

***Analysis of Bataan Tourism Industry: Bases for Extension Programs of Faculty and Students of Bataan Peninsula State University***

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**Abstract**

This paper entitles “Analysis on Bataan Tourism Industry: Bases for extension activities of selected faculty and students of Bataan Peninsula State University”, aimed to assess and evaluate the knowledge ability and level of appreciation of the selected barangay officials and residents equally distributed in the 11 towns and 1 city in Bataan, Philippines. Study used the descriptive method and qualitative method of research were the respondents consisting of 30 barangay officials and 6000 residents were chosen at random. The tourist destination were categorized as historical places, natural made places of attraction and beaches and resort. Almost all of these categorized tourist destinations exclusively found in Bataan were considered in the study. Important findings showed that the barangay officials and the residents were knowledgeable and appreciative in Mt Samat as one of the historical places in Bataan while the other historical places, natural made places of attraction and beaches and resorts they were less knowledgeable and they were less appreciative. Result of the study implies that there were three major problems besetting the tourist industry in the province namely; entrepreneurial skills to market the product, insufficient government funding to upgrade level of standards and tourism entrepreneurial skills mismatch the target clientele. The BPSU Tourism faculty and students through its extension activities will plan program of activities that may improve and advance the tourism industry particularly in the province of Bataan.

Keywords tourism industry, tourism program, extension activities

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## **Introduction**

The tourism industry, in any given country is considered to be a vital part of its economic growth. Tourism as a system creates new avenues for employment and income not only for the government but for private entities as well. Furthermore, it provides higher impetus on investments by creating financial benefits through earnings from foreign exchange. Thus, the tourism industry is highly profitable and undoubtedly the single largest industry in the world that contributes vast amounts of revenue in any given country.

Moreover, Foster (2000) viewed that tourism industry has grown exponentially to the point that it is now recognized as a significant international player in the world market. Tourism is a dynamic industry which generated millions jobs for the world's economy. Tourism equates to big business as tourism is increasingly considered a viable income alternative to traditional agricultural and resource-based industries.

However, no matter how great maybe the contributions of the said industry, still there are certain issues and concerns that are needed to be addressed. In fact, there are associated impacts from tourism. Indeed, rise of tourism in a particular locality if unplanned could pose several challenges on the management resources, the environment and even the visitors of some tourist destinations.

The Department of Tourism in the Philippines has its new slogan from “WOW Philippines” to “It’s more Fun in the Philippines”. According to Jimenez (2012), the Tourism Secretary, the new slogan is easily understood, competitive and differentiated. It does not only invite visitors to see what’s in the Philippines but to join the fun, knowing that the Filipino hospitality will spell the difference.

According to Shay (2012), the Philippines is famous for its tropical island beaches, natural scenic and adventure tourism, scuba diving, golf, heritage and historic tourism. Environmental tourism and whale watching are popular and many new opportunities await development. The good tourism is there, it needs investment and development, and the government has committed to close down the worst kind and promote the good.

Central Luzon is now the third biggest contributor to the national economy with 9.1 % share of the GDP in 2010. In 2011, the region posted the highest Gross Regional Domestic Product growth in the country at 11.9%, higher than the National Capital Region at 7.5% and CALABARZON Region at 5.6%.

(<http://manilastandardtoday.com>)

According to the Department of Tourism Regional Head Ronald Tiotuico “Central Luzon domestic visitor arrivals made it to the millionaires’ row as figures gathered from hotels and other accommodation entities showed a total of 2 million visitors in 2012—the second time in a row that the region hit the millionth mark. Last year, the region garnered a high at 1.7 million arrivals.” (<http://www.sunstar.com.ph>) As a result of the diligent reportage of Local Government Units, the region now belongs to the elite cluster of regions that have reached the millionth mark. Among the top-most

visited provinces in the region include Subic/ Zambales and Clark, Angeles City, Aurora, Bulacan, Bataan, Tarlac and Nueva Ecija.

