

Expectations and Experiences of Tourists on Resorts in Batangas Province

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Abstract –*This research assessed the experiences and expectations of tourists on resorts in Batangas province. The result reveals the expectations and experiences on resorts in terms of venue/physical location, products and services, facilities and amenities, tourist activities and safety and security; tested the significant relationship between tourists' expectations and experiences on resorts in Batangas Province; and proposed an action plan for innovative improvement of Batangas province' tourist destination. The study used descriptive research method and a modified questionnaire. The participants of the study were taken from resorts. Data were gathered and presented using different statistical tools. The study concluded that the expectation and experience of respondents are parallel in all given instances on pleasantly-built environment, friendliness of the local people, various types of local transport, personal safety and security and opportunity to participate in religious activities. Moreover, there is a significant relationship between expectation and experience on attractions and resorts in Batangas province. There is high satisfaction in the aspect of atmosphere in the attraction; and good enough for facilities and amenities in the resort.*

Keywords – *Expectations and Experiences, Resorts, Batangas Province*

INTRODUCTION

Tourism is a dynamic and competitive industry that requires to adjust continuously to customers' changing needs and desires. As described similarly [1], that the industry is growing speedily with emergence of new challenges and opportunities based on the market demand. There would be opportunities for employment, consumption on supply of good and services, establish linkages / partnerships and the likes that will create a greater impact in the economic growth.

The market value of tourism products and services may constitute to economic growth leading for

furthermost development within sectors. Tourism industry offers wide range of services in eight different sectors or areas: accommodation, attractions, adventure tourism and recreation, food and beverage, transportation, events and conferences, travel trade and tourism service [2].

This study focused on resorts in Batangas Province, Philippines. People travel for a variety of reasons: to escape, explore, understand, and participate. Resort is a source of rapid expansion to the significant evolution of tourism industry. Both could have adverse effect in the local economy and at large. Good Venue / physical location, products and services, facilities and amenities, tourist activities and safety and security placed the resorts in a comparative position in the marketplace [3].

At present, Batangas' eco-friendly destination branding the province as a world-class landmark of tourism. Including the natural, cultural and religious sites that captures the hearts of many people, local and international, while various resorts are also the reason to visit the province of Batangas. Tourists have the highest expectation of better value in a significant way as they visit places however, the gap between the expectation and experience will perceive as underperforming against the experience [4], while meeting the expectation reflects customer satisfaction.

The travellers rated their actual experience. Satisfaction is determined by how well their actual experience matches their pre-conceived expectations. The overall satisfaction is determined by whether a travellers' experience exceeds expectation in relation to quality and variety of goods/services and destination accessibility [5].

This research revealed the current situation of resorts based on the tourists' assessments. Thus, the results were the mainstream of the tourist destination management to do tourism planning. The tourism and hospitality students will develop a critical awareness of the ways in which tourism can be enhanced and protected. On the other hand, it also helps the tourism

and hospitality educators to identify ways in which sustainable tourism can be introduced to students. Being one of these people-oriented industry, on the academic side will raise broader understanding by creating awareness of what should be involved in the process of undertaking innovative improvements of the tourist destinations specifically in Batangas province.

Furthermore, the researcher believes that resort must be innovative. Being innovative has a great impact on tourist arrival, customers' preference and its decision making and it will open a new prospect to Batangas province' tourist destinations.

OBJECTIVES OF THE STUDY

This research study mainly assessed the experiences and expectations of tourists on resorts in Batangas province. Specifically, this study 1) presented the profile of respondents in resort in terms of frequency of visit and type of tourists; 2) assessed the expectations and experiences on resorts in terms of venue/physical location, products and services, facilities and amenities, tourist activities and safety and security; 3) tested the significant relationship between tourists' expectations and experiences on resorts in Batangas Province; 4) proposed an action plan for innovative improvement of Batangas province's tourist destination.

METHODS

Research design

Descriptive research was used to obtain the information relating to or describing the relationship between variables or conditions substantial in assessing attraction and resort. The method used will help to furtherly explain the significant relationship between the perceived variables of tourist' expectation-experience. Analogous to collecting of data in order to test hypothesis or to answer questions, finding out how things are, or how they have been [6].

Participants

The participants from the eight (8) DOT accredited resorts were figured out from the total tourist arrival per week. From the computed data, there were (9) respondents from Acuatico Beach Resort and Hotel; (9) from Pier Uno Resort and Dive Center; (9) from Vistamar Resort and Hotel; (17) from Soro-soro Springs; (21) from Batangas Country Club; (56) from Palm Beach Resort; (72) from Sea's Spring Resort and Hotel and (130) from La Virginia Resort and Hotel. Therefore, there were 323 tourists who served as the respondents of the study.

