance without harming or depleting the environment. Sustainability practices when applied can help not only the environment but also the tourism establishments to achieve an optimum use of the resources. This practices could help people learn how to conserve and make them be more aware of the environment, thus could result to the longevity of resources which can also benefit the future generations. Furthermore, the researchers conducted this study to identify the impact of beach resorts in San Juan, Batangas, in terms of the positive and negative impact of tourism, and its relation to the demographic profile of the respondents. It includes 4 beach resorts, namely: Virgin Beach Resort, Blue Coral Beach Resort, Kabayan Beach Resort, and Laiya Coco Grove Beach Resort. The researchers used survey questionnaires as the data-gathering tool in order to assess the impact of tourism. From this, results were determined and analyzed to come up with a proposed sustainable plan. The researchers found out that beach resorts have positive environmental, economic, and socio-cultural impact wherein floras are well-maintained. The resort business creates new business and job opportunities for the locals and community and helps build awareness in the natural and cultural attractions. On the other hand, it also has negative impact in terms of environment, economics, and socio-culture such as destruction of trees, unemployment issues due to seasonal business demand, and relocation of local residents for tourism development. Thus, the researchers came up with a proposed sustainable plan which are (1) tree planting program, (2) maintenance of promotional activities and, (3) a proposed relocation site for the residents. The study could give benefit to the local residents, community, and tourism establishments.

Keywords: Sustainability, Impacts, Tourism, and Beach Resorts