Bataan shares 20,285 visitors in 2008 and 2009, around 20,685 visited the province. Mayor Jose Enrique Garcia III expressed confidence that the tourist arrivals in province of Bataan will reach 100,000 every year beginning 2011 with the establishment of new landmark projects. (balita.ph) However, this number of 20,285 indicates that Bataan shares a very small amount of tourist visitors in Central Luzon. Considering its strategic location, historic origin beautiful resorts and beaches, Bataan could attract tourist more than the figures stipulated by City Mayor in that news. It is posited in the study that there are some barriers that jeopardize the growth of tourism industry in the province of Bataan.

### **Historical Background**

Bataan is one of the provinces in Central Luzon Philippines. Its capital is the City of Balanga. It is bounded on the north by the provinces of Pampanga and Zambales, to the south, the now famous West Philippine Sea, the cause of territorial conflict between China and the Philippines, to the west, Subic Bay to the north-west, and the Manila Bay to the east.

Historian Cornelio Bascara documents that the province of Bataan was established in January 11, 1957 by Governor General Pedro Manuel Arandia out of territories belonging to Pampanga and the corregimiento of Mariveles across Manila Bay.

Bataan featured prominently during World War II. Prior to the 1941 Japanese invasion, the US Army stored nearly 1,000,000 US gallons (3,800 m<sup>3</sup>) of gasoline there. Shortly after the Japanese Army invaded the country in December 1941, the combined US and Filipino forces were being gradually overrun and General Douglas MacArthur moved his troops to the Bataan Peninsula in an attempt to hold out until a relief force could be sent from the US. Japanese forces started a siege of the peninsula on January 7, 1942, and launched an all-out assault on April 3, a few months after the Battle of the Points.

The Battle of Bataan represented some of the fiercest fighting the Japanese participated in up to that point in World War II. General Douglas MacArthur was the overall commander at Bataan, and he ordered a fighting retreat. MacArthur left the Philippine Islands, famously announcing that "I shall return." He left Major General Edward King and Lieutenant General Jonathan Wainwright behind to surrender the U.S. and Philippine forces. It was the largest surrender in American history. The majority of the American and Filipino forces surrendered on April 9 and was forced to march more than a 1000 kilometres (62 mi) from Bataan to Tarlac, which became known as the Bataan Death March.

The Imperial Japanese Army initiates the Bataan Death March, forcing 60-80,000 American and Philippine prisoners of war to walk much of 60 miles to Camp O'Donnell.

The IJN first forced the prisoners to march to Bataan's capitol. It is during this time the infamous Pantingan Massacre occurred, when nearly 400 Filipino officers and noncommissioned officers were executed. From Balanga, the IJN marched the prisoners to a rail station at San Fernando. Most all the prisoners were denied food and water, resulting in the drinking of foul standing water; diseases like dysentery decimated the captured men. They were denied medical supplies and assistance. Men too weak to continue the march were executed. At San Fernando, the prisoners boarded unventilated rail cars with no toilets. The rails took them to within 9 miles of Camp O'Donnell, the last leg of the Bataan Death March.

The exact death toll of the March may never be known. Several of the officers deemed responsible for the March were found guilty of war crimes after World War II and executed by firing squad.

### **Methodology**

This study used the quantitative and qualitative method of research. The survey questionnaire was used as the main tool for data gathering combined with interview method to establish veracity and to gather pertinent information necessary in the accuracy and completeness of data collected. Bataan has a total population of 1, 114, 174. The target was selected using random sampling choosing 30 barangay officials and 500 residents each from the eleven municipalities and city in the province of Bataan. A total respondent reaches to 360 for barangay officials and 6,000 for residents. Frequency counting and percentage computation were used to establish profile of the respondents. Mean computation was used to determine the level of knowledgeable and appreciation of the respondents in the different tourist spots in the province.

## Result and Discussion

Table 2. Frequency distribution of the Profile of the Respondents

Profile	Officials		Residents	
	f	P	f	P
<b>Age</b>				
16-22	82	22.78	583	9.72
23-29	129	35.83	850	14.17
30-36	59	16.38	866	14.44
37-43	23	6.39	817	13.61
44-50	36	10	1151	19.17
51-57	23	6.39	1001	16.67
58-64	8	2.22	533	8.89
65-71			116	1.94
72-78			83	1.38
Total	360	100	6000	100
Mean	31.10		41.49	
<b>Sex</b>				
Male	177	49.17	2667	44.44
Female	183	50.83	3333	55.56
	360	100	6000	100
<b>Length of Service</b>				
0-5 years	310	86.11	3467	57.78
6-11	38	10.56	1967	32.78
12-17	12	3.33	450	7.50
18-23			116	1.94
	360	100	6000	100
	Mean = 0-5 years		Mean = 0-5years	