Instrument

This research used modified instrument, the variables used were based from the study of [7]. The experts validated the modified questionnaire.

Part I is for the profile of respondents in terms of frequency of visits and type of tourists; while, part II assesses the tourists' feedback on resorts based on their expectations and experiences in terms of venue/physical location, products and services, facilities and amenities, tourist activities and safety and security.

Procedure

This research basically used various library materials and internet data source. Then, the researcher went to the Department of Tourism Office to ask for the list of most visited resorts in Batangas Province. Statistics information relating to the tourist arrival are from the DOT files. Validation of instrument was initiated. The researcher proceeded to the actual place to administer the instrument for the distribution and retrieval, tallied the gathered data, interpreted, and analyzed, conceptualized the conclusion and recommendation based on the results of the study. The collected data were kept with utmost confidentiality and were used for academic purposes only.

Data Analysis

After the retrieval of the questionnaire, data were tallied and interpreted using different statistical tools such as frequency distribution and weighted mean. The above-mentioned tools were used based on the objectives of the study. Frequency distribution identified the number of responses in each statement laid in the questionnaire. Weighted mean was used to answer the feedback of respondents in visiting resorts in Batangas Province based on their expectations and experiences.

Whereas, Analysis of Variance (ANOVA) determined the significant relationship between the expectations and experiences of tourists visiting the resorts when grouped according to the profile variables.

All data were presented using the SPSS software. This study used scale to measure and interpret the result of data gathered for as such the numerical value has equivalent verbal interpretation: 4 - Strongly Agree, 3 - Agree, 2 - Disagree and 1- Strongly Disagree.

The given was used to interpret the result of the data gathered: 3.50 - 4.00 - Very High Expectation/Very Good (VHE/VG); 3.49 - 2.50 - High Expectation/Good (HE/G); 2.49 - 1.50 - Low

Expectation/Fair (LE/F); 1.00 – 1.49 –Very Low
Expectation/Poor (VLE/P)

RESULTS AND DISCUSSION

Table 1. Presents the demographic profile of the respondents who the visited the resort second time were 175 Or 54.2 percent, while the third timer and more has a total of 148 or 45.8 percent.

This implied that there is a greater chance that the second timer will visit the place again based on figure presented above. It has a little difference between the second timer to third timer and more. It only means that the respondents are keep coming back in the resorts. Reasons lie on the location of the place; it is easy to access. The resorts offered mixed activities; indoor and outdoor, with complete facilities like public toilets and shower rooms.

Table 1. Distribution of Respondents According to Profile (Resorts: N:323)

Frequency of Visits	f	%	Rank
Resorts			
Second Time	175	54.2	1
Third Time and more	148	45.8	2
Type of Tourist			
Local	242	74.9	1
Foreign	81	25.1	2

On the other hand, in terms of type of tourist, majority are local tourists coming from different towns within Batangas, others are from neighboring provinces like Laguna, Cavite, Quezon, Mindoro, and Manila a total of 242 or 74.9 percent. Meanwhile, foreign visitors is a lesser with 81 or 25.1 percent. This can be concluded that though Batangas is near, two or three hours travel from Manila it is not a guarantee that the province will be the most visited place by foreign nationals.

However, with that figure, still, Batangas has always all the reasons why the place specifically the resorts are being visited all over again because of its many amazing features and attraction found within. According to the study of Vizconde and Felicen [8], the province has various beautiful beaches and sceneries and diving spots, good accommodation ideal for group or family vacations and bonding in an affordable price.

Table 2 shows the expectations and experiences on resorts in Batangas province in terms of venue or physical location, it has a composite mean of 3.57 with very high expectation while, 3.34 as the composite mean on experience and for overall with a composite mean of 3.45 both are rated good by the respondents.

Table 2. Expectations and Experiences on Resorts in Batangas Province in terms of Venue/Physical Location

Indicators	Expectation			Experience		
	WM	VI	Rank	WM	VI	Rank
1. The resort is easy to locate.	3.48	HE	4	2.92	G	5
2. Family friendly environment	3.70	VHE	1	3.62	VG	1
3. Bright and relaxing atmosphere	3.68	VHE	2	3.61	VG	2
4. Variety of recreational space	3.54	VHE	3	3.47	G	3
5. The road infrastructure going to the resort is in good condition.	3.46	HE	5	3.07	G	4
Composite mean	3.57	VHE		3.34	G	

For expectation, with highest weighted mean the resort is family friend environment (3.70); followed by with bright and relaxing atmosphere (3.68) and variety of recreational space (3.54).

