

BIBLIOGRAPHY

WAKIT, BERDELIZA B. OCTOBER 2012. Documentation of 1300L Swimming Pool Enterprises at Poblacion, Itogon, Benguet. Benguet State University, La Trinidad, Benguet.

Adviser: Andrew K. Del-ong, Bsc.

ABSTRACT

This study was conducted to determine how the 1300L Swimming Pools in Poblacion, Itogon, Benguet came into existence, the profile of the resort business and the present facilities available; and to determine the seasonal demands for the tourist, from where the customers are coming, and the reasons and their motives for visiting the said place.

A total of 20 respondents who are owners/operators of the 1300L Swimming Pool and seven customers from each resort were randomly chosen. A structured survey questionnaire was used and a follow-up interview was done to validate their responses. For the customers, a survey questionnaire was also made to collect data and information for every resort enterprise. The data were consolidated, tabulated and analyzed through frequency counts, percentages, average and ranking.

Findings showed that almost all of the resort owners are individually owned (sole proprietorship). The resort/swimming pools are still young in existence within four years. The respondents had an initial capital of less than Php100, 000.00 and most of them provide



their own capital. For those who borrowed money that were added to their firms capitalization which they source out from their family, friends and relatives.

The main objective of the respondents in establishing the resort business is that most of them want to promote tourism in the locality and the typical reason of business owners in almost all sectors that is to generate income for the family. Common facilities available in every resort are the pools and steam baths, others also offered Function Hall, Videoke/karaoke and the TV monitors. The seasonal demands for the customers to visit were noted from the months of January, March, April, May, and December.

Of the one hundred forty surveyed customers, majority were from the Cordillera region comprising Baguio, Benguet and some other parts of Kalinga. The reasons and purposes for coming to the said resort is for relaxation or rest and family recreation, others for student activities, camping and tour. They are motivated to travel for the appreciation of nature and the hotspring being offered. As to the tourists' ratings of facilities and services, cottages and peace and order were given a very good rate. The most common problem encountered by the customers was the rough road going to the resort.



RESULTS AND DISCUSSION

The Evolution of the Swimming Pool Enterprises

The 1300L Swimming Pools, formerly known as “*trase*” started sometimes in 2002 when Mr. Avelino Tiangao built a single fishpond for tilapia production. He constructed the first pond with his bare hands made a little easier with the used of some tools. His only purpose then was to carve a simple source of livelihood for himself during his free time.

People who never realized the potential of the area then throw criticisms on him on what he was doing and called him insane. However, he was never affected with those remarks.

After a few months, several community people followed suit and started building their own ponds. The local government unit of Itogon, upon seeing of its livelihood potential, accorded support by way of facilitating the organization of the fisher folk, assisted the acquisition of fingerlings and facilitated the conduct of fish production.

However, the owners of the fishponds found out that it is difficult for the tilapia to grow in the area because of the poor quality of water that is coming out from the tunnel of Benguet Corporation and from the underground water that is primarily supplies the water in the ponds.

Full of initiative and creative ideas, Tiangao again started building a makeshift pool to serve as catch basin for warm water where his children and grand children and even some local people enjoy their early morning and late afternoon dip that truly fascinated him. Collecting fees was initially out of his mind. However, due to the increasing number of people going to the pool, he was advised to collect a minimal fee to pay for the maintenance of the area. He then started collecting a minimal fee of five pesos from each user. Having sparked an idea, another resident constructed additional pools and huts. This then attracted



some tourists. This was only the resort, which came first to fulfill. After sometimes, a number of resorts came into existence. There are now about 20 well- developed resorts and some yet to come up because of the increasing number of tourists coming into the area.

The 1300L Swimming Pools are fast becoming known as an alternative resort destination in Benguet.

Demographic Profile of the Owners/ Operators

Table 1 shows information regarding the demographic characteristics of the respondents according to age, civil status, gender, address, educational attainment, and household size.

Age range. From among the resort owners and or operators,45% are aged 35-45 years old; followed by a 25% belonging to the age bracket of 57-67 years old; 20% in the 46-56 age bracket. The remaining 10% belong to the younger age bracket of 24-34 years old.

Civil status. Most 80% of the respondents are married while a significant 15% are single. One of the respondents is widowed.

Gender. In terms of gender, majority 60% of the respondents are females. This reveals that the females nowadays are more active in and interested when it comes to operating a business. Further, gender quality is observed when it comes to the management of said resorts.

Address. Almost all 95% of the respondents are residing within the study area. Only one is not a resident of Itogon, but rather residing in the city of Baguio.

Educational attainment. All of the respondents attended formal education with a significant 30% even earning college degrees.



Household size. Majority (65%) of the respondents have a household size of around 4-6 followed by a significant 25% having a household size of 7-9. It can be noted however that at least a 10% have a largest household size of 10 and above.

