

Awareness of Public-Private Partnership in Coastal Municipalities of Batangas Province, Philippines

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Abstract- *Public-Private Partnerships (PPP) has drawn the Philippines an agreement with contract between the Government and the private firm. The main target of this project is for financing, designing and implementing different infrastructure facilities and services for the public benefits. This study verified the respondent's awareness in Private and Public Partnership of different coastal municipalities in the Province of Batangas; assess the Demographic profile in terms of age, occupation and length of stay; determine the level of awareness of Public and Private sectors in terms of PPP; differentiate the level of awareness between Public and Private Sectors in the Coastal municipalities of Batangas Province; Confirm the significant relationship between the level awareness and the demographic profile. Descriptive research was used to determine the factors that may contribute to the formulations of PPP framework. It was concluded that most of the respondents are below 25 years old in public and 36-45 in private sectors . There are more respondent in the public sectors than in private sectors. Both the public and private sectors have moderate level of awareness of the PPP. Both sectors are slightly aware about the current PPP programs For assessment of implementation; In all other indicators, there is moderate level of awareness .The public and private sectors have no significant difference in their level of awareness of the profile variables.*

Keywords –Public Private Partnerships, , PPP Framework, Tourism Sector

INTRODUCTION

The role of public sectors is too sure that the private had a reasonable return of investment for all of their infrastructures they fund. PPP is part of both sectors that gain and improve efficiency in terms of

implementation of projects in delivering services to the public.[1]

Way back then, the program of PPP is introduced in the part of Western Europe to give information to the public that they implement different plans in the community. In the recent years, PPP increasingly popular in the Poland .The way how PPP works in the Europe and Poland has to continue to evolve in several years. The truly aim for practicing the PPP since it was introduced in the western Europe is to equivalent to the traditional way of financing the implementation of the different public plans. [2]

In 2012 [3]People always question about the PPP and how was it implemented to the different communities. PPP is implemented to answer the problem in terms of financial and implementation of different projects. It solved the problems in decision making, the fast out come in the projects and the strategic way to accomplished the infrastructure PPP helps the community to become better in terms of their economic growth.

There are two contributors for the success of PPP projects .The private investors invest to the plans of government and make sure that the investment will grow as agreement of the both parties. The community acts as a beneficiary to the plans of PPP. They give work to the local people in the communities like the infrastructure works that can also help to boost the tourism in the community. [4]

This study aims to measure the level of awareness on PPP of the coastal communities in Batangas. This will inform the people about what PPP is and what are the different benefits of PPP projects. This study will fill the gap between what is the purpose of PPP in the communities in Batangas and the information the communities know about PPP. It also identifies the significant relationship of Coastal Municipalities of

Batangas and Public and Private sectors through this research with respect to Public-Private Partnerships (PPP) on tourism sector. In addition, Successful partnership working is described as requiring the involvement of a representative spread of actors, a shared commitment to form a good positive relationships among others, a concentration on exchanging thoughts, plan opinion or suggestion about what to do, an immersion to developing mutual respect and trust, and a concerted effort to build consensus.

Moreover, the researcher strongly believed that getting awareness on this development of the tourism industry will contribute in uplifting the cultural, historical, social and economic aspects of the place. Development of a particular site has an important impact to the residents and the industry in general, this can be transformed into economic livelihood of the folks as well as the presentation of their natural environment [5].

Lastly, knowing the costs and benefits of planning and implementation as under public private partnerships can help in terms of project design and operational costs under some circumstances, possibly allowing for unequal information, moral hazard and renegotiation. It shows the trust in the private finances benefits and the risks of a project [6].

Having the community base approach like the community involvement it is not only for the government's plans in the future but also to boost the knowledge and awareness to know what is happening in the. Supposed benefits so that they are aware of what they will look forward in the tours for the municipality and community attachment if they will know the reasons to sustain that location or tourism sites they will have the motivation on helping each other the locals government and present, future private investors of the municipality [7].

Different researchers from local and international body made an emphasis to the Province of Batangas as this sits the center of the center of the world's marine biodiversity known to be as the heart of the coral triangle of the planet, more specifically in the Southeast Asian region. Past experience in the Philippines shows that an essential element of successful coastal management is active participation of day-to-day resource users and other local stakeholders. At the same time, while community based management has come a long way since its birthplace among small, fairly isolated islands,

community-based interventions alone have not solved critical CRM problems in the Philippines [8].

OBJECTIVES OF THE STUDY

This study aims to determine the level of awareness of Private Public Partnership in the Province of Batangas. More specifically:

Present the demographic profile in terms of age, occupation and length of stay; Verify the level of awareness of the Public and Private Sectors PPP; differentiate the levels of awareness between private and public sectors in the Coastal Municipalities of Batangas; determine if there is significant relationship between the level of awareness & demographic profile.