Majority of the respondents are looking forward to spend much time with their family. The resorts are expected to provide or adjust their amenities and services. It includes adjoining rooms and wide range of activities to satisfy different ages. For instance, nature-based and water-sports activities, spa, and massage facilities are available.

Family-friendly accommodation, amenities and activities are important for marketing destinations. Families seek authenticity and excitement to participate in outdoor adventure activities. Driving the families to rest, relax and socialize to spend leisure time with children [9].

Whereas, the resort is easy to locate (3.48), and the least the road infrastructure going to the resort is in good condition (3.46), both are with highly expectation from the respondents.

There is a high expectation on the condition of the roads going to the resorts. Tourists like to have concrete roads, wider, with proper signage and road signs. For this will have a very convenient travel to them.

This finding is parallel to the study of [10], having a convenient travel can associate to the good condition of the road infrastructure and facilities. Roads are

passable, no obstacle that can damage their cars/vehicles or it may cause delays on travel or create traffic congestion. Having a long travel may shorten the time to spend holidays / vacations.

On experience, the highest in rank the resort has a family-friendly environment (3.62); next it has bright and relaxing atmosphere (3.61) Both were verbally interpreted as very good while, with variety of recreational space (3.47) with verbal interpretation as good.

The family friend environment provides a feeling of being at home. The guests can move freely, rooms are spacious enough to accommodate the whole family, every corner is safe for kids. The attractions in the resorts made the whole family busy with taking pictures, enjoying the infinity pool / hot spring /sea water pool, or have a great experience in zip line rides, boating and few to mention. All these activities give enjoyment with the tourist spending quality time / bonding with their families / relatives / friends.

In Batangas, the respondents have many options to choose a resort inspired with family-friendly environment. The children will never get bored while enjoying the infinity pool / kiddie pools with slides in different colors, designs, heights, and twist. Instance, sliding while on the inflatable lifebuoy [11].

The lowest in rank were the road infrastructure going to the resort is in good condition (3.07), and the resort is easy to locate (2.92) both were good as assessed by the respondents.

Nowadays, locating one place is easy to do by using technology applications that can be done even over the cellphone. It is possible wherever or whenever the person is. Therefore, among the tourists it is not their main concern locating the place.

Accessibility of the tourist destinations is vital for tourism flow. Adequate roads mean having regular and convenient transport in terms of time and distance to the destinations from the originating place at a reasonable time [10]. For overall, with highest weighted the resort is a family-friendly environment (3.66); followed by with bright and relaxing atmosphere (3.64). Both are very good as perceived and variety of recreational space (3.50).

The results indicated that the respondents experienced the family-friendly environment during their stay in resorts in Batangas. The expectation is parallel to the experience of the visitors. This is a positive upshot on the side of the resorts, as they able to respond to the demand of the tourists.

Resorts have considered the family-budget for worth stay-vacation. The facilities and amenities are

superior where rooms have adjoining room for kids, has its own kitchen, in-room entertainment (tv and games, DVD players, toys, and bikes) or they may stay in picnic nipa huts, cavanas, and villas [9].

Whereas, the least were the resort is easy to locate (3.26), and the road infrastructure going to the resort is in good condition (3.20). Both are good as perceived by the respondents.

Road infrastructure in Batangas is highly commendable. This is common knowledge to many tourists, that main / national roads are wide, with adequate road signs. Street roads are good; therefore, it is the primary concern of the tourists of going to Batangas.

The condition of roads is vital for the travelers and the to the place visited. Thus, concerns are properly addressed to the local units. Roads must be checked; ensuring safety lines and road signs. For car drivers, observe the conditions that can obscure while driving like: dust, flood, falling rock and other situations beyond circumstances [12].

Table 3 presents the expectations and experiences on resorts in Batangas Province in terms of products and services. The expectations garnered with a composite mean of 3.47, with high expectation, while experiences gained with a composite mean of 3.35, the overall got 3.41 composite mean and both are verbally interpreted good.

In terms of expectations, the uppermost mean were the staff of the resorts quickly attending to guests' need (3.62), the resorts providing relaxing atmosphere (3.59) and the managers and staffs being hospitable and courteous (3.55). The respondents have a very high expectation with the three indicators.

The tourist has always high expectation with the staff. They would assume that they are all knowing relating to the job process, products, and services. The tourist gets disappointed when the staff is not able to answer their inquiries.

Resorts deliver a consistent experience to the guest. Staff are the front liners interact and perform housekeeping, check-in and out process at the front desk, constantly having a formalized interaction with guests, conducting standard process, providing superior service to make the expectations clear [13]. On the other hand, the least expected indicators are: the resorts having unique and innovative recipes that were not found in the market (3.39), the resort has various types of local products and service (3.37), finally, the delivery of service is available 24 hours (3.32). All of them, are highly expected by the respondents.