Table 1. Demographic profile of owners/ operators

PARTICULARS	FREQUENCY	PERCENTAGE
Age		
24-34	2	10
35-45	9	45
46-56	4	20
57-67	5	25
TOTAL	20	100
Civil Status		
Single	3	15
Married	16	80
Widowed	1	5
TOTAL	20	100
Gender		
Male	8	40
Female	12	60
TOTAL	20	100
Home Address		
Itogon	19	95
Baguio City	1	5
TOTAL	20	100

Table 1. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
-------------	-----------	------------



Educational Attainment

Elementary	2	10
High School	9	45
College Undergraduate	3	15
College Graduate	6	30
<hr/>		
TOTAL	20	100
<hr/>		
Household Size		
4-6	13	65
7-9	5	25
10&above	2	10
<hr/>		
TOTAL	20	100
<hr/>		

Business Profile

Length of existence. Table 2 shows that the 1300L Swimming Pools/Resorts is still going in terms of existence with the majority (75%) having existed for only around four years and below. Only the originator of the pools/resorts existed for around nine years.

Land area of the resort. Table 2 shows that majority (75%) of the resorts occupies a land area of around 250m- 500m. This reveals that it doesn't necessarily require a wide area to develop and operate a resort.

Business hours. Table 2 shows the business hours of the resorts. Majority of the Swimming Pools/resorts operates only on a daytime basis with (65%) of them opens at 8am and closes at 5pm, the reason is because of their practice of daily changing the waters of the pools particularly every after 5pm, besides they have no facilities like inns to accommodate overnight customers. The results also shows at ten percent (10%) of the



resorts are operating 24 hours a day because they provide their own inns for the customers to overnight.

Table 2. Profile of the business

PARTICULARS	FREQUENCY	PERCENTAGE
1-4 years	15	75
5-8 years	4	20
9years	1	5
TOTAL	20	100

Area (sq.m.)

250-500	15	75
501-751	1	5
752-1,002	3	15
1,003-1,253	-	-
1,254 & above	1	5
TOTAL	20	100

Business Hours

7am-5pm	3	15
7am-6pm	2	10
8am-5pm	13	65
24hours	2	10
TOTAL	20	100

Forms of Ownership



Table 3 shows that ninety percent (90%) of the resorts or swimming pools in the area are owned individually (sole proprietorships). Only two (10%) are jointly-owned (partnerships). This could be explained by the fact that the location or the piece of land where their swimming pools were put up the personal ownership of the owners which is their inheritance from their parents.

As to category, majority (70%) of the resorts/ swimming pools are registered with the local government. The remaining thirty percent (30%) that are not yet registered represents those that were newly established.

Table 3. Forms of business organization and business category

PARTICULARS	FREQUENCY	PERCENTAGE
Form of Business Organization		
Sole Proprietorship	18	90
Partnerships	2	10
TOTAL	20	100
Category of the Business		
Registered	14	70
Unregistered	6	30
TOTAL	20	100



Objectives in Establishing the Business.

Table 4 reveals the objectives of the respondents or owners in establishing the business. It is interesting to note that most (90%) wants is to promote tourism in the locality. This is followed the typical reason for the most business owners in almost all sectors that is to generate income for the family (85%).

Profile of the Human Resource

Number of permanent workers. Table 5 presents the number of permanent worker, (85.71%) involve one to three members of the family in the business and (80%) for the hired workers, while (14.29%) of the permanent workers belong to 4-6 members of the family and (20%) for the hired workers.

This means that most family members that is lesser can tackle or discuss in operating the business in their home than many.

Number of contractual worker. Most of the contractual worker had (75%) involved one to three numbers of workers in the business, (25%) involved four to six workers.

This means that they hire more contractual workers than permanent workers.

Reasons of employing permanent workers. Table 5 shows that most respondents claimed that their reasons for employing permanent workers is because they have necessary skills needed in the business, few (35%) employ permanent worker to train co-worker, and 20% reasoned that permanent workers are needed for continues operation. It was noted that most of the permanent workers were family members of the owners.



Table 4. Objectives of owners in establishing the resort

PARTICULARS	FREQUENCY	PERCENTAGE
Generate income for family	17	85
Create employment for myself/family	9	45
Create employment for others	6	30
To promote tourism activities in the area	18	90
To encouraged by those who first put up Swimming Pool/resorts	4	20

*multiple response

Table 5. Number of workers by type and by source

PARTICULARS	FAMILY WORKER		HIRED WORKER	
	Frequency	%	Frequency	%
A. Permanent Worker				
1-3	12	85.71	8	80
4-6	2	14.29	2	20
TOTAL	14	100.00	10	100
B. Contractual Worker				
1-3	-	-	15	75
4-6	-	-	5	25
TOTAL	-	-	20	100



Reasons of employing contractual workers. Fifty percent employed casual laborer because of intermittent operation, 45% employed casual laborers due to the seasonality of customers visiting the place, 40% for helping those who in need like working student and 25% employed casual laborers as a requirement to become a permanent employee. While they are casual employees, they are observed if they could be promoted to permanent status.

