

Conference Paper

Destination Competitiveness of Beach Tourism: A Case of Batangas Province Towards Sustainability

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Abstract: This study aimed to determine the destination competitiveness of beach tourism in Batangas Province as input to the proposed tourism sustainable development plan. It assessed the level of sustainability of the beach destinations in Batangas Province relative to economy, socio cultural and environment. It also tackled on how competitive are the destinations in Batangas Province in relation to inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions. The study is quantitative in nature where it utilized descriptive method design that involved the collection of primary data using structured questionnaire. Cronbach Alpha was used to test the reliability of the tool after pilot testing. Quantitative method was used to assess the level of sustainability of the beach destination so with the competitiveness of the beach destinations in the municipalities of Calatagan, Nasugbu and San Juan in Batangas Province for a filed survey. There were 420 respondents used in gathering data which composed of different stakeholders such as tourists, residents, resort owners and local government unit treated with utmost confidentiality using purposive sampling. The statistical treatment of data was applied such as frequency, percentage, weighted mean, analysis of variance or F-test and z-test and Pearson-R. Findings revealed that majority of the respondents are 15 to 20 years old, female, single, college graduate and from San Juan, Batangas. The respondents assessed the evidence of sustainability of beach destinations in Batangas Province as evident and sustainable on overall indicators for economy, socio cultural and environment. The respondents agree on the competitiveness of beach destinations in relation to inherited resources, created resources, destination management, supporting factors, demand factors and situational condition which found competitive. A tourism sustainable development plan was proposed so that policy makers can use this approach for the development of tourism industry.

Keywords: Destination, competitiveness, beach tourism, sustainability

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Introduction

Tourism industry is indeed global which is a big industry and continuously growing. It is alive with a lot of opportunities, with vibrant growth, new activities, new tourist destinations, with rapid changes embracing technology and making markets. People around the globe are attracted with the variety of package tours, leisure moments, adventure experiences and attractive itineraries. The visitors and the activities during their stay in a particular ultimate end are generating changes in the community. It entails economic, social and environmental sustainability that cannot be disregarded. In today's yore, proper attention is focused on the different issues and challenges in the different tourist's spots as well as the way landscapes are crafted to appeal to different visitors and the way they behave counted the most. It addresses to elevate issues and concerns and changes facing multifaceted fields as it controls in growing technological and global trends.

The fact that beach destination extends customer satisfaction to its clientele, to become more aware on the ramifications brought to economy, socio cultural and environment, and to help lessen the negative effect brought by its existence, the researchers deemed it necessary to determine the extent of tourism sustainable development plan. The researchers being an advocate of tourism got interested in this condition as they believed that there is more effort to extend in order to improve and established quality tourism experience as to meet tourist motivation to travel. The result of the study will unfold new avenues for further improve province of Batangas to more creative and innovative interventions as to design purposeful and practical plan which will respond to the needs and demands of tourism society. Furthermore, this study will be a way of application of knowledge focusing on tourism management leading to a proper decision making and management of destinations which will increase the strengths of tourism industry in Batangas Province.

Being educators in higher education institution, the proponents based their study on the ramifications brought by the existence of Batangas Province and its level of sustainability relative to economy, socio cultural and environment. As a Filipino, they believed that with destination competitiveness and new found interest in sustainability, Batangas Province will play significant role on tourism forms which is part of a wider development or area rejuvenation strategy. The indicators used in analysing the destination competitiveness of the tourism industry may facilitate for them to extend the proposed tourism sustainable development plan which will strengthen the experience of their visitors and community. It is their great desire to contribute to fund of knowledge to achieve the goals and objectives set by Batangas Province as part of a prosperous tourism economy.

The study was anchored with the theory of Crouch and Ritchie (2006) that relates on the underlying planning of destination competitiveness for sustainable development, management and tourism resources. Tourism resources focus on

different category such as inherited resources, created resources and destination management, situation and demand condition. The theory emphasizes on good tourism planning which connotes on the understanding supporting factors that is essential in determining success of tourism destination. It also focused on the ability of the country to create added value and thus increases national wealth by managing assets and processes, attractiveness and aggressiveness and proximity as to integrate these relationship into an economic, social and economic model.