MATERIALS AND METHODS

The researcher used descriptive type of research to determine the factors that can be used to investigate the knowledge of the respondents to the tourism infrastructure along the coastal communities in the province of Batangas by using survey questionnaire and an open-ended with follow-up questions.

The researcher divided the public and private sector in terms of qualifications, hundred percent respondents for the tourism offices, planning and development office of each first-class municipalities and cities of the province, five from Local Government Unit (LGU), and at least ten community members within the municipality as represented by the public sector. Meanwhile five to ten resorts, hotels, restaurants or any available accredited lodging, food and beverage establishments owner or manager, and a representative of different contractor companies in the province as represented by the private sector.

The qualifiers for the host community are the most visited coastal destination in Batangas recognized by each tourism or planning and development offices of the municipality. Meanwhile for the private sector, it was represented by different hospitality and lodging businesses that are accredited by the same accrediting body of each municipality or city. For another group under private sector, qualified contractors were subject to availability and approval of each company through the help of the LGUs.

Total number of the respondents were 306 from the private group and 546 from the public group with a total of 852.

The main instrument that was used in this study is a self-made questionnaire constructed by the researcher using the updated review of related

literature with proper citations. The questionnaire was validated by the statistician together with the three panelists and the Department of Tourism Region IV-A representative. The researcher made a pilot test for 30 individuals who are not included in the survey proper. The validated questionnaire has a reliability index of 0.973 using Cronbach’s Alpha Result

The questionnaire was distributed using random sampling technique for the host community from the public sector and convenience sampling for the private sector due to the availability of different establishments and contractors in each of the municipalities and cities of the province. The researcher secured the discretion of the survey questionnaires since the identities are not vital.

The researcher also ensured that the information about the respondents of this study will be protected and privately secured. Moreover, the researcher addressed the procedure about writing the study. The data should be secured and private the researcher avoided any offensive, discriminatory, and other unacceptable language in interview, focus group discussion and questionnaire and also the privacy of the respondents.

The gathered data were tallied, tabulated, encoded, and analyzed accordingly with the use of the following statistical tools/methods. Weighted mean was used in the scale to find out the average means, based on the respondent’s awareness of PPP implementation in the Coastal Municipalities in the Province of Batangas, and the possible factors that may contribute to a successful PPP.

Pearson-Chi Square was used to determine significant relationship between the level of awareness and the profile. T-test was used to determine significant difference between public and private sectors level of awareness.

RESULTS AND DISCUSSION

Table 1. Distribution of Respondents by Age

Age	Private		Public	
	Frequency	Frequency	Frequency	Frequency
16-25	92	30%	131	24%
26-35	70	23%	121	22%
36-45	70	23%	169	31%
46-55	67	22%	98	18%
56 above	7	2%	27	5%

Table 1 shows the age of respondents in the public and private household of the citizen in the municipalities. In the private household the highest

percentage of respondent is aging in 16-25 years old and the lowest is in above 58 years old. While in the public the highest percentage of respondent is in the age of 36-45, both public and private has the least of respondent in the ages of 58 above.

Table 2. Distribution of Respondents by Occupation

Occupation	Private		Public	
	Frequency	Frequency	Frequency	Frequency
Private employee	306	100%	33	6%
Public employee	0	0%	415	76%
Non-employee	0	0%	98	18%

Table 2 shows the result of the number of occupation of the respondents. The number of respondents in the public household were consist of 415 public employees, 33 private employees and 96 unemployed while in private household consist of 306 private employees and 0 public employee. The public household have a percentage of 0 in private sectors while the bigger percentage of public sector is in public employees that got 76 %.

The non-employee has an 18 % on the public sectors while only 0 percentage in the private sectors. The private sector plan their move strategically that cause all the employee to work on the private sectors , it can result in a new and rewarding career with added benefits and the employees are focus to the financial performance and productivity.

Table 3 Distribution if Respondents by Length of Stay

Length of Stay	Private		Public	
	Frequency	Frequency	Frequency	Frequency
Less than one year	15	5%	27	5%
1-2 years	18	6%	22	4%
3-4 years	31	10%	44	8%
5-6 years	22	7%	55	10%
7-10 years	58	19%	82h	15%
11 years & above	162	53%	316	58%

It can be gleaned from Table 3 Majority of the respondent both private (53%) and public (58%) sectors have been living in the community for 11 years or more .The Length of stay in public(5%) and private(5%) less than is one year has the lowest percentage in the distribution of respondent in terms of length of stay .