This shows that the main reason of the owner of resorts in employing casual laborer is due to the seasonality of the number of customers to come especially during weekends, summer seasons and as well as holidays, thus this is the time for needing man power to facilitate the operation.

Table 6. Reasons in the employment of permanent worker

PARTICULARS	FREQUENCY	PERCENTAGE
Permanent Workers		
Possess necessary skills	16	80
For continuous operation	4	20
Trainers to new workers	7	35

*Multiple response



Table 7. Reasons in the employment of contractual worker

PARTICULARS	FREQUENCY	PERCENTAGE
Intermittent Operation	10	50
Requirements for the purposes of employing them	5	25
Working students	8	40
Seasonality of the customers to come	45	9

*Multiple response

Manners of paying laborers. Table 8 presents the manner of paying laborers by the owner of the resort. For the permanent workers who are family members, majority (57.14%) paid the workers on a monthly basis. An equal number of respondents paid family members on a weekly basis. For hired workers, 50% of the respondents paid their employees on a weekly basis while 20% paid their employees on a daily basis and 30% on a monthly basis.

For the contractual worker, majority (70%) paid laborers on a daily basis, ten percent (10%) paid on a weekly basis and twenty percent (20%) on a monthly basis.

There were some respondents who do not pay their family workers. These are immediate family members who held during peak seasons or days when customers are many.

The finding shows that the business owners at 1300L Swimming pool used different schemes in paying their workers.



Financial Resource of the Business

Initial Capital. Table 9 shows the initial capital of the owner. Fifty percent of the respondents had an initial capital of Php100, 000.00 and below, while 25% had an initial capital of Php100, 001-300,000.00, fifteen percent had an initial capital of Php300, 001-600,000.00, the rest 10% had Php600, 001-900,000.00. This explains that none of the respondents had started their business with a very large amount of capital. In fact, most of them started with an initial capital of below Php100, 000. 00. Though the owner started with a small amount but little by little the condition of their operation is improving.

Table 8. Mode of paying workers

PARTICULARS	FAMILY WORKER		HIRED WORKER	
	Frequency	%	Frequency	%
Permanent workers				
Daily basis	3	21.43	2	20
Weekly basis	3	21.43	5	50
Monthly basis	8	57.14	3	30
TOTAL	14	100	10	100
Contractual workers				
Daily basis	-	-	14	70
Weekly basis	-	-	2	10
Monthly basis	-	-	4	20
TOTAL	-	-	20	100



Table 9. Capitalization

PARTICULARS	FREQUENCY	PERCENTAGE
Initial Capitals		
100,000 and below	10	5
100,001-300,000	5	25
300,001-600,000	3	15
600,001-900,000	2	10
TOTAL	20	100
Capital Structure		
100% owners equity	12	60
75% owners equity	3	15
60% owners equity	4	20
50% owners equity	1	5
TOTAL	20	100
Source of Loan		
Family, friends and relatives	6	75.00
Cooperative	2	25.00
Banks	1	12.50
Loans from an individual	1	12.50
Government Institution	2	25.00

*multiple response



Table 9. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Reasons for the choice of loan source		
Low Interest	5	62.50
No stringent collateral	4	50.00
No interest	2	25.00

*multiple response

Capital structure of business. Although not all of the owners of the pools do not have 100% claim to their firms capitalization, majority (60%) has full claims on to them.

Source of loan. For those who borrowed money that were added to their firms capitalization, majority (75%) sourced it from their family, friends and relatives. Indicating that just like typical Filipino-owned enterprises, families and kins, including friends are playing important role in the capitalization of their businesses.

Reasons for choice of lending institution. The source depends upon the requirements needed by these different lending institution, majority of them the reasons for choice of lending institution is because of low interest, no stringent collateral and the has the reason of having no interest.

Utilization of initial capital. As shown in table 10, the utilization of initial capital of the entrepreneurs. Majority (65%) of the respondents utilizes 5 to 10% and twenty percent (20%) of the respondents used 11 to 20% of their initial capital for additional equipments, for the cottage construction also forty percent utilize 15 to20 % and 41-50% respectively. In the construction of pools, thirty five percent utilize 51-60% of their initial



capital. Half of the respondents (50%) utilized 10-30% of the capital for working capital. For security purpose some or most of them reserved or deposits on banks.