This investigation aimed to determine the destination competitiveness of the beach tourism in Batangas Province, Philippines as input to the proposed tourism sustainable development plan. It tackled the demographic profile of the respondents relative to age, gender, civil status, highest educational attainment and location. It also focused on the level of sustainability of the beach destinations in Batangas Province in terms of economy, socio cultural and environment. It ascertained the significant difference on the respondents' assessment on the aforementioned variables when group according to profile. It also highlighted on how competitive are the beach destinations in Batangas Province with regard to inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions. It also ascertained the significant relationship between sustainability and competitiveness of the beach destinations.

Literature Review

Destination competitiveness is vibrant all around in regular day-to-day existence and in tourism business scenario. It indicates to several features that enable a competitor to beat its confidants in undertaking the aims and objectives. For instance, in business, this purpose is to build investor and partner esteem too. Essentially, a significant competitive quality is one that guides in achieving the aims. For financial experts, this purpose is an extraordinary yield on investment and benefit development. (sharenet.co.za, 2017)

Mentioned by Camarota (2014), that sustainability development plan improvement is a complex discipline. Leaders and bosses who partiality everyday create a justifiable commercial enterprise every day comprise have more than one mechanisms of business operations of day by day selections. Daily appreciate those forces, leaders day-to-day be inclined run-of-the-mill extend their worldview day-to-day consist of social, technological, and environmental properties. The challenges in dealing with for sustainability is considered in the dearth of companies, which have confidently taken steps daily notice and operate their resource sustainability troubles.

Kim (2012) concentrated on the proposed tourism destination competitiveness model to help tourism rule makers in various country groups recognize significant components given their one of kind situational qualities with regard to globalization and economic development. Focuses on tourism destination competitiveness (TDC)

have risen to elucidate how tourism spots can achieve competitiveness and promote economic and social enhancement. Henceforth, this investigation intends to accurately test a structural condition model of tourism destination competitiveness from the improvement economics perspective.

On the other hand, Mena (2007) concentrated her investigation on the examination of destination competitiveness from a social improvement point of view as confirmation frame Southeast Asia. This examination tried to multiply on past research proposing that competitiveness, however measured, focuses on human improvement, progress and enhanced personal satisfaction. The methodology and results of tourism filling in as a motivation for a destination's future commercial as well as social growth rely upon the destination's condition of human development. For Southeast Asia, there seems, by all versions, to be a joining between human improvement so with tourism competitiveness. In the absence of a more far-reaching and reasonable database and catalogue to develop on the differentiating indicators of destination competitiveness, perceiving tourism enhancement employing the guest power degree and the human progression of the country destination using the composite list index HDI can extend insights of information of facts on the progress towards undertaking the competitiveness of tourism.

Methodology

The researchers utilized descriptive research design which involved different stakeholders using both quantitative and qualitative method in gathering pertinent data. Quantitative methods employed field survey and evaluation. Qualitative method included interview to be able to substantiate and determine other aspects for tourism sustainable development plan. A total of 420 respondents participated in gathering primary data from the municipalities of Calatagan, Nasugbu, and San Juan. These municipalities were well-known as beach tourism destinations located in Batangas Province. The study involved different stakeholders of beach tourism that comprised of 384 tourists and residents using Raosoft Sampling Size Computation while total enumeration for 19 local government unit and 17 Department of Tourism accredited resorts owners. Proportion allocation was used to distribute the number of respondents for tourists and residents applying purposive sampling. With regard to gathering relevant data and information, this study utilized a self-made survey questionnaire.

