



## ABSTRACT

### SUSTAINABLE PRACTICES OF SELECTED RESORTS IN CALATAGAN, BATANGAS: BASIS FOR PROPOSED SUSTAINABLE PLAN

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This study was intended to assess the sustainable practices existing in the selected resorts of Calatagan, Batangas, which will serve as a guide in creating an enhanced sustainable plan. Quantitative method was used in the study. The study aimed to give awareness to the people, the importance of sustainable tourism, to persuade the resort management to implement and monitor sustainable practices, and to determine its relevance to the lives of the employees, guests, local community, and also to the researchers. The researchers used survey questionnaires as an instrument for data gathering, to be conducted in selected resorts in Calatagan, Batangas, namely: Stilts Resort, Lago De Oro, and Golden Sunset. The proponents had the Employees and Guest as the respondents of the study to assess the Sustainable Management, Socio-Economic, Cultural Heritage, and Environmental aspect of each resort. Based on the findings, the construction and design of the resorts naturally and culturally blends with the surroundings, the traditions of the local community are still preserved and respected, Code of Behavior are monitored and observed, and practices to reduce pollution are implemented in each resort. In contrary, Calatagan, Batangas has poor communication strategy to inform the people about the sustainable policies, programs and initiatives, resort activities affect the basic services rendered to the local community, do not display relics or artifacts which represents the identity of the municipality, and also do not apply energy efficient practices and innovations. The recommendations were (1) to use social media tools such as to deliver the advocacy publicly in an easier way (2) to display signage or posters of the environmental policies (3) to conduct meetings, gatherings or seminars which will coordinate the local government, the local community, the resorts and other stakeholders (4) to promote the local art and local products (5) to install solar paneled lamps and apply energy efficient practices (6) to create and propose a sustainable plan applicable to the selected resorts.

*Keywords: Sustainable Practice, Resorts, Calatagan, Batangas, Sustainable Plan*