Table 2 displays that for the barangay officials majority or 35.83% belongs to the age bracket of 23-29 years old and only 2.22% are in the age bracket of 58-64 years old. The average age for barangay officials is 31.10. As to sex 50.83% are female, in terms of length of years rendering as 86.11% of the barangay officiald had served their post from 0 to five years and least on 12-17 years.

The same table reflects that for the residents of Bataan majority or 19.17% are in the age bracket of 44-50 years old, closely followed by 16.67% belonging to the age bracket of 51-57 years old and the average age for the residents is 41.49 years old. As to the length of time they stayed in their present job majority or 57.78% are in their job from 0- 5 years closely followed by 32.78% o 6-11 years and the average length of service is from 0 – 5 years.

Table 3. Knowledgeability of the target clientele on the different tourist spots in Bataan.

Historical Place	Barangay Officials		Residents	
	Mean	Descriptive Equivalent	Mean	Descriptive Equivalent
Abucay Church	3.47	Less knowledgeable	3.15	Less knowledgeable
Mt. Samat	4.15	knowledgeable	3.60	knowledgeable
Zero Kilometer Death March	3.27	Less knowledgeable	3.59	knowledgeable
Bataan First Line of Defense	3.60	knowledgeable	3.35	Less knowledgeable
Bataan Death Marker	3.01	Less knowledgeable	3.33	Less knowledgeable
Virgen Milagrosa	2.85	Less knowledgeable	3.49	Less knowledgeable
<b>Natural Made Places of Interest</b>				
Bataan Natural Park	2.82	Less knowledgeable	3.14	Less knowledgeable
Dunsulan Falls	2.75	Less knowledgeable	3.23	Less knowledgeable
Pasukulan Falls	2.68	Less knowledgeable	3.21	Less knowledgeable
Sibul Spring	2.89	Less knowledgeable	3.27	Less knowledgeable
BAlong Anito	2.96	Less knowledgeable	3.22	Less knowledgeable
San Miguel Mountain Peak	2.64	Less knowledgeable	2.95	Less knowledgeable
Mariveles Volcano	2.68	Less knowledgeable	3.09	Less knowledgeable
Tarak Ridge	3.05	Less knowledgeable	2.96	Less knowledgeable
Mt. Natib	3.03	Less knowledgeable	3.13	Less knowledgeable
<b>Beaches and Resort</b>				
Bataan White Corals Beach Resort	3.24	Less knowledgeable	3.09	Less knowledgeable
Camaya Coast	2.93	Less knowledgeable	3.30	Less knowledgeable
Montemar Beach Resort	3.33	Less knowledgeable	3.29	Less knowledgeable
Villa Imperial Beach Resort	2.63	Less knowledgeable	3.25	Less knowledgeable
Baptist Camp	2.87	Less knowledgeable	3.13	Less knowledgeable
Anvaya Cove	2.94	Less knowledgeable	3.14	Less knowledgeable
Morong Star Beach	2.85	Less knowledgeable	3.09	Less knowledgeable
Sinagtala	2.75	Less knowledgeable	3.16	Less knowledgeable
Peninsula De Bataan Hotel and Resort	2.73	Less knowledgeable	3.11	Less knowledgeable
Las Casas de Acuzar Heritage	3.25	Less knowledgeable	3.47	knowledgeable

Among the historical places in Bataan, the Barangay Officials were knowledgeable in Mt. Samat and Marker for Bataan First Line of Defense which is presently located in Mariveles as noted by the computed mean of 4.15 and 3.60 respectively. However, these group of respondents were found to be less knowledgeable in other historic spots like Abucay Church, Zero Kilometer Death March, Bataan Death Marker, and Virgen Milagrosa as reflected by the computed mean of less than 3.5 in all the mentioned historical places.

Using the same table, Residents of Bataan were knowledgeable in Mt. Samat and Zero Kilometer Death as two of the historic places in the province, but they were less knowledgeable in some other historical places not mentioned.