This main instrument served as the main tool in collecting pertinent information which was treated with utmost confidentiality. Pre-survey or pilot-testing was conducted to check for the credibility and comprehensiveness of the items included consequently improve them by soliciting suggestions, and further comments. After conducting the dry run for among 20 respondents, the researchers made use of Cronbach Alpha to validate the tool for its reliability. The statistical tools were

utilized to answer the questions in this research through the aid of Statistical Package Service Solution (SPSS) package. Frequency count and percentage were used to determine the demographic profile of the respondents. Weighted Mean was applied to show the point of scale which the scores tend to group themselves. It is the value that best represents the whole distribution. In this study, it was utilized to determine the average and the respondents' assessments on the destination competitiveness of tourism industry in Batangas province. Analysis of variance (ANOVA) or F-Test and Z-Test were utilized to ascertain the significant difference on the assessment of competitive strength of tourism industry when are group according to their profile. This was used to test the difference pertaining to inherited resources, created resources, supporting factor, destination management, situational condition and demand condition. Moreover, Pearson Product Moment of Correlation Coefficient was used to determine the significant relationship between the respondents' assessment on the destination competitiveness of tourism industry in Batangas province and their perception on the sustainability of tourism industry with regard to economy, socio cultural and environment.

Findings and Discussions

Results of the study showed that most of the respondents or 182 or 43.3 percent fell on the bracket of 15 to 20 years old and 295 or 70.20 percent of the overall respondents were female. Majority were single with 292 or 69.5 percent of respondents and 232 or 55.2 percent of the respondents were college graduate where in most of them came from San Juan, Batangas with 198 or 47.1 percent of respondents.

As the level of sustainability of beach destinations in Batangas Province, the respondents assess its evidence and interpreted the corresponding level of sustainability. With regard to economic sustainability, the beach destinations lead to opportunity for economic development on investment as evident with a highest weighted mean of 3.48 and interpreted as sustainable. The level of sustainability of beach destination relative to economic aspect is not yet fully attained. Apparently, the condition of the economy is the focal point of this sustainability indicator. Bautista (2015) stressed that economic sustainability has been the concern globally by different tourism stakeholders in playing important part in determining the number of tourism participation. The present situation in the three municipalities of Batangas Province has varied situation which denotes that sustainability matters for economy is not yet fully and totally given appropriate attention. Finally, the respondents evidently assess the level of sustainability of beach destination with the composite mean of 3.39 and interpreted as sustainable.

With regard to socio cultural sustainability, the respondents assess the level of sustainability of beach destinations as evident with a composite mean of 3.13 and interpreted as sustainable. The beach destinations improve the quality of life of

tourism stakeholders which obtained the highest overall weighted mean of 3.32. The findings of the study conform with the study of Aspinall (2008), as he emphasized on the quality of life concerning to tourism that gained much momentum over the years. The tourism sectors are increasingly interested in issues of sustainable tourism particularly in understanding and assessing the impact of destinations on the quality of life of the stakeholders that will allow in developing strategic plan and proper decision making designed to enhance the quality of life of tourists.

Finally, as regards to the environment factor, the respondents assess the level of sustainability of beach destination as evident with a composite mean of 3.05 and interpreted as sustainable. This indicates that the respondents were more aware of the environmental concerns in the place same thing with the status of economic and socio cultural aspects. Nevertheless, the respondents believed that there were still short comings in the environmental sustainability the reason their responses revealed as sustainable. The environmental indicators have been promoted for sustainable tourism practices surrounding the management of beach destinations by both local and international community. According to Kamra (2008), that the tourism environment is based on the evidence where people living next to resource are the ones best appropriate to protect the environment. This denotes that tourism activities and businesses are certainly operated by tourism community and stakeholders and definitely with the support and consent in protecting the nature.

Test of hypothesis showed that there were significant differences in the variables of economy and socio cultural and assessment of sustainability of the beach destinations in terms of age as justified in the computed F-values of 5.07 and 5.26 respectively. The null hypothesis was rejected. With regard to sex, there were no significant differences in the assessment of sustainability of beach destinations in the variables of socio cultural, environment and economic as justified in the computed t-values of -1.24 -1.83 respectively. The null hypothesis were accepted or failed to reject. As to significant differences on the respondents' assessment on the sustainability on the beach destination in terms of civil status, the variables of economic and socio cultural as justified in the corresponding F-values of 4.31 and 7.20. The null hypothesis was rejected. There were significant differences in the assessment of sustainability of the beach destination in terms of educational attainment in the variables of economy, socio cultural and environment as revealed in computed F values of 0.87 - 1.87. The null hypothesis was accepted or failed to reject. Finally, there were significant differences in the assessment of sustainability of the beach destination in relation to location in the variables such as socio cultural, environment and economic as revealed in the computed F-values of 11.92 to 12.14 respectively. The null hypothesis was rejected.

