



Research Paper

## Promoting the Tourism Industry of Calatagan Batangas, Philippines

Dexter R. Buted<sup>1</sup>, Alex P. Ylagan<sup>2</sup>, Evangeline Mendoza<sup>3</sup>  
*Lyceum of the Philippines University, Batangas City, Philippines*

Received 16 May, 2014; Accepted 07 June, 2014 © The author(s) 2014. Published with open access at [www.questjournals.org](http://www.questjournals.org)

**ABSTRACT:** *This study entitled aimed to promote Calatagan as a tourist destination in Batangas. Descriptive type of research was utilized in the study. Results showed that Lago de Oro is the most frequently visited over the other attractions. The common problem encountered by the Tourism Industry in Calatagan is lack of promotion. Among the social benefits brought by tourism in Calatagan they strongly agreed on promoting of peace and order situation. Among the economic benefits they strongly agree on employment opportunities. Tourism means more jobs for the people and improvement of their standard of living. All programs are implemented and the government knows how to develop more of their place.*

**Keywords -** *Tourism Industry, Peace and Order, Lago de Oro, Batangas, Economic Benefits*

### I. INTRODUCTION

Over the years, the Philippine tourism industry has been playing a key role in promoting mutual understanding among nations, and as an instrument of national and economic development through poverty alleviation and conservation of fragile natural and cultural resources [1]. Tourism is a fast growing industry that has become a top priority of the economic agenda of a number of countries. It is believed that tourism can be used as a tool to solve problems like unemployment and poverty in developing countries [2].

The word “Calatagan” is derived from the tagalong word “Latag” and it is synonymous to “Kapatagan” which means a large expands of wide plain lands. Tourism has grown into one of the world’s major industries and has thus also become increasingly important [3]. At the beginning of the century, record shows there were less than two hundred settlers who chose this flat portion of Batangas because of its agricultural potentials and its proximity to the sea. Archeological researchers, however, show that there could have been more people when the Spaniards arrived there in 1890.

The town is the site of the famous historical and archeological “Calatagan Excavations” whose antique pottery and other utensils contributed important facts about the culture and activities of the Filipinos before the coming of the Spaniards. Archeological finds mostly pottery of Chinese origin, dug from six large cemeteries and unearthed by Archeologists professor Olov T. R. Janse and Professor Robert B. Fox as well as conclusion made by Professor H. Otley Bayer, point to the existence of a sizable pre- Spanish population in this place. The same studies suggests that there was direct Chinese trade by water into Calatagan and this trade could have centered at a place called Balong- Bato, where vessels coming from Mindoro and Manila still presently use an entrance through the reef, which surrounds Calatagan [4].

The land occupied by the Municipality of Calatagan used to be known as hacienda De Calatagan; Don Domingo Roxas acquired it from the Spanish crown in 1829. The successors, Don Pedro P. Roxas, continued to develop the land. By the first decade of the century, it had progressed sufficiently to become a municipality in 1911, being an independent entity from its mother town called Balayan.

When the properties of the Roxas family which consisted of the hacienda in Nasugbo and Calatagan were divided among the heirs, the ownership of hacienda De calatagan passed on to the family of don Enrique Zobel whose heir continue to own considerable portions of the original hacienda. However, much of the land was subdivided by the Zobel’s into residential lots, which are sold to the original occupants at prices ranging from 20 to 30 centavos per square meter. The uncultivated Southern portions of the property of Don Alfonso Zobel was subdivided into 2.2 hectares parcels and raffled off to bonafide residents of Calatagan at Philippine Currency of one hundred pesos(Php 100) per hectare then.

The concept and spirit of the present day land reform, may be said to have started at Calatagan before the subdivision were made, as there were no private land ownership while all the lands belong wither to the Roxas or the Zobel then. Subsequently, Calatagan continue to progress and develop to give its constituents productive and decent human settlements.

The municipality of Calatagan lies on the Southwestern most of the province of Batangas in a peninsula approximately one hundred and ten (110) kilometres south of the City of Manila. The Municipalities of Balayan and Lian bound it on the North, on the south by the Verde Island Passage, on the east by Pagapas and Balayan Bays on the west by South China Sea.

The western shoreline of the municipality is bounded by reef and relatively shallow water, where low fish corrals are set up. The entrance of Stitio Balong- Bato has to go through the barriers of reef. On eastern side, the entrance is through balbatican and Punta Buaya. The extreme southern part of the peninsula is similar to most promontories bordering the sea and it is called Santiago.

Commerce and industry play a significant role in the economic structure of the Municipality. It is primary economic indicator progress. Moreover, it strengthens the nexus of settlement fabrics by catering to the local everyday needs of the populace.

To maintain the tourism industry, residents may provide additional services to satisfy tourists, maintain the quality of the product and the characteristics of people and create more products that continuously develop their social and economic resources [5].