The two groups of respondents were both knowledgeable in Mt. Samat and the Marker of the Death March because it is repetitively mentioned and studied in History related subjects by students from elementary to tertiary education. Another reason that may also contribute why in these two historical places the respondents

were knowledgeable is the annual celebration of Bataan Day which is held in Mt. Samat and in the Marker of Death March.

However, the Abucay Church being one of the oldest church in Bataan and the Shrine of Virgen Milagrosa in Orani were two of the most famous churches in Bataan which were frequently visited by thousands of Roman Catholic Devotees specially during Lenten Season in the tradition of Visita Iglesia and yet the residents and the barangay officials were less knowledgeable. In particular, Abucay Church can be considered as one of the oldest church in the Philippines even older than University of Santo Tomas which is the oldest university in the country and yet few Bataenos knew this.

For the natural made places of interest namely; Bataan Natural Park, Dunsulan Falls, Pasukulan Falls, Sibul Spring, Balong Anito, San Miguel Mountain Peak, Mariveles Volcano, Tarak Ridge, and Mt. Natib were all less known to the Barangay Officials as reflected by the computed mean of less than 3.5. Similar observation of less knowledgeable were also noted to the Residents of Bataan as shown by the computed mean of less than 3.5 in all the mentioned natural made places of interest.

Result of the study reveals that the Bataenos could be considered stranger in the place of their residency in terms of identifying places of interest which they were less knowledgeable. This could be attributed to the lack of information campaign in disseminating information about Bataan's scenic spots and natural places of interest. The researcher visited the office of the Tourism Industry to ask for some flyers or brochure that will showcase this tourist spot but none was available and according to them they are still in the process of producing.

The same Table displays that both the Barangay Officials and the residents were less knowledgeable in some of the beaches and resorts found in Bataan namely; Bataan White Coral Beach Resorts, Camaya, Coast, Montemar Beach Resort, Villa Imperial Beach Resort, Baptist Camp, Anvaya Cove, Morong Star Beach Resort, Sinagtala, Peninsula De Bataan Hotel and Resort and Las Casaz de Acusar as reflected by the computed mean of less than 3.5 in all the beaches and resorts found in the province. Bataan is considered to be one of the most beautiful provinces in the country, because of its beautiful beaches and resorts which could be made comparable to other provinces that are regarded as tourist destination of the country. Result of the study revealed that Bataenos were not yet aware and had not fully explored the beautiful sceneries of the province. Some of the reasons given by the respondents why they were less knowledgeable in some of our tourist destinations is the cost that will be spent in going there, they really did not know that these beaches and some respondents particularly the barangay residents were less knowledgeable on the existence of these resorts and beaches because of their locations which were too far to be reached. While others said that the roads leading to these resorts and beaches were not yet developed and is not yet passable for some type of vehicles.

Table 4 presents the appreciation of the respondents on the prospective tourist attraction in the province of Bataan.

<b>Tourist Attractions</b>				
<b>Historical Places</b>	<b>Mean</b>	<b>Descriptive Equivalent</b>	<b>Mean</b>	<b>Descriptive Equivalent</b>
Abucay Church	3.47	Less appreciated	3.32	Less appreciated
Mt. Samat	4.11	appreciated	3.57	appreciated
Zero Kilometer Death March	3.52	appreciated	3.31	Less appreciated
Bataan First Line of Defense	3.06	Less appreciated	3.48	Less appreciated
Bataan Death Marker	2.99	Less appreciated	3.52	appreciated
Virgen Milagrosa	2.78	Less appreciated	3.54	appreciated
<b>Natural Made Places of Interest</b>				
Bataan Natural Park	2.98	Less appreciated	3.19	Less appreciated
Dunsulan Falls	2.78	Less appreciated	3.28	Less appreciated
Pasukulan Falls	2.66	Less appreciated	3.12	Less appreciated
Sibul Spring	3.19	Less appreciated	3.25	Less appreciated
BAlong Anito	2.94	Less appreciated	3.18	Less appreciated
San Miguel Mountain Peak	2.67	Less appreciated	2.84	Less appreciated
Mariveles Volcano	2.56	Less appreciated	2.70	Less appreciated
Tarak Ridge	3.16	Less appreciated	2.97	Less appreciated
Mt. Natib	2.92	Less appreciated	3.05	Less appreciated
<b>Beaches and Resort</b>				
Bataan White Corals Beach Resort	3.26	Less appreciated	3.26	Less appreciated
Camaya Coast	2.83	Less appreciated	3.35	Less appreciated
Montemar Beach Resort	3.20	Less appreciated	3.32	Less appreciated
Villa Imperial Beach Resort	2.54	Less appreciated	3.26	Less appreciated
Baptist Camp	2.64	Less appreciated	3.13	Less appreciated
Anvaya Cove	2.97	Less appreciated	3.22	Less appreciated
Morong Star Beach	2.83	Less appreciated	3.10	Less appreciated
Sinagtala	2.94	Less appreciated	3.10	Less appreciated
Peninsula De Bataan Hotel and Resort	2.81	Less appreciated	3.18	Less appreciated
Las Cazas de Acuzar Heritage	3.26	Less appreciated	3.74	appreciated