Table 10. Allocation of funds

PARTICULARS	FREQUENCY	PERCENTAGE
Working Capital		
10-30%	10	50
31-60%	6	30
61-90%	1	5
91-120%	3	15
TOTAL	20	100
Purchased of additional equipments		
5-10%	13	65
11-20%	4	20
21-30%	2	10
31-40%	-	-
41-50%	1	5
TOTAL	20	100
Cottage construction		
15-20%	8	40
21-25%	2	10
26-30%	3	15
31-40%	2	10
41-50%	5	25
TOTAL	20	100



Table 10. continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Construction of pools		
30-40%	4	20
41-50%	3	15
51-60%	7	35
61-70%	3	15
71-80%	3	15
TOTAL	20	100
Reserve Funds		
10-20%	7	35
21-30%	4	20
31-40%	-	-
41-50%	1	5

Type of Assistance Received

Table 11 shows the assistance received by the owners/ operators of the resort/ swimming pool, majority seventy-five percent of the business resort have availed assistance in LGU, Red Cross like seminars and trainings, financial and others, while 25% did not avail any assistance.

Physical Facilities Available

Table 12 showed the facilities available in the resort. Most of the facilities in every resort are the adult pools and kiddie pools, hotspring that tap into the natural mineral water,



picnic sheds, comfort rooms, bathrooms. Each place has an average of three swimming pools each. Hot therapeutic waters are available throughout the year, but cold mountain spring water is used in the swimming pools during hot months. They offer accommodation at a reasonable rate. Some of the resorts also provide venues for seminars and conferences that can accommodate as many as 100 people. The resort offer also overnight cottages, function hall, water slide and other facilities offered such as TV monitors, karaoke /videoke that this recreational facility will improve their access of recreational for the customers. It shows that only few facilities were offered for every resort.

Table 11. Distribution of the respondents according to type of assistance received

PARTICULARS	FREQUENCY	PERCENTAGE
Availed assistance	15	75
Did not avail assistance	5	25
Source of assistance		
LGU	12	60
Redcross	9	45
Forms of assistance		
Financial	5	25
Seminars and Trainings	12	60



Table 12. Facilities available in the resort/swimming Pools

PARTICULAR	FREQUENCY	PERCENTAGE
Pools		
Kids	20	100
Adults	20	100
Steam bath	14	70
Function Hall	1	5
Slide	10	50
Videoke/ Karaoke	20	100
TV Monitors	15	75

Business Operation

Table 13 showed the rates at 1300L Swimming Pools. Cottage rates and entrance fees. Entrance fees are Php20.00 for the kids and Php30.00 for adults. Meanwhile, its cottages can accommodate big and small groups and rent are Php 200.00 to Php 1000.00 per day depending on the size of cottages that the tourist/ customers will occupy, offer also overnight cottages rate Php100/head. Some resorts also offered function halls are from Php500.00 to Php2, 000.00 that can accommodate 100 people depending on the size.

Average Number of Customers Table 14 showed the average number of customers for 2011. The highest average number of customers were noted for the months of January, March, April, May and December. On the other hand, the lowest were from June to August.

This could be explained by the fact that the said months is under the rainy season and where most typhoons occur, thereby discouraging people to go to the swimming



pools/resorts. This shows also that the resorts experience peak and off-peak seasons and they agree that the number of tourists/travelers increases during summer seasons as well as holidays.

Manner of Promotion.

As shown in table 15 the resorts are actively being promoted by the LGU through the Municipal Tourism. The significant manners of promotion adopted by the resort owners are through the word of mouth (75%) and the use of tarpaulin (60%). Other manners include the use of flyers brochures and call cards, some also through campaigning to other places and inviting those people/ seminars.

The result also revealed that some resort owners (10%) are now resorting to the internet to promote their resorts.

Table 13a. Rates at 1300L Swimming Pools

PARTICULARS	ADULT		KIDDIE	
	Frequency	%	Frequency	%
Entrance fee				
15	-	-	1	5
20	-	-	19	95
30	20	100	-	-
TOTAL	20	100	20	100



Table 13b. Rates of cottage

PARTICULAR	FREQUENCY	PERCENTAGE
250	3	15
300	13	65
350	8	40
400	4	20
500	3	15
600	3	15
1000	1	5

Table 14. Average monthly number of customers

MONTH	TOTAL
January	13,050
February	4,125
March	5,750
April	11,050
May	5,805
June	960
July	670
August	620
September	1,785
October	2,530
November	5,100
December	10,050



Table 15. Forms/ ways in promoting their resorts

PARTICULARS	FREQUENCY	PERCENTAGE
Flyers, brochures, call cards etc.	6	30
Internet/ website	2	10
Word of mouth	15	75
Campaigning to Other places	3	15
Others, Personal invitations	4	20
Tarpaulin	12	60
LGU promotions	20	100

*multiple response

Problems Encountered in Operating the Business Resort.

