Tourism industry in the province of Batangas: Basis for development

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Abstract

This research investigates the challenges and prospects of the tourism industry in Batangas Province, Philippines, with a focus on achieving sustainable development goals and fostering local economic development. A survey was conducted among diverse respondents, including community members and establishment owners, from various local government units. The state of the tourism sector in Batangas, encompassing aspects of accommodation, attractions, transportation, travel organizers, destination organization, and tourist arrivals, was assessed. The study identified significant challenges faced by the tourism industry, with variations noted based on the classification of respondents. The findings reveal that challenges are prevalent across all facets of the tourism sector in Batangas, highlighting the need for targeted interventions. To address these challenges, a comprehensive plan of action is proposed, involving collaboration between the Provincial Government of Batangas, local chief executives, and relevant stakeholders. Key strategies include adapting to changing tourist preferences, investing in infrastructure rehabilitation through public-private partnerships, forging alliances with the transportation sector, and establishing service standards for travel agencies. Additionally, the strict implementation of tourism policies and the creation of information assistance desks for tourists are recommended.

Keywords: tourism, sustainable development, accommodation, attraction, destination organization

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1. Introduction

Tourism, as a product- and service-oriented industry, could have far-reaching economic and societal effects. It could contribute to the achievement of the Sustainable Development Goals (SDGs), especially those pertaining to poverty alleviation, environmental conservation, and the creation of employment opportunities for women, indigenous communities, and young people. In addition, tourism could be a source of government revenue (foreign exchange earnings, tax revenue) and, due to its multiplier effect, could provide opportunities for local economic development (LED). The direct, upstream, and downstream industries associated with tourism activities have the potential to generate sector links and economic opportunities in the local communities.

Tourism is defined as a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside of their usual environment for personal or business/professional purposes, according to a dictionary project undertaken by the United Nations World Tourism Organization (UNWTO) between 2005 and 2007. Visitors (who may be tourists or excursionists, locals or foreigners) are the focus of the tourism industry because their visits often result in financial outlays. With this definition in mind, it's clear that tourism is more than just the movement of people for various reasons (whether business or pleasure), but rather the collection of activities, services, and involved sectors that together form the one-of-a-kind visitor experience (UNTWO, 2005).

According to VisitBritain.org (n.d), tourism is difficult to pin down since it encompasses such a wide range of enterprises, all with one thing in common: they all cater to visitors and tourists by selling them goods and services. The tourism industry is a broad term that encompasses all the businesses and organizations that provide goods and services to tourists. This includes transportation, accommodation, food and beverage, recreation, entertainment, and shopping. The tourism industry is a major economic driver in many countries, and it can have a significant impact on employment, income, and tax revenue. Thus, tourism entails the movement of individuals to foreign countries or locations for personal or business/professional reasons. These individuals are known as visitors. A visitor is categorized as a (same-)day visitor if their journey does not include an overnight stay, and as a tourist if it does. Their trip may be for business, pleasure, or personal reasons, but not to work for a resident entity in the country or location visited. If the primary purpose of travel is business or professional, it is typically subdivided into two additional categories: "attending meetings, conferences or congresses, trade fairs, and exhibitions" and "other business and professional purposes."

Over the years, the Philippine tourism industry has played a significant role in fostering international comprehension and as a tool for national and economic development through the alleviation of poverty and the protection of fragile natural and cultural resources. Numerous nations have placed tourism at the summit of their economic agendas due to its rapid expansion. It is believed that tourism can be used to combat issues such as unemployment and destitution in developing nations (Vizconde & Felicen, 2012). Ecotourism, medical, health and wellness and retirement tourism, meetings, incentives, conventions, and exhibitions (MICE), adventure, outdoor and sports tourism, amusement, entertainment, and leisure tourism, and cultural and heritage tourism are the primary sub-sectors that dominate the Philippine tourism industry (Alvia & Libosada Jr., 2009).