Table 3. Expectations and Experiences on Resorts in Batangas Province in terms of Products and Services

Indicator	Expectation			Experience		
	WM	VI	Rank	WM	VI	Rank
1. The manager and staff are hospitable and courteous	3.55	VHE	3	3.44	G	3
2. The staff quickly attends to guest needs.	3.62	VHE	1	3.52	VG	1.5
3. The resort provides relaxing atmosphere.	3.59	VHE	2	3.52	VG	1.5
4. The prices of food and beverages are affordable	3.45	HE	4	3.35	G	4
5. The resort have unique and innovative recipes that were not found in the market	3.39	HE	5	3.25	G	5
6. The resort has various types of local products and services (spa, massage, etc.)	3.37	HE	6	3.20	G	6
7. The delivery of service is available 24hours	3.32	HE	7	3.19	G	7
Composite Mean	3.47	HE		3.35	G	

The tourists appreciate the service when they have less waiting time; since they have limited holidays they wanted to spend it without wasting any single minute. The 24-hour service in the resort would give them better experience and may prevent some delays on processing their reservations, requests, and other concerns that need to be addressed immediately.

Resorts offer 24-hour service in front office, housekeeping, 24-hour security, 24-hour operation on service area, massage and spa, restaurant, concierge service, and room services [14].

Relating to experiences, the highest mean were the staff of the resorts quickly attending to guest needs and the resort provides relaxing atmosphere both (3.52) both were assessed very good by the respondents. The manager and staff are hospitable and courteous (3.44) and are perceived good.

The customers, fortunately experienced better service rendered by the staff and the entire management. The staff are able to respond quickly to their need and request. Moreover, they have better interaction with the visitors which make them feel welcome and taken cared off, with a feeling of being very important person.

The guests most likely observe the performance of the attending staff. Their performance has a direct effect to the overall operation of the resorts. Therefore, staff should be given proper training and skills to perform their task effectively and competently [11].

Furthermore, since resorts are built close to the nature, it is soothing for the senses, the natural appeal of the place provides relaxing feeling. This is the main reason people want to travel and spend their free time to pamper themselves and make most out of it.

The natural appearance of the place has emotional appeal to the tourists. It covers-up the ordinary view or the structural design of the fixtures / building. The natural attractions will serve as the highlight of the resorts [9].

The least indicators, the resorts have unique and innovative recipes that were not found in the market (3.25), the resorts have various types of local products and service (spa, massaged etc.) (3.20) lastly, the delivery of service is available 24 hours (3.19). All of them are assessed as good.

Though it is the least on the expectation, it does not mean that it should not be given a full attention by the resort management. This is part of having a quality service which the resort may extend to have a longer customer service anytime of the day.

Respondents are expecting that services of the resorts will operate 24-hour to assist them during their stay. Specifically, the room service or housekeeping department, front office for their billing transactions and the service areas [11].

For the overall, the highest indicators, staff quickly attend to guests' need (3.57), the resorts provide relaxing atmosphere (3.56) both are verbally interpreted as very good and the managers and staff are hospitable and courteous (3.49) is perceived as good.

This implied a positive result towards the management and staff. Resort's team / management could give best service to the customer and they are contented; as the result indicates, it interpreted as highly experienced by the respondents while staying in the resorts.

The front liner has a major role in defining the management practices, culture, and style. On the other hand, the staff are the focal subject of approval of the guests in relation to the actual performance of the company [15].

The least indicators were the resort have unique and innovative recipes that were not found in the market (3.32), the resorts have various types of local products and service (spa, massaged etc.) (3.28) lastly, the delivery of service is available 24 hours (3.26). All of them are assessed as good.

Table 4. Expectations and Experiences on Resorts in Batangas Province in terms of Facilities and Amenities

Indicator	Expectation			Experience		
	WM	VI	Rank	WM	VI	Rank
1. The resort provides sufficient public comfort rooms and shower rooms.	3.74	VHE	1	3.65	VG	2
2. The resort has swimming pool	3.73	VHE	2	3.63	VG	3
3. The resort has function / conference hall	3.66	VHE	5	3.59	VG	5
4. The resort offers cottages, picnic tables, and barbeque grill	3.70	VHE	3	3.61	VG	4
5. The whole resort's area are clean	3.67	VHE	4	3.68	VG	1
6. The resort has convenience store	3.59	VHE	6	3.46	G	7
7. The resort has quality accommodation	3.52	VHE	7	3.51	VG	6
8. There is enough parking spaces in the resort.	3.51	VHE	8	3.45	G	8
Composite Mean	3.64	VHE		3.57	VG	

The delivery of service is available 24 hours, the least expected and experienced, therefore, in the overall result; it is the least indicator. For the conclusion, many resort do not have or limited night time reservation / accommodation. Some offices / sections /departments are close.