As to the problems encountered by the resort owners/ operators, it was noted that the most common ones include undisciplined customers specifically the consumption of liquors in the resorts which is actually prohibited (75%), seasonality of customers (35%), lack of facilities/amenities (30%), distance of the road to the pools that discourages customers(25%). Another noted problem is the competition (15%) posed by the newly constructed pools near the roads to the earlier constructed pools/ resorts.



Table 16. Problems Encountered in Operating the Resort

PARTICULAR	FREQUENCY	PERCENTAGE
Seasonality of the customers	7	35
Decreasing of customers frequenting the area due to the distance from the Near road	5	25
Increasing number of the swimming pools being constructed near the road	3	15
Lack of facilities/ amenities offered	6	30
Lack of skills in operating the resort	2	10
Crab mentality of the other resort owners	1	5
Undisciplined customers	15	75

*multiple response

Place of Origin of the Customer-Respondents

Table 17 presents the place and origin of the respondents. Among the 140 respondents, majority of them were from the cordillera region comprising Benguet (47.86%), Baguio City (22.86), and Kalinga (10%). Sixteen (11.42%) of the respondents were from Region 1 comprising Pangasinan (5%), La Union (3.57%), Ilocos Sur(2.86%), and, eleven(7.86%) came from the region 11 comprising Nueva Viscaya.



Table 17. Place of origin of the Customer

PARTICULARS	FREQUENCY	PERCENTAGE
Address		
Benguet	67	47.86
Baguio	32	22.86
Kalinga	14	10.00
Nueva Viscaya	11	7.86
Pangasinan	7	5.00
La Union	5	3.57
Ilocos Sur	4	2.86
TOTAL	140	100.00

Demographic Profile of the Customer-Respondents

Age range. The youngest among the 140 respondents was 11 years old while the oldest was 63 years old. For ages 20-28 were (47.86%) and also for ages 11-19 were (18.57%). The result shows that the younger people are more adventurous, eager to see new places and experiences.

Gender. Among the 140 respondents, majority (57.14%) were females, while (42.86%) of the respondents are males.

Occupation. Table 18 shows that among the 140 respondents (20.00%) were government employees, (20.71%) for non-government employee. There were (21.43%) who were self-employed/businessman, (37.86%) were students.



Table 18. Demographic profile of the respondents

PARTICULAR	FREQUENCY	PERCENTAGE
Age		
11-19	26	18.57
20-28	67	47.86
29-37	19	13.57
38-46	12	8.57
47-55	10	7.14
56-64	6	4.29
TOTAL	140	100.00
Gender		
Male	60	42.86
Female	80	57.14
TOTAL	140	100.00
Occupation		
Government Employee	28	20.00
Private Employee	29	20.71
Self Employed/Businessman	30	21.43
Student	53	37.86
TOTAL	140	100.00



Level of Satisfaction by Customer

Respondents rank the facilities and service. Ratings used in ranking were as follows; 5-Excellent; 4-Very Good; 3-Good; 2 -Fair; 1-Poor as shown in table 3.

Table 21 presented the level of satisfaction by customer. The sixteen facilities and services available in the resort were arranged from highest to lowest rate, tourist or the customers rated cottages as Very Good 4.39 and rated food services as the lowest 2.27 as Fair in the resort concern. For the local government unit concern rated as peace and order as Very Good 4.16 while the lowest is tourism information center 2.65 as Fair.

Source of Information about the Resort

Table 20 shows the sources of information of tourist about the resort. Among the respondents (99.29%) get information through their friends, peers and friends, others know from the Internet.

Table 19. Ratings on the hotspring /resort based on the level of satisfaction.

PARTICULARS	MEAN	DESCRIPTIVE EQUIVALENT
Resort Concern		
Cottage	4.39	Very good
Quality of water	3.32	Good
Ventilation	3.31	Good
Quality of pool	3.27	Good
Management / staff	3.26	Good
Shower room	3.25	Good



Table 19. Continued

PARTICULARS	MEAN	DESCRIPTIVE EQUIVALENT
Public Restroom	3.25	Good
Walkways	3.19	Good
Cooking area	3.19	Good
Lighting	3.16	Good
Safety Measures	3.15	Good
Entertainment	3.15	Good
Lifeguards available	3.14	Good
Resort Information Center	3.09	Good
Communication Facilities	3.03	Good
Food Services	2.97	Fair
LGU Concern		
Peace and Order	4.16	Very good
Local transport	3.05	Good
Road Accessibility	3.00	Good
Tourism Information Center	2.65	Fair

Legend: 1- Poor; 2 -Fair; 3-Good; 4-Very Good; 5- Excellent



Table 20. Sources of information about 1300L Swimming Pool

PARTICULARS	FREQUENCY	PERCENTAGE
Internet	1	0.71
Family, Peers, Friends	139	99.29
TOTAL	140	100

Purposes and Reasons for Going to the Resorts

Table 21 presents the multiple response of customers for the purpose and reasons for visiting 1300L swimming pool. Majority (65%) of the respondents for relaxation or (the refreshment of the mind and body after work, especially by engaging in enjoyable activities and (63.57%) for family recreation, for pleasure and for vacation, twenty percent for education/research which was answered by the student and for others to meet other people, to have a self-discovery (or having some information about the place).