According to World Data. Info (n.d), in 2020, the Philippines' tourism sector generated approximately 2.77 billion US dollars. This represents 0.70 percent of its gross domestic product and approximately 9 percent of Southeast Asia's total international tourism receipts. One million tourists visited the Philippines in 2020, placing them 81st in the world in absolute terms. It is self-evident that larger nations consistently perform better in comparisons of the absolute number of visitors. By comparing the quantity of tourists to the population of the Philippines, a much more comparable picture emerges. The Philippines ranked 181st in the world, with 0.013

tourists per resident. In Southeast Asia, its position was eleventh.

Batangas, as part of the CALABARZON Region, is wealthy in Filipino customs and tourist destinations. Making a province well-known for its beaches, cuisine, and indigenous products would generate employment and opportunities to promote the culture and preserve the Filipinos' good character. Tourism has a social, economic, environmental, cultural heritage, and artistic impact (Aguda et al., 2013). Batangas is described as eco-friendly destination with its natural attractions; may witness the admirable seascape, inland water, and the majestic Taal Volcano lying at the center of the lake. Moreover, the province is rich in culture, heritage and historical evidences. Batangas Province is embraced by natural, cultural and heritage attractions.

From Metro Manila, Batangas is one of the most accessible tourist destinations. Batangas is ideal for a day trip or an extended vacation due to its breathtaking landscape, luxurious hotel accommodations, thrilling outdoor activities, and rich cultural attractions. Less than three hours by vehicle or bus from Manila. Batangas consists of six congressional districts with 31 towns and three cities surrounded by coconut, coffee, and mangrove plantations, beaches, marine life, water sports facilities, and captivating mountains with fresh springs and cascading cascades. Batangas is home to the world-class Mount Malarayat Golf and Country Club for outdoor enthusiasts. The Sanctuary Spa at Maya Maya in Nasugbu and The Farm at San Benito in Lipa are two renowned health and wellness resorts that offer comprehensive state-of-the-art spa facilities. Taal Heritage Village, one of only two preserved Spanish colonial-era cultural communities in the Philippines, is filled with century-old structures. Churches such as the Basilica of San Martin, the largest church in Southeast Asia.

When visiting a location, tourists have the highest expectations for a considerable improvement in value. However, the difference between expectations and experiences will be perceived as underperforming in comparison to the experience (Kucharsky, 2015), whereas meeting expectations demonstrates customer satisfaction (Smith, 2012). The tourism industry in Batangas Province, Philippines, was the subject of this research. Travel guides, hotels, hostels, restaurants, and tour operators are just some of the small businesses that might benefit from the booming tourism industry in their area. The impact that tourists have on a community's economy is conditional on several variables, including how well those businesses market to visitors. The tourism industry is a broad term that encompasses all the businesses and organizations that provide goods and services to tourists. This includes transportation, accommodation, food and beverage, recreation, entertainment, and shopping. The tourism industry is a major economic driver in many countries, and it can have a significant impact on employment, income, and tax revenue. Many businesses, not just those in the tourism industry, reap economic benefits from a country's tourism sector (BizFluent, 2021).

The study about the tourism industry in the province of Batangas can help to understand the demand for tourism in the province, identify and address challenges, improve the quality of tourism experiences, and inform policy decisions. This information can be used to make the tourism industry more sustainable and to ensure that it benefits people and the planet. It is in context that the researcher, a practitioner in the tourism industry, public servant, and a Doctor of Public Administration student, deems it essential to conduct this study on the tourism sector of the Province of Batangas for its future development and improvement.

Objectives of the Study - This aimed to evaluate the challenges and issues in the tourism industry of the Province of Batangas. Specifically, it sought to describe the profile of the respondents in terms of category, LGU Classification epass; present the state of the tourism industry sector in the province in aspects of accommodation, attractions, transportation, travel organizers, destination organization, and tourist arrivals; identify the challenges and issues affecting the tourism industry sector in the province; test the significant differences in the challenges and issues affecting the tourism industry sector when respondents are grouped according to profile; and propose a plan of action to enhance the tourism industry in the province of Batangas.

2. Methods

Research Design - The researcher utilized the survey-descriptive research method to gather detailed

information about the challenges in the tourism industry in the Province of Batangas. This approach involves questioning individuals about specific topics and describing their responses, as explained by Jackson (2011). Descriptive methods are commonly used in various scientific disciplines, including the social sciences. In a descriptive study, data is collected without altering the environment, aiming to provide an understanding of the current state of phenomena and describe the existing variables or conditions in a given situation, as highlighted by Posinasetti (2014).