Table 4. Respondents Assessment on the level of Awareness in the Community

Awareness	WM	VI	WM	VI
There is an annual celebration	2.92	MA	3.00	MA
There is a tourism information center in the coastal Municipality	2.86	MA	2.82	MA
there are road signs and roadmaps signs	2.84	MA	2.71	MA
There is a promotion of local products and service .	2.82	MA	2.79	MA
There is a consultative body	2.81	MA	2.68	MA
There are signs and placards stating the safety and security.	2.76	MA	2.62	MA
There is a tourism infrastructure development.	2.72	MA	2.65	MA
There are leaflets, flyers and brochures	2.72	MA	2.54	MA
There is a campaign slogan that promotes tourism and culture	2.69	MA	2.70	MA
There are billboards and signage promoting Provincial Culture and tourism.	2.65	MA	2.49	MA
There is a website of tourism sector in	2.56	MA	2.43	SNA
There are current programs	2.40	SNA	2.35	SNA
Composite Mean	2.73	MA	2.65	MA

Legend: 3.50 – 4.00 = Extremely Implemented (EI); 2.50 – 3.49 = Moderately Implemented (MI); 1.50 – 2.49 = Slightly Not Implemented (SNI); 1.00 – 1.49 = Not Implemented (NI)

It can be gleaned also from Table 4 The respondents' level of awareness in PPP program in coastal municipalities in Batangas are presented in the table 5. This shows that respondents are moderately aware in the different PPP program given by the coastal municipalities in the seven-selected town in Batangas.

Awareness of the annual celebration or festival in the coastal Municipality of the Batangas province that show the culture, products and highlights of every municipality got the highest awareness among the questions.

On the other hand, in the private sector, the composite mean of the private sector is slightly lower than the public sector's composite mean. Similar to public sector, awareness of the annual celebration or festival in the coastal Municipality of the Batangas province that show the culture, products and highlights of every municipality got the highest awareness among the questions with 3.00 weighted

mean with an interpretation also of moderate awareness. The awareness to current programs regarding the Public-Private Partnership in tourism sector has also the lowest weighted mean similar to public sector. It can be concluded that in both the public and private sector, they are not aware of the current programs regarding the PPP in tourism sector.

The different plans in Batangas is heard in the area but residents has little awareness. The government plans to give better education to the community to be vigilant enough to the different programs like PPP.[9]

Comparative analysis shows no significant difference in the level of awareness between public and private sector (t=2.218,p=.237) although the public sector's level of awareness in the PPP programs is different from the level of awareness in private sectors .According to some respondents, they said that in private sectors they give more information needed by employees for them to have knowledge about current events in the area.

Table 5. Result of correlation analysis between demographic profile and level of awareness

AWARENESS VS.	PUBLIC			PRIVATE		
	P-CV	P	VI	P-CV	P	VI
AGE	12.942	.373	NS	10.649	.559	NS
OCCUPATION	13.674	.034	S	2.067	.559	NS
LENGTH OF STAY	30.690	.010	S	31.252	.008	S

"P-CV =Pearson-Chi-square Value, P- P value and IV- Interpretation"

If p-value is <.05 then, there is a significant relationship between the awareness and their demographic profile.

If p-value is >.05 then, there is no significant relationship between the awareness and their demographic profile.

From Table 5, it shows the correlation analysis which revealed no significant relationship between the level of awareness and age (p=.373) both in the public sectors and the private sectors (p=.559).Likewise it is not significantly correlated with occupation (p=.559) in the private sector. On the other hand, there is significant relationship between the level of awareness and the occupation in the public sectors (p=.034). Length of stay contribute to significant difference in the level of awareness both in the public sectors (p=.010) and in the private sectors (p=.008).The level of awareness is not measured by age. Not all older people are more aware in the PPP program than young ones

CONCLUSION AND RECOMMENDATION

Most of the respondents below 25 years old in public and 36-45 in private sectors have a highest

percentage. There are more respondent in the public sectors than in private sectors. The respondents both in public and private sectors have a length of stay ranging 11 years and above.

In terms of assessment of implementation of PPP Both the public and private sectors have moderate level of awareness of the PPP. The highest level of awareness is in the annual celebrations. Both sectors are slightly aware about the current PPP programs.

In all other indicators, there is moderate level of awareness .This include the tourism information, the promotion of local products ,promotion campaign using brochures ,leaflets and websites .This conclude that the PPP programs are not very well known in the communities .

The public and private sectors have no significant difference in their level of awareness of the profile variables. Length of stay is the only characteristic that contributes to the difference in the level of awareness.

The Province of Batangas boost the awareness of the community in the different PPP programs. The data shows in terms of current programs both sectors are slightly aware about the new program we recommend to have weekly updates about the new plans and programs in the community for them to be more updated to the current programs and post it to the area that can easily see by the resident.

The Province of Batangas must strengthen the promotional campaign for both the private and public sectors gained more awareness in such forms of leaflets, signs, billboard, and websites.

Established additional tourism infrastructure development should be disseminated to the communities.

The tourism information center should put perform its role of informing the communities of what is happening in the communities. This may result in increased knowledge among the people and this may create participation .first-class municipalities and cities of Batangas Province.

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