Results show that majority the purpose is to travel for relaxation and family recreation as stated by the Department of Tourism where a resort is a place for relaxation and recreation.

Motivation of Customers to Travel

Table 22 presents the multiple response of tourist to travel. Majority (53.57%) were motivated most to travel also to see and appreciate nature; (35.71%) for the hot spring or babadan being offered by some of the resort, (28.57%) for scenery.

The result shows that the customers were motivated to travel to see and appreciate nature and for the hot spring that being offered of some of the resort business.



Table 21. Purpose and reasons for going to the resorts.

PARTICULARS	FREQUENCY	PERCENTAGE
Family Recreation	89	63.57
Students/ Camping/ Tour	28	20.00
Pilgrims	14	10.00
Seminars and conference	3	2.14
Outreach Program/ Educational Tour	8	5.71
Vacation	12	8.57
Relaxation and Refreshments	91	65.00
Pleasure	44	31.43
Meet other people	4	2.86
Self discovery	10	7.14

*multiple response

Number of Times Respondents Frequented the Resorts

Table 23. The respondent reveals the times they visited the 1300L Swimming Pool. Most of the respondents or 42.86% have gone a range of 3-4 times; while 37.14% had gone a range of 1-2 times and the least number of 20% range of 5-6 times. This implies that many of the respondents are going to the said resort not once but many times.



Table 22. Motivation to visit 1300L Swimming Pools

PARTICULARS	FREQUENCY	PERCENTAGE
Scenery	40	28.57
Appreciation of Nature	75	53.57
Indigenous Food	-	-
Hotspring “babadan”	50	35.71

*multiple response

Table 23. Number of times respondents have frequented the resorts/ swimming pools.

PARTICULARS	FREQUENCY	PERCENTAGE
1-2	52	37.14
3-4	60	42.86
5-6	28	20.00
TOTAL	140	100

Problems Encountered By the Customer in the Resort

Table 24 shows the problems encountered by the tourist in the resort. Most (42.14%) of the respondents mentioned rough road as the main problem encountered. The lack of printed information about the resort was also mentioned by (40.71%) respondents. Other problems worth mentioned no first aid assistant for other resort, slippery and dangerous mountain trails, lack of security, inconvenient cottages, they also mentioned too hot, inconvenient transportation, hostility of local people, and not enough parking space.



Table 24. Problems encountered by the customer in the resort

PARTICULARS	FREQUENCY	PERCENTAGE
Resort Concerns		
Absence of public toilets	3	2.14
Inconvenient cottages	13	9.28
No first aid assistant	26	18.57
Lack of printed information	57	40.71
LGU Concerns		
Rough road	59	42.14
Slippery and dangerous mountain trails	33	23.57
Climate: too hot	15	10.71
too cold	5	3.57
Hostility of local people	6	4.29
Lack of security	17	12.14
Inconvenient transportation	4	2.86
Insufficient parking area	12	8.57

*multiple response

Tourist's Suggestion to Improve the Resort in Itogon, Benguet

Table 25 shows that among the respondents, majority (70.71%) of them suggested that the road must be concreted, 50 respondents suggested publish more information and maps about the resort. The other suggestions mentioned were: maintain cleanliness, preserve the natural attractions, maintain hospitality, and develop friendliness towards customers. Some also suggested on trainings for the guides on the first aid/ more on first aid assistance,



provide/ improve facilities to attract more tourist, additional space for parking, adding more security around the area to avoid things to be lost, give signs or warning on the water level, make the bridge stable to secure safety, providing hotel or lodge for customers and they should monitor the sources of water regularly.

Table 25. Tourist's suggestion to improve the resort in Itogon, Benguet

PARTICULARS	FREQUENCY	PERCENTAGE
Resort Concern		
Public more information materials about the resort	85	60.72
Maintain hospitality	25	17.86
Preservation of natural tourist attraction	10	7.14
Provide/ build hotels or lodge for customers	30	21.42
Maintain cleanliness	50	35.71
Develop friendliness towards customers	20	14.29
Trainings for the guides on the first aid/ more on first aid assistant	20	14.29
Provide/ improve facilities to attract more tourist	50	35.71
They should monitor regularly the source of water	35	25.00
Give signs or warnings of water level	30	21.43