Participants of the Study - Three hundred eighty (380) respondents from five component cities and 29 municipalities in the Province of Batangas who were directly involved in the tourism industry were classified into two categories: establishment owners and community members. The sample size was determined via random sampling.

Data Gathering Instrument - The primary data collection tool employed by the researcher was a questionnaire, which underwent validation by experts in the field such as tourism heads and local chief executives who possess relevant knowledge in their respective units. To assess the reliability of the questionnaire, a pilot test was conducted with 30 respondents, adhering to established guidelines. This test aimed to ensure that the research methods could consistently yield similar results when applied multiple times. The questionnaire itself consisted of two parts: Part I focused on gathering respondent profiles, while Part II addressed the challenges encountered in the tourism industry in the Province of Batangas.

Ethical Considerations - Permission was sought from the local chief executives and relevant officials, including the Municipal Tourism Officer and operation managers of tourism-related establishments in Batangas province, to obtain the necessary permits. To ensure the safe collection of data, electronic communication methods such as email were utilized to send requests, seek permission, and obtain approvals. Additionally, platforms like Zoom, Facebook Messenger, and audio/video calls were utilized to facilitate group focus discussions with Municipal Tourism Officers. For questionnaire distribution, a hybrid approach was adopted, with some questionnaires distributed through Google Docs and others delivered through private messaging, email, and Viber. In cases where internet connectivity was weak, printed questionnaires were provided as an alternative distribution method.

Data Analysis - Following statistical procedures were used to analyze the data. The current state of the province's tourism industry sector from 2012-2022 with regards to lodging, attractions, transportation, travel organizers, destination organization, and visitor arrivals were presented, and the profile of the respondents was described using frequency and percentage-distribution based on category, LGU Classification, and Class. Through the application of quantitative analysis and prioritization techniques, we successfully identified the key challenges that have a significant impact on the tourism industry in the province. The results of the Shapiro-Wilk test indicated that the data set did not exhibit a normal distribution, as evidenced by the mean p-values below the threshold of 0.05. To detect statistically significant differences, we employed non-parametric tests, namely the Mann–Whitney U test for comparing two groups and the Kruskal–Wallis test for comparing three groups. The data analysis was performed using IBM SPSS version 29, and the determination of significance was based on alpha levels of 0.05 and 0.01.

3. Results and discussion

Table 1

Percentage Distribution of the Characteristics of the Profile

Category	Frequency	Percentage %
Establishment Owner	153	40.3
Community Member	227	59.7
LGU		
Municipality	192	50.5
Component City	188	49.5

Classification		
1st Class	147	38.7
2nd Class	94	24.7
3rd Class	89	23.4
4th Class	50	13.2

As seen from Table 1, all were rated agree, which means that the respondents are satisfied with the characteristics of the respondents. In terms of category, the majority of them were classified as community members with a frequency of 227 or 59.7 percent while 40.3 were establishment owners. In terms of LGU classification, most were municipalities, with 192 (50.5%), and component cities, with 188 (49.5%). The majority of respondents were from the first class, which received the highest percentage (38.7% out of 147), followed by the second class (24.7% out of 94), the third class (23.4% out of 89), and the fourth class, which received the fewest responses (50 out of 89 equivalents to 13.2 percent).

Given the socioeconomic benefits that tourism may bring to communities, towns must seize tourist opportunities. Local government units (LGUs) are one of the principal authorities that play critical roles in this success. Local governments may be able to give the best authority, infrastructure, policy, and planning procedures for their areas. LGUs play an important role in the growth of a community by acting as liaisons between the people and the government, addressing community problems and concerns, enforcing policies, and wielding influence over its residents. The LGUs are also middlemen in channeling the government framework into each local community in order to achieve a favorable outcome (Javier & Elazigue, 2010).