Delivering customer service demands greater responsibility earning the trust and loyalty of the tourists. Non-stop service creates wider range in fulfilling the needs of the customers. Extending to higher level of quality service [14].

Table 4 shows the expectations and experiences on resorts in Batangas Province in terms of facilities and amenities. The expectation has a composite mean of 3.64, experience has 3.57 and overall has composite mean of 3.61. There is very high expectation, while, experience and the overall are both very good.

In relation to expectations, the topmost indicators included resort providing sufficient public comfort rooms and shower rooms (3.74). The resort has swimming pool (3.73) and the resort offers cottages, picnic tables and barbeque grills (3.70). All of them are with very high expectations.

In resorts, public comfort rooms and shower rooms are greatly expected to be present and adequate. This is very essential because this commonly used by the guests. Therefore, the respondents highly observed the adequacies, cleanliness, and sanitation of that area. Secondly, the interior design and its modernization of the facilities built-in.

Public comfort rooms and shower rooms are one of the amenities indispensable to the entire establishment. Vital attributes of the resorts from each room and to the public usage of the visitors. Discomfort on this regard may lead to dissatisfaction and disapproval from the guests leading low rate assessment [9].

For the least indicators; resort has convenience store (3.59), the resort has quality accommodation (3.52).

Lastly, the resort provides enough parking spaces (3.51). All were assessed with very high expectations.

One important facility that the resorts or other establishment should never miss or overlook is having a spacious parking space. This is essential as tourists normally considered visiting a place. They need to secure their valuable cars in a safe place or buses for big reservations.

Parking is one of the crucial issues that to be addressed. Cars are valuable ownership of the guests or visitors that should be taken care of by the resorts' management. Therefore, parking facility must be functional and operational in providing safe and efficient passage of the automobile and driver [16].

On the other hand, relating experiences, the top rated indicators were whole resort's area are clean (3.68), the resorts provide sufficient public rooms and shower rooms (3.65), and the resorts provided swimming pool (3.63), all of the above were perceived as very good.

The tourists commend the resorts with great appreciation on how facilities including the public comfort rooms and shower rooms on how it was maintained and designed. Cleanliness is at the highest requirement to all the facilities. That is included on the quality service that could be provided by the resorts.

If resort owners are maintaining essential facilities to operate properly and satisfy the guests, resorts must have a parking area, clean rooms and public showers are available, well maintained cottages, and picnic tables. The resorts have a wide range to offer of their amenities and recreation to emphasize a leisure experience [17].

On the other side, the least were resort has quality accommodation (3.51) perceived as very good, the resort has convenience stores (3.46) lastly, the resort has enough parking spaces (3.45), the last two perceived as good.

Parking space is important, as important as the other facilities installed inside the resort but it was experienced not that much by the respondents. This can be concluded that provided parking space occupies limited number of cars / vehicles. The car owners find other space outside the premise of the resorts.

Parking space must be functional and operational, added to that requires an integrated design or structures with aesthetic integrative considerations [16].

The overall, the most mean were resorts provide sufficient public comfort rooms and shower rooms (3.69), the resort has swimming pool (3.68), the whole resort's area are clean (3.67). All are very good as perceived.

As expected in the overall, it turned the most rated by the respondents. Therefore, on their perception it is important in all aspects which includes: cleanliness and sanitation, maintenance of the fixtures and built-in facilities, and even in health concerns.

Resorts provide sufficient public comfort rooms and shower rooms. Simple construction of this facility would be fine, if it will be well maintained, cleaned, sanitized and deodorized. However, if this is upgraded, modern and creatively designed then, this is much appreciated [14].

Whereas, the least are resorts providing a convenience store and the resort having quality accommodation (3.52). Both are very good as perceived by the respondents; and, there is enough parking spaces in the resort (3.48) perceived as good.

Next to many important facilities is the parking lot. Most of the tourists are bringing their private or rented cars. It turned out the least from the result because in case of inadequacy it can be easily resolved by looking at spaces nearby the establishment.

It is unusual to find recently constructed establishment that does not have adequate parking. Resorts with inadequate parking can suffer multiple negative effects, resulting in lower income and a reduction in market value. It influences the occupancy in the daily basis or during peak season period [18].

Table 5 reveals the expectations and experiences on resorts in Batangas Province in terms of tourist activities. The expectation has a composite mean of 3.31 verbally interpreted as highly expected. The experiences with 3.12 composite mean, while, overall has 3.21, The two are verbally interpreted as good.