Table 25. Continued

PARTICULARS	FREQUENCY	PERCENTAGE
LGU Concern		
Road concretion	99	70.71
Add more security around the area to avoid things to be lost	30	21.43
Additional space for parking	35	25.00
Make the bridge stable to secure safety	30	21.43

*multiple response

Benefits Contributed by the Businesses to the Community

With the opening of the resort at Itogon, for the short term benefits, the stakeholders who benefited from this are the storeowners, restaurants peddlers, transport operators and drivers. Contributing time and funds to the development of the other resorts as well as participating in general and technical training. The actual construction and the initial development of the resort brought much needed income to local families in terms of wages and payments for construction materials and services and the growth of many businesses such as restaurant and souvenir shops that have resulted in better employment rate and income distribution among the residents. The trained tour guides rendered their services with corresponding fess standardized. In the local level, they tapped the services of all the jitneys plying the route of the said resort.

For the long term benefit, the business establishments and livelihood activities that cater to the need of the customers are now eventually increasing in the host areas. The involvement of the community is primarily the priority of the event, the tourist/customers



has encouraged the community to protect and preserve their environment and culture, develop and improve their communication skills, develop and improve the basic tourist support facilities in the barangay and enhance their livelihood opportunities.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted in Itogon, Benguet to determine how the 1300L Swimming Pools came into existence, to determine the profile of the business resort, to identify the present facilities available in the resort, the seasonal demand for tourist visitation, and to identify the customers the reasons and their motives for visiting the said place.

There were seven customers from each resort who were randomly chosen a total of 140 respondents and 20 respondents who are the owner/ operators of 1300L Swimming Pool. The research/ study was conducted from November to February 2012. A structured survey questionnaire was used to gather information and follow-up interview was done to validate their responses. For the customers, a survey questionnaire was also made to collect data and information for every resort enterprises. The data was consolidated, tabulated and analyzed through frequency counts, percentage, average and ranking.

Finding shows that most of the owners/ operators of the resorts belong to the age range of 35-45 followed by 46-67 years old. Most of them are female and married. With regards to their educational attainment, most of them attended a formal education and some of them earned a degree in college, and a household size of 4-6 person.

The resort/swimming pools are still young in existence within four years. This implies that most of the operators/owners had just started or newly established their business and they operate only on a daytime basis (8-5pm). Majority of the resort owners are individually owned (sole proprietorship).



The main objectives of respondents in establishing the resort business is that most of them want to promote tourism in the locality and the typical reason is to generate income for the family.

One to three members of the family are usually involved in managing the business and some members are not being paid. In addition, every member involved performs function like managing, cleaning and others. The number of permanent workers average about 6 persons, for the employment of casual laborers fell under each average. It was noted that most of the permanent workers were family members of the family. Permanent workers are employed for having their own skills and serve to train people and are given wages on a weekly basis and monthly basis. Further they hire contractual worker if they have enough customers to come especially during weekends, summer seasons and as well as holidays and they are usually paid on the monthly basis and on a daily basis.

The structure of capital is mostly 100 percent owner's equity. Most of them have started from small capital but after few year of operation, the capital of operation has increased. For those who borrowed money that were added to their firms capitalization they source out from their family, friends and relatives. Majority of them utilizes their funds in working capital followed by utilizing as deposits on banks, acquiring fixed assets, building pools and cottages. Some of them were given assistance from Government agencies like LGU, Red Cross and others.

Common facilities available are the pools and steam baths, some offered function hall, water slide and overnight cottages, videokes/ karaoke. Cottage rates and entrance fees are Php20.00 for the kids and Php30.00 for adults. Some also have function halls that can accommodate 100 people.



The average numbers of customers were noted for the months of January, March, April, May and December. The resort also actively being promoted by the LGU through the Municipal Tourism. Almost all of the operators of resorts encounter constraints problem in operating the business. Most of them responded undisciplined customers (specifically the consumption of liquors in the resorts which is actually prohibited) and the seasonality of the customers to come.

For the tourist/ customers, majority were from the Cordillera Region comprising Baguio, Benguet and some parts of Kalinga. Most are females and they are student, some are Government employee, had jobs or self employed.

The respondents rated cottages and peace and order as Very good.

The reasons and purposes for coming to the said resort is for relaxation or rest and family recreation, others for student activities, camping and tour. They are motivated to travel for the appreciation of nature and the hot spring being offered and most of the customer respondents visited the place not once but many times.

The rough road going to resort was the most common problem by the respondents and the lack of printed information about the resort.