Table 2

Present State of Tourism Industry in Batangas

Indicators	Number of Accommodation Establishments	Percentage
PTCAO-Registered Accommodation Establishments	246	14%
DOT-Registered Accommodation Establishments	260	15%
Recognized Accommodation Establishments in the Province of Batangas	1,757	100%

Accommodation Establishments in the Province of Batangas as of 2022Legend: 3.50 – 4.00 = Strongly Agree; 2.50 –

Table 2 presents the total number of recognized accommodation establishments in the province of Batangas is 1,757 (100%), with only 246 (14%) registered with the Provincial Tourism and Cultural Affairs Office (PTCAO) and 260 (15%) registered with the Department of Tourism (DOT). Based on the data, there are 1,757 recognized accommodation establishments in the province of Batangas. This represents 100% of the total number of establishments included in the study. However, regarding registration with the Provincial Tourism and Cultural Affairs Office (PTCAO), only 246 establishments, accounting for 14% of the total, have completed the registration process. Similarly, registration with the Department of Tourism (DOT) has been completed by 260 establishments, representing 15% of the total.

These findings suggest that many accommodation establishments in the province of Batangas have not completed the registration process with the PTCAO and DOT. This may have implications for the oversight, monitoring, and regulation of these establishments in terms of compliance with tourism industry standards, safety regulations, and quality assurance measures. It is important to note that registered establishments have demonstrated their commitment to complying with the requirements and regulations, which can contribute to enhancing the overall tourism experience and ensuring the safety and satisfaction of visitors. Encouraging more establishments to complete the registration process with the relevant tourism authorities can help improve the management and promotion of tourism in the province of Batangas.

Table 3 provides an overview of the distribution of tourist attractions in the province of Batangas across eight distinct categories. The total number of attractions included in the analysis is 893. Among the different categories, the "Sports and Recreational Tourism" category has the highest number of attractions, totaling 309. This category represents approximately 34.60% of the total attractions in Batangas. These attractions likely include sports facilities, recreational parks, adventure destinations, and other venues that cater to leisure and

physical activities.

Table 3

Tourist Attractions in the Province of Batangas as of 2022

Type of Attraction	Frequency	Percentage	Rank
Nature	82	9.18%	4
History and Culture	174	19.50%	2
Industrial Tourism	60	6.71%	6
Sports and Recreational Tourism	309	34.60%	1
Shopping	34	3.80%	7
Customs & Traditions	164	18.36%	3
Health & Wellness	62	6.94%	5
Others	8	0.89%	8
Total Number of Attractions	893	100%	

The second-largest category is "History and Culture," comprising attractions that showcase the historical and cultural heritage of Batangas. This category accounts for 174 attractions, representing about 19.50%. These attractions may include historical sites, museums, cultural events, and heritage landmarks that offer insights into the rich history and traditions of the province. Other categories, such as "Shopping" and "Others," have relatively fewer attractions compared to the sports, recreational, and history and culture categories. The specific number of attractions within these categories is not provided in the information. These results highlight the diversity of tourist attractions in Batangas and emphasize the prominence of sports and recreational tourism as well as the importance of preserving and promoting the historical and cultural heritage of the province. The findings can be valuable for tourism planners, policymakers, and stakeholders in prioritizing resources and developing strategies to enhance the tourism offerings and experiences in Batangas.

According to Tourism Teacher (n.d.), the various sorts of tourist attractions are an essential component of the tourism industry's framework. People travel long distances to visit specific tourist attractions. Visiting said sights could be the reason for their travel, or it could be an afterthought. There are numerous types of tourist attractions. Some are huge, while others are modest. Some are active, while others are calm. Some are privately owned and operated, while others are public companies. Attractions contribute significantly to the visitor economy. The visitor economy incorporates the activities and expenditures associated with the private and public sectors' provision of goods and services to tourists. Significant contributions are made by tourist attractions to the tourism industry. Typically, they profit economically from tourism and/or promote the local culture, heritage, and environment. This frequently results in greater environmental preservation, a positive environmental impact of tourism.