Calatagan is a place, which is not yet, developed but despite of this, it has aesthetic value that is ready for development. It is also a place where beautiful sites lie such as; Punta Baluarte, Calatagan Golf Club, Rosegold Hotel & Resort, Lago De Oro Beach, and Nacua Eathing/ Fishing Resort.

## **II. OBJECTIVES OF THE STUDY**

This study entitled aimed to promote Calatagan as a tourist destination in Batangas. The study aimed to determine the most frequently visited tourist attractions in Calatagan; to determine the extent of rating of the residents and tourists to the different tourist attraction in Calatagan; to determine the common problems that hinder tourism growth in Calatagan; to identify the respondents' view on the social and economic benefits of the development of Tourism Industry in the place and the to determine the extent of the implementation of the development programs and projects by municipality of Calatagan.

## **III. METHOD**

### **3.1 Research Design**

In order to determine the needed information about the most frequently visited tourist destination in Calatagan Batangas, the descriptive method of research was used. The descriptive method is a fact- finding that explains the present condition, what is happening or going on in the time of study. Descriptive method is the appropriate and accurate method in gathering method. It is collected through questionnaire survey and interview. In this method the researcher will be able to explain briefly the present condition of Tourism Industry in Calatagan Batangas. The information was analyzed, summarized and interpreted along certain time of thought for the pursuit of a specific purpose of the study.

### **3.2 Participants**

The study was conducted in Calatagan Batangas in the year 2010- 2011. The researchers made 50 respondents in the study; the 15 certified residents of Calatagan; 5 resort manager; 25 tourists and 5 government employees. They were randomly chosen.

### **3.3 Instrument**

In order to obtain the necessary information regarding the most frequently visited tourist destination, the rate of the different tourist destination, the common problems that hinder tourism growth, the social and economic benefits of the development of Tourism Industry in Calatagan and the development programs and projects implement by the municipality of Calatagan, the researchers used questionnaire and interview as the major tool in data gathering.

The questionnaire was designed as a checklist, which was divided into 5 specific parts to have a clear presentation data. The first part of the questionnaire contained the most frequently visited destination in Calatagan. The answer could either be most frequently, frequently, less frequently and not frequently. The second part is the residents and tourists rating on the different tourist destination. It answered by excellent, good, fair and poor. The third part is common problems that hinder tourism growth in Calatagan. It answered by strongly agree, agree, disagree and strongly disagree. The fourth part is the social and economic benefits in the development of Tourism Industry in Calatagan. The answers could either be strongly agree, agree, strongly

disagree and disagree. The last part is the development programs and projects implement by the Municipality of Calatagan by using checkmark. The answers could either fully implemented, implemented, poorly implemented and not implemented.

### **3.4 Procedure**

As soon as the researchers know that there was a grouped thesis, the group started their topic by brainstorming. The researchers thought of an interesting topic and the group requested their research instructor for approval. After the topic was chosen, the broad topic was made into specific. Information of researchers were gathered through the use books, unpublished thesis and other sources and reference that is essential to the study.

The researcher also visited Calatagan Batangas to conduct information about the topic. Then they prepared questionnaire and submit it to the research instructor for approval. After the questionnaire has been approved, the groups distributed it to respondents and give them a brief orientation about the purpose of the study and were retrieved for immediate tabulation. After the retrieval the data were tallied, tabulated, statically analyzed and interpreted.

### **3.5 Data Analysis**

The data gathered from the respondents were tallied, tabulated and analyzed. The statistical measure utilized in the study was weighted mean. Weighted mean was used to determine which tourist attraction in Calatagan are more frequently visited.

To express meaning of the computed weighted mean of the responses on the most frequently visited tourist attraction in Calatagan Batangas. The following legends which their corresponding values are used: Most Frequently Visited (MFV): 3.50 – 4.49; Frequently Visited (FV): 2.50 – 3.49; Less Frequently Visited (LFV): 1.50 – 2.49; Not frequently Visited (NFV): 1.00 – 1.49. The same scale was used to analyze the meaning of the computed weighted mean the responses on the residents and tourists rating on the different tourist attractions in Calatagan with the following verbal description: Excellent, Good, Fair and Poor. For the common problems that hinder tourism growth in Calatagan as well as the social and economic benefits in the development of Tourism Industry in Calatagan, the following verbal interpretations were utilized: Strongly Agree, Agree, Disagree and Strongly Disagree. Likewise, the same scale was used to interpret the result of the development programs and projects implementation by the municipality of Calatagan with the following verbal interpretation: Fully Implemented, Implemented, Poorly Implemented and Not Implemented

## **IV. RESULTS AND DISCUSSION**

Lago de Oro is the most frequently visited over the other attractions with a weighted mean of 3.66 due to its different facilities and amenities offer to the guests. Among the tourist destinations that are frequently visited are Calatagan Golf Club, Rosegold Hotel and resort and nacua Bathing/ Fishing Resort. However the less frequently visited is Punta Baluarte with a weighted mean of 1.98.