Conclusions

Based on the findings, of the study, the following were drawn:

1. For the customers, younger people are more prone to travel than older ones;
2. Majority of the owners/and or operators is within middle age, have undergone formal education, married and females. This implies that they are the ones who are interested in operating the business;



3. The business is still going in terms of existence for only 4years and below. The result shows that the business is just started and newly established. And they operates only on a daytime basis (8-5pm) because of the practice of daily changing water particularly every after 5pm;
4. The seasonal demand for the tourist/customers to visit swimming pool were noted for the months of January, March, April, May, and December; and,
5. Majority of the customer respondents, motivate to travel to see and appreciate nature and the reason is for relaxation or rest and family recreation.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Improvement of facilities and services that were rated Fair (Food services and Tourism Information Center) should be made in order to meet the standards of the tourists;
2. More information materials must be provided for the tourists who can come in the form of brochures or leaflets;
3. Concreting of the roads going to resort;
4. The operators should voluntarily attend those seminars that government agencies are implementing;
5. Progressive skills or training seminars on operating the resort must be intensified to enhance further development of the resort;
6. Provide more facilities/amenities in the resort; and,
7. The Local Government Unit should designate police visibility in the 1300L swimming pool.



LITERATURE CITED

ALLAD-IW, A.L. 2002. Diaryo ti Umili ti Amianan NORDIS Northern Dispatch Weekly. Vol.21.No.1 Pp. 2-4.

ANONYMOUS. 2010. Tourism National Strategy. Retrieved July 22, 2011, from <http://www.tourism.gov.ph/pages/2011100628philippinetourismsustaininggrowthmmenfforthefuture.aspx>.

ANONYMOUS. 2008. Definition of Hotspring. Retrieved August 18, 2009 from <http://www.baguio-city.net/itogon-hotspring>.

CHEAN, S.M.2003. Assessment of the Facilities at Darasa Resort. Thesis Published. Retrieved July 28, 2010 from <http://www.bukisa.com/articles/36745-10.html>.

CHURCH, E.B.2009. Main Reasons Why you Need to go to Hotsprings, Aruba Resorts. Anvil Publishing, Aruba Resorts Philippines. Pp. 6-8.

CONSOLACION, L.S. 2009. Travel and Tourism in the Philippines. Anvil Publishing, Inc. Philippines. P. 3.

COOPER, C. 2002. A Sustainable tourism Perspective: A third world Perspective, Hospitality and Tourism Educator. Vol. 3, Pp. 9-14.

CORAL, L.C. 2009. MB Travel Itogon Hotspring Launches New Eco-Tourism Spots. Volume.1, Pp. 30-31.

CRUZ, C.M. 2008. Philippine Resorts and Beaches. Retrieved August 13,2011 from <http://www.rau.edu/read/-1-1.html>.

DEPARTMENT OF TOURISM (DOT). 2000. The Philippine Ultimate Travel and Guide for Tourists. Pp12-15.

DIASE, L.G. 2005. Barangay News: Barangay Poblacion Boosts Tourism. Pp. 4-5.

EUGENIO, I. S. Resorts As Business Tourism. Retrieved August 14, 2011 from <http://www.hotsprings-sd-com/indes.php?option=com>.

FOSTER, E.J. 2008. Tourist Motivation and Satisfaction. "The Case Study of Irang province, Thailand. Retrieved October 15, 2011 from <http://www.conference.phuket.psu.ac.th/PSU-openweek>.

HALL, C. M. 2003. An Analysis of Power in Tourism Communities. Vol. 3, Pp. 9-14.



LIBOSADA, C.M.Jr., 2003. Domestic Tourism. Anvil Publishing, Inc. Pasig City Philippines. Pp. 3-5.

MAGWILANG, F.M. 2001. The Contribution of Tourism to the Economy of Sagada Mountain Province. BS Thesis. Benguet State University, La Trinidad, Benguet. Pp. 2-4.

MARANAN, E. D. 2008. "Healing Pleasure of Asin Hotsprings", In Philippine Daily Inquirer. Retrieved November 17, 2010 from <http://showbizandstyle.inquirer.net/sim/sim/view/20081012-165982>.

MASON, A.P. 1999. Ten Unique Natural Spring in the Word. Retrieved July 3, 2011 from <http://www.poolstorun.com/forum/index.php?showtopic=26278>.

MATHEISON, D. 2001. Definition Of Tourism. Retrieved September 16, 2011 from <http://www.school.wikipedia.avg/wp/tourism.htm>.

NATO, A. 2008. Hot Spring Resort. Retrieved August 22, 2009 from <http://www.nordis.net/blogp=3452>.

SHELTON, L.M. Grow and Development of resorts. Retrieved June 29, 2011 from <http://www.2.nau/read/-1-1/html>.

SERGIO, J.A. 2009. A new Breed of Tourism through Interview Vol.21 No. 2 P. 7.

WASING, J.E., 2007. Tourism and requirement in Kabayan, Benguet. BS Thesis. Benguet State University, La Trinidad, Benguet. P6.

YELICH, M.P. Facilities and Services Offered. Retrieved September 03, 2010 from <http://www.bacolodcity.gov.ph/resorts002.htm>.