Table 4

Number of PTCAO-Registered Travel Agencies as of June 14, 2023

Name	Category
J & S Travel Agency	Travel & Tours
MD Square Travel and Tours	Travel & Tours
365 Wonders Booking Reservations Service	Travel & Tours
Jamjude Travel and Tours	Travel & Tours
Journey Beyond Time Travel and Tours Services	Travel & Tours
Lakbay Kabayan Tours & Travel	Travel & Tours
Ala Eh Travel and Tours	Travel & Tours
Tourbox Ph Co.	Travel & Tours
Travel Bay Tours Services Co.	Travel & Tours
Le - Travel and Tours	Travel & Tours
La Vera Educational Tours Co.	Travel & Tours
R AND E Travel and Tour	Travel & Tours
ASM Travel & Tours	Travel & Tours
AZA Travel & Tours (AZ Expresspay Tours and Travel Services)	Travel & Tours
8TINE Joyz Travel and Tours	Travel & Tours

Source: Provincial Tourism and Cultural Affairs Office

Table 4 shows that the province of Batangas has 15 PTCAO-registered travel agencies. All of these travel agencies are members of the Batangas Province Travel and Tours Association (BaPTTA), which is overseen by the Provincial Tourism and Cultural Affairs Office (PTCAO).

Table 5

Number of Recorded Tourist Arrivals in the Province of Batangas from 2012 to 2022

Year	Tourist Arrivals
2012	1,011,965
2013	1,813,904
2014	2,032,089
2015	4,781,632
2016	6,370,188
2017	7,428,789
2018	13,491,073
2019	12,903,183
2020	1,233,084
2021	2,008,210
2022	8,925,843

Source: Batangas Provincial Tourism and Cultural Affairs Office

The data in Table 5 depicts the annual total tourist arrivals in Batangas province from 2012 to 2022, revealing that 2018 had the highest number of tourist arrivals. As the global pandemic of COVID-19 hardly affected the globe in 2020 and 2021, there was a significant decline in tourist arrivals during those two years. This indicates that there was a 345% increase between 2021 and 2022. The information is an overview of the annual total tourist arrivals in Batangas province from 2012 to 2022. It is observed that the year 2018 recorded the highest number of tourist arrivals during the specified period. However, it is important to note that the global pandemic of COVID-19 significantly impacted travel and tourism worldwide in 2020 and 2021. As a result, there was a substantial decline in tourist arrivals during these two years. The exact percentage of decline is not mentioned in the information provided.

The subsequent year, 2022, witnessed a notable recovery in tourist arrivals, indicated by a 345% increase compared to the previous year, presumably due to the easing of travel restrictions and the gradual reopening of tourism activities as the pandemic situation improved. These findings highlight the impact of external factors, such as the COVID-19 pandemic, on the tourism industry in Batangas province. The significant decline in tourist arrivals during the pandemic years demonstrates the vulnerability of the sector to global crises and the subsequent rebound in 2022 signifies the resilience and recovery potential of tourism in the region. The data presented can be valuable for tourism stakeholders, policymakers, and businesses in understanding the trends and fluctuations in tourist arrivals, assisting in strategic planning, resource allocation, and developing recovery strategies in response to future challenges or crises.

Table 6

Challenges Encountered Affecting Tourism Industry

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Accommodation	2.47	Disagree	4.5
2. Tourist Attractions	2.66	Agree	1
3. Transportation	2.50	Agree	2
4. Travel Organizers/Agencies	2.43	Disagree	6
5. Destination Organization	2.47	Disagree	4.5
6. Tourist Arrivals	2.48	Disagree	3
Composite Mean	2.50	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The table above is a summary of the challenges encountered. The composite mean of 2.50 suggests that there were issues. Tourist attractions came in #1 with a mean score of 2.66, followed by transportation. They disagreed on tourist arrivals (2.48), accommodation (2.57), destination organization (2.47), or travel

organizers/agencies (2.43). The results presented in the table highlight the challenges encountered in various aspects of the tourism industry. The composite mean value of 2.50 indicates that there are indeed issues to be addressed. Among the listed factors, tourist attractions received the highest mean score of 2.66, suggesting that the respondents perceived challenges in this area. This could imply difficulties related to the maintenance, development, or promotion of tourist attractions. Transportation also emerged as a significant concern, although the specific mean score is not provided. This indicates that the respondents recognized challenges related to transportation infrastructure, accessibility, or other transportation-related issues. Alternatively, the respondents expressed disagreement (mean scores below the midpoint of 3) regarding tourist arrivals, accommodation, destination organization, and travel organizers/agencies. This suggests that the respondents did not perceive these areas as major challenges or issues in the study context. Generally, these results shed light on the perceived challenges in the tourism industry, particularly in tourist attractions and transportation. However, it is worth noting that the interpretation of the results would be more comprehensive with additional context and information regarding the specific challenges faced in each area.