In relation to inherited resources, as revealed in the survey, the indicator which got the average weighted mean of 3.34 is the concern in the orderliness of tourist

spots which is the highest score based on the assessment of group of respondents. It can be noted that the resort owners got a weighted mean of 3.18. This can be for the reason that in the beach destinations, most of the people in the community as stakeholders have been observing the orderliness of the area of the tourist spots which will serve as their main asset in attracting more tourist and guest to avail tourism experience. This is supported by the item stressed in nationalparksoftukey.com (2014) that orderliness is a significant component of the tourism experience that extends direct impact on the amount of spending a tourist can even capture. It will elevate the morale of the guests for orderly destinations to the realm of tourist enlightenment where many are passionate about one point. It can help boosts the excitement of every client seeing the orderly appearance of the attractions. Still, it is a big factor contributing to destinations waning attention the cleanliness and orderliness of the area where it should be imperative to maintain. Orderliness in tourist destination should be basic in human nature.

With regard to created resources, the beach destinations that provide tourist information and guidance got an overall weighted mean of 3.45 which found competitive. This indicates and means that the beach destinations are competitive when it comes to giving off service to their guests by providing information centres which will guide them in attending their concerns. Aside from the fact that the resorts in beach destination has front office that will assists the needs of their clients, still the entire beach destination is looking after the requests and inquiries of their guests to achieve satisfaction.

When it comes to destination management, it is revealed that the indicator which attained highest weighted mean of 3.35 is the residents support the tourism development. The local government unit gave the highest rating of 3.47. It signifies that the support of local government unit towards the development is likely to perceive a higher level of positive tourism competitiveness and express greater support to destination management. According to Mena (2007), the attitudes of local residents also depend on the level of development of tourism in the community. Residents' support toward tourism development in society with higher economic and tourism development is more positive than residents living in communities. It is also achieving higher economic development and undeveloped tourism industries or lower economic development with a developed tourism industry which affects the competitiveness of the destination.

Focusing on supporting factor, the respondents have given the highest overall weighted mean of 3.42 for hospitable treatment for tourist from the residents. It signifies the cultural value of Filipino people in dealing with the guest being hospitable. According to De Lacy (2014) that hospitality is a trait extended by every Filipino individual who is characterized by wholehearted generosity and exhibiting friendliness to both foreign and local people. This indicates that Batangas

received visitor even strangers in a warm and pleasant manner where in often going out of their way just to make sure the comfort of their visitors. It is not only observe in the in the upper class but also found in even the marginalized member of the community. Thus the hospitality of Batangenos is best exemplified in regard even to foreign tourists that extend utmost respect.

The overall result on the respondents' assessment on the competitiveness of beach destinations relative to situational condition is agreed to be competitive with an average composite mean of 3.22. This implies that the respondents were aware of the needs of the guests in beach destination and making them at ease in the satisfaction extended by different tourism establishments by offering quality products and service just to meet their expectations and concerns in experiencing the pride of beach destinations.

Relative to demand condition, the indicator rating with the highest average weighted mean of 3.32 was obtained by possessing good total image. According to Camarota (2007), that destination image is significant factor to consider in any given travel situation where consumers are spoilt by choosing their preferred tourist destination. Thus the image held of the destination plays a crucial role in decision making power of the tourist. Consequently, destination image therefore plays an important role in the competitiveness of tourist attractions.

There were significant relationship between the sustainability and competitiveness of the beach destinations in terms of inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions as indicated in the total r-values on sustainability ranging from 0.41 to 0.65. The null hypothesis was rejected.