In terms of expectations, the expected indicators were resorts offering more activities such as training / planning session, team building and sports activities (3.50) with very high expectation as perceived by the respondents. The resorts offer indoor and outdoor activities (3.49); and the resorts hold programs and activities to promote the establishment (3.31). Both, are highly expected by the respondents.

Resort offers other services and products. The tourist would expect that the resort will not just confine themselves from the usual or common services offered. They will seek for resorts that are new, technologically up-to-date, responsive to the demand of the customers. Training session, team building facilities and sport activities are expected to be also available in the resorts for corporate / organizational management purposes coming from different sectors.

Team building facilities require group coordination or cooperation among the members. It encourages active interaction, physical involvement, and mental alertness. The tasks are focused on how each member communicate in effective way while competing with other group. Resorts offer this kind of services for corporate group developing team working [16].

Table 5. Expectations and Experiences on Resorts in Batangas Province in terms of Tourist Activities

	Indicator	Expectation			Experience		
		WM	VI	Rank	WM	VI	Rank
1.	The resort offers activities such as training/ Planning session teambuilding and sport activity.	3.50	VHE	1	3.37	G	1
2.	The resort offers indoor and outdoor activities.	3.49	HE	2	3.33	G	2
3.	There were live bands or other performers and guest celebrities.	3.24	HE	5	2.95	G	5
4.	The resort holds programs and activities to promote the establishment.	3.31	HE	3	3.15	G	3
5.	The resort has nightlife and entertainment activities	3.30	HE	4	2.97	G	4
6.	The resort offers water activities (kayaking, snorkeling, diving, jet skiing, etc.)	3.04	HE	6	2.92	G	6
Composite Mean		3.31	HE		3.12	G	

Whereas, the least were resort has nightlife and entertainment activities (3.30); there were live bands or other performers and guest celebrities (3.24); and the resorts offer water activities like kayaking, snorkeling, diving, jet skiing, etc. (3.04); all were weighed as high expectation.

Though this is the least among the indicators, still, the respondents have high expectation on different water activities and are available on the resorts. They are looking forward to experience various water activities, the newest the better.

Generally, tourists loved water activities, this is the reason developing new water sports activity and facilities that never stop discovering and innovating for there is higher demand from the tourist. Boat cruising, paragliding, and the like being offered in many resorts [19].

On experiences, the with the highest rate were resorts offering activities such as training / planning session, team building and sports activities (3.37); the resort offering indoor and outdoor activities (3.33); the resorts holding programs and activities that promote the establishment (3.15). Participants assessed all indicators with high expectations.

As expected, the respondents were not disappointed because the resorts able to provide the facilities for training or conferences, team building facilitators, materials, and facilities, also equipment for sports activities.

Team building facilities are part of the biggest demand in the tourism industry. Range from simple social activities to indoor or outdoor exercises encourage interpersonal practice, team working and spending much time together with group [20].

Meanwhile, the lesser indicators were resort has nightlife and entertainment (2.97); there were live bands or other performers or guest celebrities (2.95); and the resort offers water activities (kayaking, snorkeling, diving, jet skiing. Etc.) (2.92). All of them were assessed as good.

The respondents have experienced the different water activities. Parallel to the expectation of the respondents. Other activities that they have enjoyed also, are boating, island hopping, and many others.

There are more water activities which constitute to outdoor activities requires physical involvement. The availability of water bodies enables the resorts or hotels to facilitate appropriate and necessary equipment. The high temperatures and more water activities are perfect to soothe the discomfort feelings tourists brought by harsh weather [7].

Furthermore, for the overall, with the highest mean were the resorts offering activities such as training / planning session, team building and sport activity (3.44); the resort offering indoor and outdoor activities (3.41); the resort holding programs and activities to promote the establishment (3.23). All indicators are verbally interpreted as good.

As highly expected and experienced, nevertheless, the indicator placed at the most in the overall. It is a positive result on the side of resorts because they are able to meet the expectation of the respondents with regard to the availability of the different facilities for different events such as training / seminar / conference venue, team building area with facilities included, and sports equipment for various activities; the resorts also able to provide gym trainers / assistants / instructors.

Team building exercises have a variety of task designed to encourage effective group works, understanding one's own strength and weaknesses. It involves games and challenges to increase team performance [20].

On the other hand, the last indicators were resorts having nightlife and entertainment (3.13); there were live bands or other performers and guest celebrities (3.10); and the resort offering water activities (kayaking, snorkeling, diving, jet ski, etc.) (2.98). All indicators are good as verbally interpreted.

The respondents have experienced the different water activities in the resorts, exploring the nearby islands, seeing the marine attractions, and doing water sports activity. Others would just do swimming, enjoy the sea water, the waves while have fun with the kids or friends.