From Table 4, the barangay officials shows appreciation in some historical places in Bataan namely; Mt. Samat and the Zero Kilometer Death March as reflected by the computed mean of 4.11 and 3.52 respectively of the mentioned historical places. However, majority of the barangay officials shows less appreciation in some of the historical places used in the study like the Abucay Church, Bataan First Line of Defense, Bataan Death March and Virgen Milagrosa in Orani as reflected by the computed mean of less than 3.5 in all the historical places mentioned.



Table 4. Mean Computation on the Appreciation of the Respondents about Prospective Tourist Attraction in Bataan

For the barangay residents they appreciated Mt. Samat, Bataan Death Marker, and Virgen Milagrosa as historical places with the computed mean of 3.57, 3.52 and 3.54 respectively of the historical places mentioned. Whereas, Abucay Church, Zero Kilometer Death March and Bataan First Line of Defense were perceived to be less appreciated as reflected by the computed mean of less than 3.5 in all the historical places mentioned.

An interview with the Barangay Officials revealed that they showed less appreciation in these two churches, the Abucay Church, and the Virgen Milagrosa as historical places because they perceived that these places were for worship and frequently visited for pilgrimage and they had no knowledge on the contribution of these two churches in the history of Bataan. As for the markers of the death march the Barangay Officials commented that these markers were oftentimes neglected in the celebration of Bataan Day. They suggested also that the importance of each of markers must be thoroughly discussed and be given emphasis so that the history of death march will be greatly appreciated and will pass on to the future generations so that its history will remain into the hearts of Filipino people especially the Bataenos.

As for the residents they less appreciated the Zero Kilometer Death March for they were confused if the death march really started in this place. They appreciated Virgen Milagrosa as a historical place because of the number of devotees who frequent this place but not for its historical contribution.

Further analysis of Table 4 displays that the respondents and the barangay officials both showed less appreciation in the entire selected natural made places of interest namely; Bataan Natural Park, Dunsulan Falls, Pasukulan Falls, Sibul Spring, Balong Anito, San Miguel Mountain Peak, Mariveles Volcano, Tarak Ridge, and Mt. Natib as noted by the computed mean of less than 3.5 in all the named natural made places of interest. Some of the reasons given by the respondents why these places were less appreciated is the development on these places mismatch the expectations as well as the needs of the target clientele. Another noteworthy observation is that these places were not properly maintained that guarantees the safety and health of its visitors. Amenities in these publicly managed tourist attraction were not commendable.

Using Table 4 reveals that the barangay officials and residents were unified in their response that they less appreciated the resorts and beaches in the province namely; Bataan White Coral Beach Resort, Camaya Coast, Montemar Beach Resort, Baptist Camp, Anvaya Cove, Morong Star Beach, Sinagtala, and Peninsula De Bataan Hotel and Resort. All of these mentioned tourist attractions were given the computed mean of less than 3.5. Further analysis of the said table showed that the residents appreciated Las Cazas De Acuzar Heritage as noted by the computed mean of 3.74, but the barangay officials responded that it was less appreciated as reflected by the computed mean of 3.26.