A tourism sustainability development plan was proposed and developed for Batangas Province. The said plan is geared to provide strategic access to sustainable plan, developing and destination design as well as conceptualizing more responsibilities of concern tourism establishments and local government unit.

Conclusion

Based on the given findings, the following are the drawn conclusions of the study. Majority of the respondents are 15 to 20 years old, female, single, college graduate and from San Juan, Batangas. The respondents assessed the evidence of sustainability of beach destinations in Batangas Province as evident and sustainable on overall indicators for economy, socio cultural and environment. Generally, all respondents' assessment of sustainability of the beach destination has no significant difference particularly in terms of sex and educational attainment.

Profile variables in relation to location have significant difference so with age and civil status particularly in the variable of economic and socio cultural. The respondents

agree on the competitiveness of beach destinations in relation to inherited resources, created resources, destination management, supporting factors, demand factors and situational condition which found competitive. As a whole, there is a significant relationship between the economic, socio cultural and environmental sustainability and competitiveness of the beach destination in terms of inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions.

A tourism sustainable development plan was proposed so that policy makers can use this approach for the development of tourism industry in Batangas Province. Furthermore, this study extends to contribute to the fund of knowledge relative to beach tourism and will prove a valuable resource for various tourism stakeholders and future proponents. It developed a tourism sustainable plan to assess the quality of beach tourism destinations. It will benefit stakeholders in making sound decision making policy in establishing management mechanism, tourism education and awareness.

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Tables

Table 1. Distribution of respondents in terms of sex

Sex	Frequency	Percentage
Male	125	29.8
Female	295	70.2
Total	420	100

Table 2. Distribution of respondents in terms of civil status

Civil status	Frequency	Percentage
Single	292	69.5
Married	121	28.8
Widow/ Widower	6	1.4
Separated	1	0.2
Total	420	100

Table 3. Distribution of respondents in terms of highest educational attainment

Educational Attainment	Frequency	Percentage
Elementary Graduate	0	0
High School Graduate	160	38.10
Technical/ Vocational Graduate	21	5.00
College Graduate	232	55.20
Master's Graduate	7	1.70
Doctoral Graduate	0	0
Total	420	100

Table 4. Distribution of respondents in terms of location

Location	Frequency	Percentage
Calatagan, Batangas	34	8.10
Nasugbu, Batangas	188	44.76
San Juan, Batangas	198	47.14
Total	420	100

Table 5. Assessment on the level of sustainability of beach destination in terms of economic

Economic	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. Beach destinations lead to increase the income of the community.	3.58	HS	3.50	HS	3.00	S	3.58	HS	3.42	S
2. Beach destination contributes on the price of goods and services.	3.34	S	3.13	S	3.06	S	3.47	S	3.25	S
3. Beach destinations generate local employment.	3.39	S	3.36	S	3.35	S	3.58	HS	3.42	S
4. Beach destinations create new business with the locale.	3.46	S	3.30	S	3.18	S	3.53	HS	3.37	S
5. Beach destinations lead to opportunity for economic development on investment.	3.52	HS	3.42	S	3.24	S	3.74	HS	3.48	S
Composite Mean	3.46	S	3.34	S	3.16	S	3.58	S	3.39	S

Legend: WM – Weighted Mean
CM – Composite Mean

VI – Verbal Interpretation
MA – Moderately Agreed

Table 6. Assessment on the level of sustainability of beach destination in terms of socio cultural

Socio Cultural	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. Beach destinations supply positive values on tradition and conducts.	3.32	S	3.23	HS	2.94	S	3.21	S	3.18	S
2. Beach destinations improve the quality of life of tourism stakeholders.	3.41	S	3.32	S	3.24	S	3.32	S	3.32	S
3. Beach destinations do not lead into petty crimes within the vicinity.	3.01	S	2.91	S	2.82	S	2.95	S	2.92	S
4. Beach destinations do not result to different vices such as drugs, alcoholism and prostitutions	3.01	S	2.91	S	3.12	S	3.16	S	3.05	S
5. Beach destinations promote the preservation of cultural identify like beliefs and norms	3.21	S	3.10	S	2.47	LS	3.37	S	3.04	S
6. Beach destinations respects on the different gender and access	3.41	S	3.23	S	3.18	S	3.32	S	3.29	S
Composite Mean	3.23	S	3.12	S	2.96	S	3.22	S	3.13	S