Lago de Oro Beach got an excellent rate from the respondents with the weighted mean of 3.55 because it provides quality services and knows how to meet customer satisfaction. The management of Lago de Oro Beach sees to it that their entire guest will be entertained fairly. Calatagan Golf Club, Rosegold Hotel and resort and nacua bathing/ Fishing Resort are rated good while Punta Baluarte is rated fair with the weighted mean of 2.25.

The common problem encountered by the Tourism Industry in Calatagan is lack of promotion, accessibility and financial constraints with a weighted mean of 3.2, 2.74 and 2.62 respectively. Among the social benefits brought by tourism in Calatagan they strongly agree on promoting of peace and order situation. However they agree on upgrade social condition, promoting friendly, hospitable treatments to the people and tourists and improvement of lifestyle.

Among the economic benefits they strongly agree on employment opportunities. Tourism means more jobs for the people of Calatagan and improvement of their standard of living. However, they agree on trading industry, income for local government, improve standard of living, economic growth or progression, investment and development, prestige for the place and upgrade production of local products. All these will help in upliftment of the economy.

As for the respondents all the programs are implemented and the government knows how to develop more of their place. Such program as follows; Clean and Green Program, Environmental Management Program, Municipal Solid Waste Program, Tourism Development Program, Power Services Development Program, Protective Service Program, Health Care Program, Transport Development Program, Commercial and Industrial Program and Sports and Recreation Program.

## **V. CONCLUSION**

Calatagan Batangas has a great aesthetic value that can be used for promoting in the Tourism Industry and has a possibility to attract and gain more tourists. In order to gain more tourists the resident as well as the resort owner should provide the quality services and determined the needs and wants of target markets and deliver the desired satisfaction more effectively and efficiently. Although tourism has been popular, we cannot deny the fact problem do exist that hinder tourist growth in every place. To know the root cause of such problems is a major distribution in determining ways to improve the Tourism Industry in Calatagan.

In every development there are always positive effects in their social and economic standing that lead in the upliftment of certain place. The government does everything to meet and preserved the beauty of Calatagan. Environment plays an important part in the growth of tourism. If the environment is degraded, interest of tourist will diminish. It implements a number of programs to boost Tourism Industry in the place.

The government and resort owner should enrich more on all the attractions found in this destination specially those attractions that are less frequently visited so that it will be appreciated and patronised by many. The non-government, residents and government representatives may collaborate in demonstrating information education communication focused on coastal management [6].

The resort owner should think of many ways on how to attract more tourists. They should develop more of their place by offering different facilities and amenities. The government should properly implement all the programs and projects in Calatagan and they should try to lessen the problems encountered by the government employees, residents, resort manager and tourists by implementing those programs. The different business establishments related to tourism must improve and develop their products, goods, and services they rendered, also their facilities to attract more tourists [7].

The resident and local government of Calatagan should be responsible enough in upgrading the tourism industry in their place in order for them to gain more social and economic benefits. The government must fully identified programs to boost industry. However residents and resort owners as well as tourist should support the programs.

## **REFERENCES**

- [1] Vizconde, A.M.L., Felicen, S.S. (2012). Tourism Industry of Batangas Province, Philippines: Basis for Improved Tourism Program, *International Association of Multidisciplinary Research Journal*, 3(1): 317-334
- [2] Mejia, R.C.B., Festijo, B., Borbon, J., Barlan, Jr. L. (2013). Involvement of the Community in Promoting Marine Biodiversity as Tourist Attraction, *Journal of International Academic Research for Multidisciplinary*, 1(7): 151-158
- [3] Aguda, L.A.E., Tamayo, R., Barlan, JR. Leoncion. (2013). Effects of Heritage Tourism to the Municipality of Taal, Batangas, Philippines, *Educational Research International*, 2(1): 91-95
- [4] Playa Calatagan, url: <http://playacalataganlots.weebly.com/about-calatagan.html>, date retrieved, October 26, 2012.
- [5] Briones, D.M.S., Cueto, R.M., Ocampo, R.S., Aballa, J.M., Festijo, B. (2013). Lucban Specialty Foods as Culinary Attraction in Quezon Province, Philippines, *International Journal in Management and Social Science*, 1(3): 7-14
- [6] Miranda, S.J.M., Reyes, J.O., Tan, A., Villanueva, L.C., Zara, S.M.F., Banaag, R.R. (2013). Mangrove Plantation as a Tourist Attraction in San Juan Batangas, Philippines, *International Journal of Academic Research in Business and Social Sciences*, 3(8): 369-375
- [7] Azote, J.T., Braza, N.C.D., Brotonel, C.A., Briones, C.D.D., Gonzales, J.R., Umali, E.M., Borbon, J.C. (2013). Socio-Economic Benefits of the Future Domestic Airport in the Tourism Industry of San Juan, Batangas, Philippines, *Educational Research International*, 2(1): 100-105