

Proposed Development Plan for the Lake Park Resort in Sta. Maria, Talisay, Batangas

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ABSTRACT

Batangas city is one of the most popular tourist destination close to Manila. The city is known for its balisong, kapeng barako, embroidery products, heritage town and volcanoes, specially Taal volcano which became tourist attraction. The researchers spoke to the tourism officer about a potential attraction in Talisay that can be develop and chosen the Lake Park Resort as it has a clear view to the Taal Volcano. The focus of this study is the development of Lake Park Resort, one of the water tourism destination which widely popular in Batangas City. The purpose of this study is to promote the Talisay, the locals main products, and the locals citizen itself. The natural condition of the Lake is heavily scenic includes the land, water, air, and energy and reasonably required to preserve.

The basic design of this study is to reconstruct the current resort, develop it to be a modern Lake Park Resort, with eco-constructed concept to fully preserve the nature area of the resort giving a relaxation atmosphere to attract more potential guest.

Keywords: *Proposed development plan, Talisay, Batangas*

INTRODUCTION

Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purpose. This scope is much wider than the traditional perception of tourist, which included only those travelling for leisure (UNWTO statistic Guidelines, 2010).

Tourism influence the society, culture, politics, and economy, not only tourism is a form of business in the world tourism is a benefactor that analyses from the cultural sciences and historical surveys came conspicuously late. Admittedly, cultural and social history, as well as historical anthropology. Philippines has a rich history that take part in the world like such as WW2 and Magellan's travel, not only that we have also beautiful natural landmark as a country surrounded by sea, by promoting culture of tourism amongst the local resident as and efficient tool to socio-economic development of the Philippines to generate foreigner currency and employment to spread the benefit of tourism.

Tourism planning is the process of knowing every needs of people such as planning on a trip and using those to know the best assets, schedule, and exercise for their trip. It is planned only for the local residents and businesses of the area, as well as tourists who visit there. It also connected with other government companies to have a greater result of tourism-related buildings. It planning also includes the participation of private sector, hotels and restaurants, transportation, and popular outlets that can help. Tourism development It both includes a positive and negative impacts. A better business and improved economy which is good for our developing country. But tourism can also damage many natural and cultural resources.

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place where its barrio Ambulong is now situated, Talisay was very insignificant barrio of that municipality. When Tanauan was moved to its present site, Talisay become a barrio of Taal. Talisay as it is now called had no definite name. Nobody cared during those times because there were not many inhabitants in this place. In the course of time people from Taal and Tanauan happened to reach this place and enjoyed staying in this locality. They found the place and enjoyed staying in this locality. They found the place adapted to the growth of sugarcane, rice and corn, the three most important products during those days, this discovery until Talisay was so well populated that it was necessary for the Spanish government to assign a priest to take care of the people's religion. A temporary building was built by the people in the center of the barrio. When the big church bell arrived, it became a problem for the priest to find a convenient place for it. In the place where the temporary church was built, was a big Talisay tree. The priest ordered the people hang the bell on one of each branch.

When the big bell of the church was first rang, some people were panic-stricken. Some brave men tried to look where the sound came from. Later, they found out that it came from the big Talisay tree. People from far and near were made to go to church was to go to church on Sunday. On their way to church, when some people asked where they were going, the people simply answered, "...Sa may Talisay". Often time, they only answered, "Sa Talisay". The place was closely linked with the Talisay tree in the churchyard, that when the place was made into town, it was named TALISAY. It was year 1869 when Talisay was formally known as a Municipio or a municipality and has since been celebrating its town fiesta every February 10 of each year and in commemoration of the miraculous patron Saint San Guillermo (St. William).

A tourist destination, resort for this research, is a characterized topographical territory wherein guests enter at any price for one night, and have a tourism services, for example, infrastructure, accomodation, transportation, offices and administrations (Keyser, 2009). Resorts located at the tourist destination to pull in potential customer and mean to satisfy all the needs, want, and entertainment of a guest in one location/premises. The resort idea is done through the arrangement of value accomodation, food and beverage, diversion, recreational offices, wellbeing luxuries, lovely and soothing environmental factors, and elevated levels of administration (Gee, 1996).

Objective or attribute of the resort for example, view, atmosphere, exercises, convenience, openness, social experience, security, peacefulness of condition, food and diversion, administration, value, kind disposition of staff, wellbeing and security, nightlife and amusement are of the most significant variables impacting its appeal and the traveler's choice to visit it or not (Van Vuuren and Slabbert, 2011). As indicated by Pike (2002), such allure is a psychological picture that is shaped based on the presence and additionally accessibility of explicit credits at the hotel or not. These attribute of appeal speak to the similar bit of leeway of the retreat, which can be transformed into an upper hand – bringing about significant levels of intensity and a great market position for the hotel (Vengesai, 2003; Cakici and Harman, 2007; Das, Mohapatra, Sharma and Sarkar, 2007; Kresic, 2007; Cheng-Fei et al., 2009; Chen et al., 2011).

Conceptual Framework

The goal of "The Lake Park Resort" is to give relaxation to the guest without having extreme activities, upon conducting an interview with the owner resort he wants it to be more comfortable and more relaxing for the guest that will enjoy the beauty of Taal and calmness of the lake. It will be a potential attraction in Talisay because the resort will be offering a comfort of a home with a 5-star hotel service.



Figure 1. Conceptual Framework of the Study

Based on the interview that we conducted in the community the locals wants more attraction to be opened in the area that can attract potential guest that will help their tourism industry grow, It will be a huge help for the community because more tourist more employment availabilities for the locals, Also in addition with that they told us that there is a lot of hidden attraction in Talisay that can be renovated and will be an attraction.

