

ABSTRACT

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"The Effects of Tourist Arrival on Selected Hotels in
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This study determined the effects of tourist arrival on selected hotels in Naga City. Specifically, the study answered the questions: (1) what is the profile of respondents along? (a) Type of tourist (b) frequency of visits to Cam Sur (c) Place they visit (d) Reasons for visit (e) Reasons for selecting the hotel; and (2) What factors affect the preference of guests in choosing the hotel along? (a) Accessibility (b) Facilities (c) Safety and Security?

The study used the descriptive research design. A total of 100 respondents were used as respondents. Data were subjected to descriptive statistical treatment.

The findings of the study were: (1) The profile of the respondents are the employees of the hotel and tourists. There are two types of tourist which are local and foreign. The frequency of visiting cam sur that rank 1 with 30 respondents answered once a year, rank 2 with 14 respondents for once a month and rank 3 with 10 respondents for twice a month. Places they visited: For religious and cultural destinations; the most frequently visited is the Churches rank 1 with 54 or 90% respondents. For Ecotourism destinations; the three most frequently visited are first, Caramoan Island with 30 or 50%. Second, mountains with 24 or 40% and third Malabsay falls in Panicauson with 18 or 30% respondents. For adventure destinations; CWC is the most frequently visited with 46 or 76.66% and the least visited was Haciendas de Naga with 6 or 10% respondents. The top three reasons for visiting the Cam Sur were; first, they attended the Seminars with 31 or 51.66%. Second, for leisurely travel with 27 or 46.66% respondents and third for business with 28 or 45%. The reason for choosing the hotel to stay are the following rank 1 with 49 or 81.66% for quality of service, however, there were two the same percentage of respondents which are affordable room rates and complete amenities with 18 or 30%. (2) For the factors that affect the preference of guests in choosing the hotels, along

accessibility, guests chose the hotel with good location. It was the highest with a mean of 3.8 interpreted as Excellent. The least was visibility of medical, police and fire protection with a mean of 2.93 interpreted as Good. Overall the average weighted mean was 3.46 interpreted as Excellent. Along facilities, result showed that all items were rated Excellent with weighted mean ranging from 3.3 to 3.93. The highest among the facilities was the rooms as fully air-conditioned and the least was the presence of gym and spa. Overall, the average weighted mean was 3.56 interpreted as excellent. Along services, guests considered free airport transfer as an important factor in choosing the hotel. It had a mean of 3.87 interpreted as Excellent. This was closely followed by early online booking with a mean of 3.86 and the same interpretation. (3) The effects of tourist arrival in terms of services were the following; rank 1 they enhances the quality of services with 26 or 65%. Rank 2 with 6 or 15% offered free breakfast meal and rank 3 with 5 or 12.5% they provide free airport transfer. The top three effects on income were; first, for additional incentive with 12 or 30% of respondents. Second, employment rate increases with 27.5% and third for privilege with 9 or 22.5% of respondents. The effects for employment were: the hotel hires on call/ additional personnel during peak season rank 1 with 23 respondents and 11 respondents for outsourcing which is rank last or 2. The effects of tourist arrival in the hotel for the facilities, rank 1 with 14 respondents for complete amenities, rank 2 with 7 respondents for availability of network communication.

The study concludes that: 1.) More tourists were young adult, male, and local/domestic tourists. However, while most of the tourists come for seminars and business transactions, they also come in for leisurely travel to the churches, Caramoan Island, and the CWC as their popular destinations. They mainly choose the hotel for their good service., 2.) The main factor that affects the preference of guests in choosing the hotel was the facilities rather than accessibility and services., and 3.) The effects of tourist arrival on hotels vary, from improvement of quality of service and completing hotel amenities, additional incentive to the staff, and hiring on call / additional personnel.

The study recommends that hotels must continue to enhance their facilities, amenities and services so that it can receive more tourists/guests. In effect, the hotel can hire more employees and give substantial benefits to them. The study further recommends that tourist destinations must be fully developed and extensively promoted to invite a large number of

tourists visiting Camarines Sur. By then, hotels will become their ultimate destinations.