Table 6

Difference of Responses on Challenges Encountered When Grouped According to Profile

Category	λ^2_c / U	p-value	Interpretation
Accommodation	16588.5	0.453	Not Significant
Tourist Attractions	17134	0.822	Not Significant
Transportation	16384	0.345	Not Significant
Travel Organizers/Agencies	16869.5	0.628	Not Significant
Destination Organization	17105	0.799	Not Significant
Tourist Arrivals	17122	0.812	Not Significant
LGU			
Accommodation	16848.5	0.256	Not Significant
Tourist Attractions	15906.5	0.041	Significant
Transportation	17076.5	0.359	Not Significant
Travel Organizers/Agencies	16916.5	0.279	Not Significant
Destination Organization	16036	0.054	Not Significant
Tourist Arrivals	17301.5	0.473	Not Significant
Classification			
Accommodation	11.808	0.008	Significant
Tourist Attractions	0.413	0.937	Not Significant
Transportation	3.258	0.354	Not Significant
Travel Organizers/Agencies	6.939	0.074	Not Significant
Destination Organization	3.882	0.275	Not Significant
Tourist Arrivals	1.585	0.663	Not Significant

Legend: Significant at p-value < 0.05

The table compared responses to encountered challenges when grouped according to profile. It was observed that there were significant differences between tourist attractions when they were grouped by local government unit. This was observed due to the fact that the calculated p-value of 0.041 was less than the alpha level. This indicates that the responses vary statistically, and based on the results of the test, it was determined that respondents from the municipality encountered more difficulties at tourist attractions. The table presented in the study compared the responses of participants based on their profile, specifically in relation to the encountered challenges in tourist attractions. The researchers observed significant differences in these responses when participants were grouped according to their local government unit. The significance of these differences was determined by conducting a statistical test, which calculated a p-value of 0.041. This p-value was less than the chosen alpha level (typically set at 0.05), indicating that the differences in responses among the different local government units were statistically significant.

Based on the results of the test, it was concluded that respondents from the municipality faced more difficulties at tourist attractions compared to respondents from other local government units. This implies that there were specific challenges or issues unique to the municipality that were impacting the experiences or perceptions of individuals visiting tourist attractions in that particular area. This finding highlights the importance of considering the local context and government involvement when examining the challenges faced

in tourist attractions. It suggests that different regions or localities may have varying levels of preparedness, resources, or strategies in place to address these challenges, leading to different experiences for visitors. The resultant p-value of 0.008 was less than the alpha level, indicating that classification responses on accommodation differ significantly. The results of post hoc tests indicated that significant differences existed between the members of the second cohort.

The analysis conducted on the classification responses regarding accommodation revealed a significant difference. This was supported by a p-value of 0.008, which was smaller than the chosen alpha level (usually set at 0.05). To further investigate these differences, post hoc tests were performed. The results of these tests indicated significant variations, specifically among the members of the second cohort. This suggests that the second cohort differed significantly from the other groups regarding their classification responses related to accommodation. These findings imply that there were distinct characteristics or factors specific to the second cohort that influenced their perceptions or experiences regarding accommodation. It could be related to their preferences, expectations, or specific needs that set them apart from the other cohorts. The differences observed among the cohorts emphasized the importance of considering individual or group-specific factors when examining responses and addressing challenges related to accommodation.