Resorts offer some unique activities that are not present to other or nearby establishments. Tourist activities attract visitors. This is included to some considerations for their decision making [21].

Table 6 illustrates the expectations and experiences on resorts in Batangas Province in terms of safety and security. The expectation has a composite mean of 3.54 with verbal interpretation of very high expectation. Experience has 3.43 composite mean while the overall got 3.48. Both are verbally interpreted as good.

In terms of expectation, the top rated indicators were signboards for safety precautions are provided (3.62); premises were kept clean and sanitized all the time (3.59); and lifeguards check the public areas as well (3.54). Respondents have very high expectations with all these indicators.

For the travelers, it takes a great account of having a safe stay in the resort. It is important to them that they are informed of matters that will harm them or put their

lives in danger. Signboards are effective message to give them a reliable information that they must some precautions which will put them in bad circumstance.

Table 6. Expectations and Experiences on Resorts in Batangas Province in terms of Safety and Security

Indicator	Expectation			Experience		
	WM	VI	Rank	WM	VI	Rank
1. Signboards for safety precautions are provided.	3.62	VHE	1	3.59	VG	1
2. First aid staff are on duty.	3.52	VHE	5	3.35	G	5
3. Life guards check the public areas as well	3.54	VHE	3	3.37	G	4
4. Resort was designed with fire alarms And Fire extinguisher	3.53	VHE	4	3.47	G	2
5. Security cameras in every area of the resort operates 24 hours	3.43	HE	6	3.32	G	6
6. Premises are kept clean and sanitized all the time	3.59	VHE	2	3.46	G	3
Composite Mean	3.54	VHE		3.43	G	

This implies that that the participants are expecting that the resorts have sign boards so that they have guided to be safer when they are in the resorts. These include signage for fire exit, signage for the map and the likes [9].

Moreover, resorts were designed with fire alarms and fire extinguisher (3.53); the resorts have first aid staff on duty (3.52). The two are perceived with very high expectation. Finally, resorts have security cameras in every area function 24 hours (3.43), perceived as with high expectation.

The visitors assumed that resorts have functional CCT or security cameras placed in strategic location. These installed facilities may discourage unpleasant actions since this will serve as an eye, staffed the unattended valuable belongings of the guests.

Hallways, lobby and others areas manned by this technology.

There is a need for the resorts to secure the safer and security of their guests especially when inside the resort premises. A company that has effective safety program will have a working environment in which operations can be conducted economically, efficiently and safely [9].

Based on respondents' experience, placed on the top were signboards for some safety precautions are provided (3.59) verbally interpreted as very good. The resort was designed with fire alarms and fire extinguishers (3.47); and premises are kept clean and sanitized all the time (3.46), both are verbally interpreted as good.

From the result, it is positively revealed that the resorts are able to comply and parallel to the expectations of the respondents. As the guests arrived in the resorts, they are able to notice the signboards for safety precautions found in the swimming pool area, in the cottages, canteen and in the beach area.

Using technology may be a great help like installation of CCTV to strictly monitor the happening and lessen the cases of accidents. Ensuring the safety and security of the guests would guide them to continue growth and goodwill because if something bad happens to one of its guests, their business will be in trouble. The prevention of accidents and injuries is basically achieved through control of the working environment and control peoples action using precautionary measures like signboards. Only the management can implement such control [22].

Whereas, the least were lifeguards checking the public areas as well (3.37); there is first aid staff on duty (3.35); and lastly, security cameras in every area of the resort function 24 hours (3.32), all were assessed as good by the respondents.

The guests observed security cameras in some areas. The presence of these gadgets is much appreciated when after such unpleasant incidents happened. The functionality and location will be given a much regard if it able to capture the whole scenario.

On the other hand, there are security cameras in every area of the resort which operates 24 hours a day, together with resort, were designed with fire alarms and fire extinguishers. Resorts use that kind of services to secure and observe their guest, and to ensure their safety and security [22].

On overall, the highest mean were signboards for safety precautions are provided (3.60); premises are kept clean and sanitized all the time (3.53); and. resort was designed with fire alarms and fire extinguisher

(3.50); the verbal interpretation for all the indicators are very good.

As the most expected and experienced revealed in the overall. This implies that the resorts are able to meet the expectation of the guests. The resorts are able to deliver what is expected in relation to giving precautions. The guests would feel that they are truly taken care of including their belongings and other valuable things.

Signboards are designed to protect and provide services to the guests. Quality service does not limit on what the company can give but goes beyond taking care of each life of the employees and of the guests [11].

Meanwhile, the lesser mean were life guards check the public areas as well (3.46); first aid staff on duty (3.43); and security cameras in every area of the resort function 24 hours (3.38) all were good as the verbal interpretation.

