

West Visayas State University
COLLEGE OF BUSINESS AND MANAGEMENT
GRADUATE SCHOOL
Iloilo City

**DOT ACCREDITED RESORTS IN ILOILO: BEST PRACTICES AND
COMPONENTS OF TOURISM SECTOR AS INPUT TO THE DEVELOPMENT OF
PROMOTION GUIDE**

A Thesis Presented to the
Faculty of the Graduate School
College of Business and Management
West Visayas State University
Iloilo City

In Partial Fulfillment
of the Requirements for the Degree
Master in Hospitality Management

by
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ABSTRACT

This qualitative-case study, conducted on March 2019, investigated the best practices and components of tourism sector. It aimed to determine the best practices among Department of Tourism accredited resorts in Iloilo as basis for the development of a tourism promotion guide. The researcher conducted interviews and observations in seven Department of Tourism accredited resorts in Iloilo. The participants of this study were Resort Managers and supervisors, resort staff or employees and clients or guests of the Resorts. This qualitative research study used the case study method. An in-depth interview was conducted using a formal written instrument known as an interview guide designed by the researcher was used to obtain the data needed for the study. The interview guide was validated by a panel of experts in the field. To implement the study, researcher first obtained the written permission from the person in charge of the resorts. Upon approval, the researcher personally visited the resorts. The gathered data were recorded and transcribed as necessary, then analyzed.

The findings of the study revealed that, components of tourism sectors has the *Destination* that provide accurate and exact location of the resorts; Adhara Eco-Boutique Resort which is located in J.C. Zulueta Street, Polbacion, Oton. Endielinas

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Inland Resort Corp. which is located in Brgy. Cabayogan, Badiangan. Jade Energetic Paradise and Adventure Corp. located in Brgy. Cabayogan, Badiangan. Sanggutan Rocks Island Inn is located in Sitio Sanggutan, Brgy. Polopiña, Concepcion. Se San Beach Resort located in Sitio Barosbos, Brgy. Asluman, Isla De Gigantes, Carles. Shamrock Beach Resort, Inc. located in Brgy. Nanga, Guimbal. Solina Beach and Nature Resort located in National Road, Guinticgan, Carles.

The seven resorts have also something special to offer when it comes to its *Attractions*. Adhara Eco-Boutique Resort offers different type of activities such as; Outdoor pool and spa, Farm to Table concept, Horseback riding, Diving, Sailing, Jet skiing, and Kayaking. Endielinas Inland Resort offers attractions and activities such as; boat tours to Gigantes, Sicogon and other virgin islands. Beautiful lush greenery and flowering plants, and the resort also provides playground for children. Jade Energetic Paradise and Adventure Corp. offers cool and clean water swimming pool, Farm to Table concept, and action figure and dinosaur statues within the resorts. Sanggutan Rocks Island Inn offers white beach and different rock formations, Island hopping around the islands of Concepcion and Northern Iloilo, and camping site. Se San Beach Resort offers white beach, picnic area, private beach area, and garden. Shamrock Beach Resort, Inc. offers tour or class about local culture, and wellness facilities for massage. The resort offers one of their delicacies which is the oyster or talaba. Solina Beach and Nature Resort offers premium beach accommodation due to its structural designs and amenities, and hospitable people.

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Guest can also choose different mode of *Transportation*. In Adhara Eco-Boutique Resort tourists can either use Van, Coaster or, jeepney. Endielinas Inland Resort tourist can use either bus/van. While in Jade Energetic Paradise and Adventure Corp., tourists can either use a van or a motorcycle as the mode of transportation going to the resort. For Sanggutan Rocks Island Inn, tourists can use a van, bus, or a pump boat as the mode of transportation. For Se San Beach Resort, the tourists can also use a bus, van or a boat as mode of transportation. In addition, Shamrock Beach Resort, Inc. tourists can either use a private van/ coaster, or a jeepney as mode of transportation. Furthermore, Solina Beach and Nature Resort, the tourists can use the bus or a van as mode of transportation. Guest can request for private transfer arrangement upon reservation.

Each resort also offers different types of *Accommodation*. For Adhara Eco-Boutique Resort, there are three types of accommodation offered; namely: Green room, Blue room, and Ocean Villa. Endielinas Inland Resort also offers air-conditioned and comfortable full and twin beds. Sanggutan Rocks Island Inn offers family rooms, air-conditioned rooms and kitchenette. Se San Beach Resort offers family and air-conditioned rooms and one can enjoy a buffet or Asian breakfast. Shamrock Beach Resort, Inc. offers standard room accommodation for the guests. The resort also offers *nipa* as their unique type of accommodation.

For the last components of the tourism sector, the *Travel Intermediaries*, Seven DOT accredited resorts use travel agencies or online travel agencies. For example, Agoda and Trip Advisory for the advance booking of the guests. Finally,

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their promotional guide brochure were constructed based on the gathered data. A brochure is an informative paper document often also used for advertising to inform customers about the services and/or products of the resorts. Using the gathered information the researcher produced a booklet type brochure.

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