The newly renovated “The Lake Park Resort” that will be introduced to the local within the vicinity will become a new attraction in Talisay Batangas and will help the livelihood of the local residents of Talisay Batangas, As soon it is open in the public new jobs will be opening for the locals.

Objectives of the Study

The study aims to propose a development plan to the local and tourism officers of Brgy. Sta. Maria. It also aims to educate them about the opportunities that can be given to them once the plan is approved. Moreover, the researchers envision to enhance the existing facilities and provide new activities and offer more affordable packages to the local community.

METHODOLOGY

The researchers used a qualitative method to gather information in the locals and one tourism officer. They interviewed 20 locals ages 24-35 years old that gave them information and ideas in Talisay and help them to came up with the proposal also the tourism officer help them with the information. After gathering all the information and analyze the data they gathered they came up with the plan of renovating the wakim resorts and the effect of the renovation to the tourism industry and the community. They sums up all the information they need for the proposal.

RESULTS AND DISCUSSIONS

Plan and Action of the Local Government Unit of Talisay, Batangas

The researchers spoke to one of the tourism officer of Talisay Batangas and were informed that Talisay has two main attraction that can be developed. The first one is the Ambon-ambon Falls but the attraction is privately owned and they cannot pass or visit it. The second attraction is the Hugasan Falls which is located in Barangay Leynes. However, the problem in that attraction is that it is way too far it will took an hour just to see a beautiful scenery. The tourism officer told the researchers that it is the only way that the falls can be visited. The trek is also challenging since it will require rope just to climb a big rock, which is risky. Hence, the researchers suggest to renovate one of the resorts in the Talisay.

The researchers chose a resort that is not famous so it can be developed and make it popular. After talking to the tourism officer about this matter, they said that to renovate and enhance the resort, activities that family and friends can enjoy should be developed. The style should also be more comfortable style like they will feel like they are at home.

The researchers also interviewed the owner of the resort and proposed our idea to him. The owner liked the idea but wants to change the activities and covert it to more relaxing and less activities so the guest will rest and enjoy the ambience and the beautiful scenery of Taal. The researchers then came up with an idea to put some relaxing activities like yoga, jaccuzi, gym and etc., After proposing the idea, The owner finally approves. The proposal sought to help the community of Sta. Maria, Talisa, Batangas to give them work opportunities and to sustain their family.

Perception of the Residents

Knowing the value of the perception of residents' is important when it comes to the success of the tourism development, local support for the tourism development, and the community's happiness towards the development is included as well. Local residents itself agrees that tourism has an effect to their culture, economy social, and their environment. Tourism in Talisay are more likely to be an advantage to a community whose management is in the process of developing their tourism since it can expand the life that they have in many different ways, example is developed facilities and job opportunities. Local residents have a confidence that when Talisay become a tourist attraction it can boost their economy, building an attraction that's cultural and natural and protect and maintain it.

Regardless of benefits that the community can have, negative impacts may also occur for both tourists and local residents. Having a tourism can increases the cost of the local goods, it can also increase the number of crime, great strain on the local water supply, electricty, and transportation and traffic, leading to a environmental damage and huge change in the culture aspect of local residents. But still residents want that Talisay, Batangas to be a tourist attraction because development in the tourism industry will lead to several positive impact like economic, social, cultural and environmental changes in the life of the host country. Moreover, other economic advantages of having a successful tourism industry are job creation, tax revenue, small business development, and investment opportunities.

Proposed Tourism Development Plan

For the proposed development, the researchers want to offer a lot of fun activities and affordable packages to our guests that are suitable for family or friends bonding time and at the same time have a lasting impression at the end of the day. Also, both locals and talisay community based tourism will be benefiting for this development plan because of the job opportunities and increasing number of tourist visiting the resort.

CONCLUSIONS

This study shows that Sta. Maria, Talisay, Batangas should be recognized for their resorts, as it will not only enable tourists to promote their communities but also help local people to develop their communities. The researchers thought of making this plan to help the locals in Sta. Maria, Talisay Batangas develop and promote their resorts, so that it will draw more tourists and also enable them to increase socio-economic benefits. This will also give them a work to provide for their everyday needs. The researchers are also encouraging local communities of Sta. Maria Talisay Batangas for environmental awareness, conservation, and proper usage of national resources. Especially in Taal Volcanos current situation, which recently erupted earlier this year 2020, it is important to have initiative and take care for Taal Lake, Taal Island and its volcano to maintain the cleanliness of the lake, to avoid the overuse of natural resources, to maintain its order and promote the beauty of its place. The researchers assume that with the help of this plan, they can assist and promote the community to be known for their place with their amazing and beautiful resorts in which the tourist and can visit and help the owner to start over and

go back to the old order and prosperity of their business and for their resorts to be visited by many tourists.

With having a complete amenities and different fun activities to be offered, the concern in natural resources will be cut off with these activities to avoid hazardous events to the guest and help the natural resources of Sta. Maria Talisay Batangas not to be overused.

Recommendations

The researchers recommend the tourism activities that will contribute to the economic growth of the local community such as like in resort we enhance the activities like jacuzzi, spa, yoga and gym room, infinity pool, and lastly is sky cinema. This will ensure the protection and preservation of natural resources and cultural identity of the place. Also, sites through providing financial support and promoting the places aside from that the government and barangays must have a participation towards in protection and preservation of cultural identity and promotions the sustainable tourism.

The implementation of Community-based Tourism at the local or community level is challenging and demanding as there are associated with such a new approach in the tourism or community business by emphasizing on financial sustainability aspect. Nevertheless, overcoming the constraints and challenges are possible if the followings measures are carefully put in place through strong support from government, private and NGO sector as well as commitment from the community itself.

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