The expectation and experience in the resort for having security cameras in every area of the resort function 24 hours are matched. Therefore, this can be considered as a positive result on both sides.

Signboard for safety precautions is provided to show that the resorts ensure that they have put this together to have necessary instrument to be used to warn and to show that they care about their customers in order to lessen accidents or danger [23].

Table 7. Summary Table of Expectations and Experiences of Tourists on Resorts in Batangas Province

Indicator	WM	VI	Rank
1. Venue/Physical Location	3.45	G	3
2. Products and Services	3.41	G	4
3. Facilities and Amenities	3.61	G	1
4. Tourist Activities	3.21	G	5
5. Safety and Security	3.48	G	2
Overall Composite Mean	3.33	G	

Table 7 shows the summary table of expectations and experiences tourists/guests on resorts in Batangas province obtained an overall composite mean of 3.33 with a verbal interpretation of good.

From the result, with the highest mean facilities, and amenities (3.61); safety and security (3.48); and venue / physical location (3.45), all these variables are good.

The expectation and experience will always on the greater side of the facilities and amenities. This factor will absolutely determine the satisfaction of the guests, one of the aspects given so much considerations before to have a final confirmation on when and where to spend their holidays.

Resorts feature various facilities and amenities from having kiddie to adult pool in different shapes and sizes, dine-in area with fine-dining menus or casual dining options, lobby or beach bar, restaurant, fitness area, treatment rooms and varied rooms with complete amenities [24].

Meanwhile, the least were products and services (3.41); and tourist activities (3.21) both are good.

Tourist activities attract visitors. Most of the time, this is the factor or basis of decision making of what place to be visited. Therefore, this must be planned carefully, upgrade the activities, or offer which is something unique or new. Tourists love to try new things. In addition, price is important to consider.

Part of the tourists' decisions are the tourist activities. The purpose of their travel is to spend doing away from technical activities like seating in from of their computers or working on papers, attending seminars / trainings / workshops / conferences. Indoor or outdoor activities excite the visitors to engage and experience up-close [25].

Table 8. Relationship between Expectations and Experiences of Tourists on Resorts in Batangas Province

	r value	p value	Decision
Experience vs. Expectation	0.216*	0.000	Rejected

* Significant at p -value < 0.01

Table 8 presents the relationship between experience and expectation on resorts in Batangas Province. Results showed that the computed r-value of 0.216 indicates low positive correlation and the resulted p- value of 0.000 is less than 0.05 level of significance, thus, the null hypothesis of no significant relationship between experience and expectation tourists/guests feedback on resorts in Batangas Province is rejected. Therefore, there is a significant relationship between expectation and tourists/guests feedback on resorts in Batangas.

This implies that the expectations were met on different aspects experienced by the guests. It shows that the resorts able to deliver best experience in venue / physical location, products and services, facilities and amenities, tourist activities and safety and security.

However, there is significant relationship between the two variables and it means that the assessment of the participants of their expectations varies on the experiences during the visit on the resort in Batangas Province. Specifically on: (Venue/ physical location); the least expected is the road infrastructure going to the

resort is in good condition but it turn out the resort is easy to locate least as experienced, and in (facilities and amenities); the resort provides sufficient public comfort rooms and shower rooms is most expected but the whole resort's area are clean was experienced most.

This entailed that the two variables vary from one another, the expectations of the guests in the resorts is never the basis of what the resorts truly are. Maybe, they are satisfied and accommodate well. Thus, maybe, some were not satisfied and encountered problems during their stay.

The finding can be related to the study conducted by Abo Serrie et al. [17], the resorts management may continue to develop their services in order to gain the tourist satisfaction and stay longer in the business. The management of the resort and the local government may have a collaboration together with Department of Tourism for the promotion of the resorts as well as the tourism industry in Batangas.

CONCLUSION AND RECOMMENDATION

Majority of the respondents of resorts are second timers and have visited the place for many times. The most expected were the most experienced in such cases: family -friendly environment, the resorts offer activities such as training / planning session, team building and sports activity, and signboards for safety precautions are provided. There is a significant relationship between expectation and experience on resorts in Batangas province. There is satisfaction in the aspect facilities and amenities in the resort. The researcher proposes an action for the innovative improvement of Batangas province' tourist destination.

It is recommended that the management of resorts may focus on the development of new facilities and improvement on the existing tourist activities. The management of resorts may invest to develop or acquire new facilities in providing new trends tourist activities. Resorts owners and other local sectors may be involved for establishing one stop reception centre to cater various needs of travelers. The management of resorts may utilize the proposed action plan for innovative improvement. The future researcher may conduct similar research study using different sent of variables.

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