Legend: WM – Weighted Mean
CM – Composite Mean

VI – Verbal Interpretation
MA – Moderately Agreed

Table 7. Assessment on the level of sustainability of beach destination in terms of environment

Environment	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. Beach destinations leads to the conservation of historic buildings.	3.01	S	3.02	S	2.59	S	3.21	S	2.96	S
2. Beach destinations improve the cleanliness within the vicinity.	3.13	S	3.15	S	2.76	S	3.26	S	3.08	S
3. Beach destinations improve the appearance of surroundings.	3.33	S	3.28	S	3.24	S	3.42	S	3.32	S
4. Beach destinations do not contribute to pollution such as noise, air, land, and solid waste disposals.	2.90	S	2.78	S	2.65	S	3.00	S	2.83	S
5. Beach destinations do not disrupt wildlife.	3.02	S	3.01	S	2.65	S	3.05	S	2.93	S
6. Beach destinations promote sustainable energy.	3.08	S	3.03	S	3.00	S	3.21	S	3.08	S
7. Beach destinations have effect on the residence infrastructure.	3.04	S	3.01	S	3.24	S	3.26	S	3.14	S
Composite Mean	3.07	S	3.04	S	2.87	S	3.20	S	3.05	S

Legend: WM – Weighted Mean
CM – Composite Mean

VI – Verbal Interpretation
MA – Moderately Agreed

Table 8. Difference on the respondents assessment of sustainability of the beach destinations in terms of age

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.000	5.07	Reject	Significant
Socio-cultural	.000	5.26	Reject	Significant
Environment	.15	1.63	Failed to Reject	Not Significant

Table 9. Difference on the respondents assessment of sustainability of the beach destinations in terms of sex

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.07	-1.83	Failed to Reject	Not Significant
Socio-cultural	.22	-1.24	Failed to Reject	Not Significant
Environment	.08	-1.74	Failed to Reject	Not Significant

Table 10. Difference on the respondents assessment of sustainability of the beach destinations in terms of civil status

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.005	4.31	Reject	Significant
Socio-cultural	.000	7.20	Reject	Significant
Environment	.22	1.46	Failed to Reject	Not Significant

Table 11. Difference on the respondents assessment of sustainability of the beach destinations in terms of educational attainment

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.16	1.74	Failed to Reject	Not Significant
Socio-cultural	.13	1.87	Failed to Reject	Not Significant
Environment	.46	.87	Failed to Reject	Not Significant

Table 12. Difference on the Respondents assessment of sustainability of the beach destinations in terms of location

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.000	12.14	Reject	Significant
Socio-cultural	.000	11.92	Reject	Significant
Environment	.000	12.096	Reject	Significant

Table 13. Assessment on the competitiveness of beach destinations in Batangas Province with regard to inherited resources

Inherited Resources	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations concern with the conservation of natural resources.	3.34	C	3.32	C	2.88	C	3.37	C	3.23	C
2. The beach destinations offer attractiveness of climate for tourism experience.	3.41	C	3.34	C	3.12	C	3.37	C	3.31	C
3. The beach destinations observe cleanliness in tourist destinations.	3.27	C	3.18	C	2.94	C	3.37	C	3.19	C
4. The beach destinations are concerned in the orderliness of tourist spots.	3.29	C	3.36	C	3.18	C	3.53	C	3.34	C
5. The beach destinations have unspoiled nature.	3.04	C	2.95	C	2.82	C	3.16	C	2.99	C
Composite Mean	3.27	S	3.23	S	2.99	S	3.36	S	3.21	S

Legend: WM – Weighted Mean
CM – Composite Mean

VI – Verbal Interpretation
HC – Highly Competitive

C – Competitive

Table 14. Assessment on the competitiveness of beach destinations in Batangas Province with regard to created resources