Table 6

Proposed Plan of Action for the Tourism Industry in the Province of Batangas: Basis for Development

Plans/ Programs/ Activities	Strategies	Performance Indicator	Office Responsible
Provide subsidy to accommodation establishment	Coordinate and meet with the Office of the Provincial Governor, Sangguniang Panlalawigan, and the Finance Committee through the Provincial Tourism and Cultural Affairs Office.	Subsidy to accommodation establishments provided.	Provincial Tourism and Cultural Affairs Office, Office of the Provincial Governor, Sangguniang Panlalawigan, and the Finance Committee
Provide uniformed personnel visibility in tourist attractions.	Coordinate with the Office of the Provincial Governor, Batangas PNP, and Local Chief Executives through the Provincial Tourism and Cultural Affairs Office.	Uniformed personnel visibility provided.	Provincial Tourism and Cultural Affairs Office. Office of the Provincial Governor, Batangas PNP, and Local Chief Executives
Inter-agency linkages among transportation providers	Coordinate with local transport groups and organizations, LCEs and secure the availability of transport means going to and coming from tourist sites.	Available transportation provided.	Provincial Tourism and Cultural Affairs Office. Office of the Provincial Governor, Local Chief Executives, Transport Groups and Organizations
Establish inter-agency collaboration/coordination with travel agencies and other offices concerned.	Coordinate with Batangas Province Travel And Tours Association (BaPTTA) and other offices concerned strengthen the organization.	Inter-agency collaboration with travel agencies and other offices established.	Provincial Tourism and Cultural Affairs Office, Office of the Provincial Governor, Batangas Province Travel And Tours Association (BaPTTA)
Strengthen the promotion of less explored tourist attractions/sites through social media.	Coordinate with the Provincial Tourism and Cultural Affairs Office to further promote other tourist attractions/sites through its official social media platforms.	Promotion of less explored tourist attractions/sites through social media established, and made known to tourists.	Provincial Tourism and Cultural Affairs Office
Formulate a plan to incorporate the proper and timely scheduling of tourism activities.	Conduct thorough research and draft a plan to incorporate timely scheduling of tourism activities.	Plan formulated timely schedule incorporated.	Provincial Tourism and Cultural Affairs Office, Office of the Provincial Governor, Local Chief Executives, Provincial and Municipal/City Planning Offices

4. Conclusions and recommendations

Based on the results, in terms of categorization, the bulk of respondents (227 or 59.7 percent) we community members, while 40.3 were establishment owners. In terms of local government units, the majority were from municipalities, with 192 (50.5%), while the remainder 188 (49.5%) were from component cities. Finally, the

majority of respondents were from first-class municipalities, which received the maximum percentage of 38.7 percent, while the lowest proportion was from fourth-class municipalities, which received fifty (50) or 13.2 percent. The status of the tourism industry in the Province of Batangas was presented in terms of accommodation, attractions, transportation, travel organizers, destination organization, and tourist arrivals. Respondents   agreed that challenges were encountered in the tourism industry in the Province of Batangas in terms of accommodation, attractions, transportation, travel organizers, destination organization, and tourist arrivals. Significant variations in the challenges and issues affecting the tourism industry sector were examined when respondents were classified by profile, which demonstrated significant differences when LGU Classification grouped respondents. A proposed plan of action was formulated to be used as basis for developing the tourism industry in the Province of Batangas.

The Provincial Government of Batangas in coordination with the Local Chief Executive through the Provincial Tourism and Cultural Affairs Office, may implement a program to help the tourism industry adapt to the changing needs and demands of tourists. The Provincial Government of Batangas, in coordination with the Local Chief Executive through the Provincial Tourism and Cultural Affairs Office, may enter Public-Private Partnerships to invest in the rehabilitation of outdated tourism infrastructure. The Provincial Government of Batangas, in coordination with the Local Chief Executive through the Provincial Tourism and Cultural Affairs Office, may forge partnerships with the transportation sector. The Provincial Government of Batangas, in coordination with the Local Chief Executive through the Provincial Tourism and Cultural Affairs Office, may set service standards about the practices and operation of travel agencies. The Provincial Government of Batangas in coordination with the Local Chief Executive through the Provincial Tourism and Cultural Affairs Office, may strictly implement tourism policies to avoid being affected by the changing leadership in the province and municipalities in particular. The Provincial Government of Batangas, through the Provincial Tourism and Cultural Affairs Office, may establish and require local government units (LGUs) to maintain an information assistance desk and hotline to assist tourists. The proposed action plan may be tabled for discussion for implementation and evaluation thereafter. Future researchers may research the same topic specifically to enhance and develop the tourism industry in the province of Batangas.

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