When the residents were interviewed if they had gone to Las Casaz De Acuzar Heritage majority had responded that they had not gone to the place, but they were able to appreciate the said tourist spot from the stories that they heard from people who had visited the place or seen from TV programs like Kris TV and Swak na Swak Pangkabuhayan from Channel 2. The respondents less appreciated Camaya Coast, Montemar Beach Resort and Anvaya Cove because of the expensive and exclusive membership.

## **Conclusion**

Based from the responses of identified clientele there were some highlighted barriers that slow down or jeopardize the advancement of tourism industry in Bataan namely; entrepreneurial skills to market the product, insufficient government funding to upgrade level of standards and tourism entrepreneurial skills mismatch the target clientele.

Tourism industry is a people oriented business. Entrepreneurial skills in the industry require excellent skills in identifying the niche market, and bring the product to the identified target clientele. One method is to use the university education in disseminating information to target clientele.

The barangay officials and residents of Bataan were knowledgeable in Mt. Samat as one of the most historic place in Bataan because it was repetitively studied in all history classes from elementary to college. However, most of the historic places found in Bataan, the respondents were less knowledgeable or knew nothing at all. There was a strong view that risk or failure in the tourism industry can be managed if not eliminated through the mixture of tourism industry and the agencies in education. Disseminating information about these historical places can be conducted using the university style education to emanate knowledge and appreciation in these historical places.

Nature made places of tourist destinations were managed or were entrusted to government agency to promote and develop these public tourist attractions. But the government responded that due to lack of fund and subsequent lack of investment in the sector resulted to low skill base, good practices like bench marking activities to upgrade standards were upheld. Braun (2002), commented that lack of funding to improve entrepreneurial skills has generally put down the atomistic nature of the tourism entrepreneur. Furthermore, Thomas and Long (2001) confirmed that a number of studies revealed that unskilled or financially marginal operators are not going to value or see the need for training. However, Hollick (2003) pointed out that there is a clear opportunity for local government, which issues permit to entrepreneurs to operate in the tourism industry, to be a part of new partnership in lifting the performance of tourism industry.

Anvaya Cove, Camaya Coast, and Montemar Beach Resort were some of the finest and well known tourist destination in Bataan yet they were less known and less appreciated by Bataenos who cannot frequent these places because of high cost of

entrance. In considering the atomistic nature of the tourist industry, this group of tourism entrepreneur appears to be unique especially to micro tourism entrepreneur because of their lifestyle choice. This group of tourism entrepreneur differs from profit growth-oriented entrepreneurs, in that they tend to be an autonomy seeker who has entered the industry predominantly as a lifestyle choice. As spoken by Getz and Petersen 2004, that the attitude to life style dominates the way this entrepreneurs run their business, which often include the goal to keep the business from growing. Also, Ateljevic and Doorne 2000, asserted that once the business is set up, lifestyle entrepreneurs might even consciously reject certain economic and business growth opportunities. In Bataan where majority of the consumers were middle level earners there exist a mismatch between the tourist product package and the nearby target clientele.

### **Recommendations**

To promote and improve the tourism industry in the province the tourism council must strengthen its partnership with the schools and universities. A revision of the curriculum in History and other related courses must be conducted to insure that all historical places, tourist attractions in the province are given emphasis. There is a need to review and revised the curricular offerings of the Tourism Program of BPSU to address the needs of the tourism industry.

Historical places specifically the different Death March markers that lined along the roads of Bataan be accompanied with signages that fully described what important event took place in that spots. Every town in Bataan must also conduct celebrations during Bataan Day to commemorate the bravery and heroism of those who were in the death march.

Strengthen the partnership of the government with private sectors to improve the tourism industry. These private companies secure annual permits to the authorized government offices before they can operate their businesses. Before they will be given the License to Operate (LTO), these private companies will be required to help develop the different tourist attraction and programs in the province as part of their social responsibility. This program of the government may also help the marginal sector of the society to enjoy the luxury of being a tourist in the province without spending too much from their own pocket.

To strengthen BPSU's partnership with its stakeholders, the Department of Tourism particularly its faculty and student will design training tour package that will increase the knowledge and appreciation of the Bataenos in the different tourist spot in and outside Bataan. This will be realized through extension programs conducted by the Department.

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