Created Resources	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations provide tourist information and guidance.	3.44	C	3.47	C	3.68	C	3.23	HC	3.45	C
2. The beach destinations support different beach events.	3.41	C	3.22	C	3.53	C	3.35	HC	3.37	C
3. The beach destinations have food service facilities.	3.29	C	3.23	C	3.63	C	3.41	HC	3.39	C
4. The beach destinations provide quality accommodation service.	3.37	C	3.26	C	3.58	C	3.47	HC	3.42	C
5. The beach destinations extend diversity on beach experience.	3.26	C	3.15	C	3.37	C	3.41	C	3.29	C
6. The beach destinations provide quality on local transportation.	3.17	C	3.05	C	3.47	C	2.64	C	3.08	C
7. The beach destinations offer recreational facilities.	3.22	C	3.13	C	3.32	C	3.35	C	3.25	C
8. The beach destinations extend quality beverage service facilities.	3.15	C	3.07	C	3.42	C	3.11	C	3.18	C
9. The beach destinations offer spa for relaxation.	3.07	C	3.01	C	3.53	C	2.82	C	3.11	C
10. The beach destinations offer happy night life.	3.03	C	3.00	C	3.32	C	3.05	C	3.10	C
Composite Mean	3.24	C	3.10	C	3.48	S	3.18	S	3.25	C

Legend: WM – Weighted Mean VI – Verbal Interpretation C – Competitive
 CM – Composite Mean HS – Highly Competitive

Table 15. Assessment on the competitiveness of beach destinations in Batangas Province with regard to destination management

Destination Management	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The residents support the tourism development.	3.35	C	3.27	C	3.29	C	3.47	C	3.35	C
2. The tourist training is responsible to visitor's needs.	3.26	C	3.22	C	3.00	C	3.37	C	3.21	C
3. The different tourists firms are efficient.	3.18	C	3.01	C	2.88	C	3.26	C	3.08	C
4. There is an extent of foreign investment for tourism.	3.18	C	3.16	C	3.00	C	3.37	C	3.18	C
5. There is a government initiative in the development of tourism.	3.29	C	3.28	C	3.24	C	3.47	C	3.32	C
6. There is a quality of performing tourism services.	3.29	C	3.18	C	3.18	C	3.42	C	3.27	C
7. The destination vision reflects on tourism services.	3.21	C	3.20	C	3.12	C	3.47	C	3.26	C
8. There is an existence of adequacy of tourism education programs.	3.18	C	3.11	C	2.88	C	3.37	C	3.14	C
9. There is a promotion and development for new tourism products.	3.13	C	3.16	C	3.06	C	3.42	C	3.19	C
10. The destination vision reflects on community values.	3.26	C	3.18	C	3.18	C	3.37	C	3.25	C
11. There is an appreciation of the importance of service quality.	3.29	C	3.14	C	3.24	C	3.58	HC	3.31	C
12. The destination has a clear policy in social tourism.	3.31	C	3.10	C	3.06	C	3.42	C	3.22	C
13. The destination has an existing development for the area.	3.29	C	3.20	C	3.06	C	3.42	C	3.24	C
Composite Mean	3.25	C	3.17	C	3.09	C	3.42	C	3.23	C

Legend: WM – Weighted Mean VI – Verbal Interpretation C – Competitive
 CM – Composite Mean HC – Highly Competitive

Table 16. Assessment on the competitiveness of beach destinations in Batangas Province with regard to supporting factors

Created Resources	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. There is a hospitable treatment for tourist from residents.	3.46	C	3.30	C	3.53	C	3.42	C	3.42	C
2. There are health services and facilities for tourists.	3.31	C	3.13	C	3.12	C	3.47	C	3.26	C
3. There is an accessible transportation for tourists.	3.26	C	3.13	C	2.82	C	3.42	C	3.16	C
4. There is a quality of transportation for tourists.	3.20	C	3.16	C	2.59	C	3.26	C	3.05	C
5. There is a quality tourism and tour guiding services	3.26	C	3.09	C	2.71	C	3.26	C	3.08	C
6. There is an available financial institution for tourists like banks and etc.	3.09	C	2.97	C	2.35	LC	3.32	C	2.93	C
7. There is an accessible current exchange facility.	3.12	C	2.90	C	2.53	C	3.26	C	2.95	C
Composite Mean	3.24	C	3.10	C	2.81	C	3.35	C	3.13	C

Legend: WM – Weighted Mean VI – Verbal Interpretation
 CM – Composite Mean C – Competitive

Table 17. Assessment on the competitiveness of beach destinations in Batangas Province with regard to situational conditions

Situational Conditions	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations are looking after the safety and security of the visitors.	3.47	C	3.23	C	3.41	C	3.53	HC	3.41	C
2. The beach destinations perceive the stability of politics.	3.19	C	3.07	C	2.88	C	3.16	C	3.08	C
3. The beach destinations have capable managers.	3.31	C	3.15	C	3.06	C	3.11	C	3.16	C
4. The beach destinations offer worth of money in lodging.	3.19	C	3.03	C	3.24	C	2.95	C	3.10	C
5. The beach destinations extend value of money in lodging. .	3.06	C	2.94	C	2.94	C	3.16	C	3.03	C
6. The beach destinations are sensitive to gender equality.	3.21	C	3.02	C	3.00	C	3.16	C	3.10	C
7. The beach destinations are welcome to all age for tourism.	3.49	C	3.28	C	3.76	HC	3.42	C	3.49	C
8. The beach destinations are considering the universal design for tourism establishments.	3.29	C	3.22	C	3.29	C	3.26	C	3.27	C
9. The beach destinations are barrier free for tourist with disabilities.	3.28	C	3.22	C	3.59	HC	3.42	C	3.38	C
Composite Mean	3.28	C	3.13	C	3.24	C	3.24	C	3.22	C

Legend: WM – Weighted Mean
CM – Composite Mean

VI – Verbal Interpretation
HS – Highly Competitive

C – Competitive

Table 18. Assessment on the competitiveness of beach destinations in Batangas Province with regard to demand conditions

Demand Conditions	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations offer international product awareness	3.19	C	2.97	C	2.76	C	2.95	C	2.97	C
2. The beach destinations have a good total image.	3.33	C	3.16	C	3.14	C	3.37	C	3.32	C
3. The beach destinations have a global consciousness.	3.21	C	3.11	C	3.12	C	3.26	C	3.18	C
4. The beach destinations have service awareness globally.	3.30	C	3.16	C	3.18	C	3.37	C	3.25	C
5. The beach destinations have an appropriate product to tourist's experience	3.28	C	3.09	C	3.35	C	3.26	C	3.25	C
Composite Mean	3.26	C	3.10	C	3.16	C	3.24	C	3.19	C

Legend: WM – Weighted Mean VI – Verbal Interpretation
 CM – Composite Mean C – Competitive

Table 19. Difference on the respondents assessment of sustainability of the beach destinations in terms of age

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Inherited resources	.000	.41	Reject	Significant
Created Resources	.000	.47	Reject	Significant
Destination Management	.000	.51	Reject	Significant
Supporting Factors	.000	.47	Reject	Significant
Situational Conditions	.000	.53	Reject	Significant
Demand Conditions	.000	.496	Reject	Significant

Table 20. Relationship between sustainability (socio-cultural) and competitiveness of the beach destinations

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Inherited resources	.000	.589	Reject	Significant
Created Resources	.000	.57	Reject	Significant
Destination Management	.000	.60	Reject	Significant
Supporting Factors	.000	.58	Reject	Significant
Situational Conditions	.000	.54	Reject	Significant
Demand Conditions	.000	.56	Reject	Significant

Table 21. Relationship between sustainability (environment) and competitiveness of the beach destinations

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Inherited resources	.000	.64	Reject	Significant
Created Resources	.000	.65	Reject	Significant
Destination Management	.000	.62	Reject	Significant
Supporting Factors	.000	.54	Reject	Significant
Situational Conditions	.000	.55	Reject	Significant
Demand Conditions	.000	.53	Reject	Significant