ABSTRACT

De alday, Mary Cherish A., Baldoza, Mara O., Buenaflor, Leo R., and Panizal, Hanna Mae P. 2015. "The Destination Competitiveness of The Village at San Bernardino in Calabanga Cam. Sur". Mariners' Polytechnic College, Panganiban Drive, Naga City.

The study aimed to determine the destination competitiveness of the Village at San Bernardino in Calabanga, Camarines Sur along service, facilities and amenities, marketing, strategies, location and visitors' management. Specifically, this research answered the following questions: 1.) What is the profile of the respondents along age, sex, civil status occupations, type of tourists and purpose of visit? 2.) What are the core resources and attractors along tourism products and services offered by the village at San Bernardino? 3.) What are the demand conditions of the tourist along awareness, perception, and preferences?

This study used the descriptive research design and had 50 randomly selected tourists of the Village at San Bernardino as the respondents. It used survey questionnaire to generate the data which were tabulated, interpreted and analyzed using descriptive statistics.

The major findings were: (1) Majority of the respondents belonged to the age group of 18-21 years old with 14 of 28 % while 13 or 26 % belonged to the age bracket of 22-25 and 30 years and above and the least at 4 or 8 % were within 17 years and below. As to sex, 27 or 54 % of them were male and the rest were female. Along civil status, 32 or 64% were single while 14 or 28 % were married and the least at 1 or 2 % were separated. As to occupation, 31 or 62% had no answer, 9 or 18 % were students. Along type of tourists, 44 or 88 % of them were local or domestic and the rest were foreign tourists. As to purpose of visit, majority of the respondents answered for leisure with 21 respondents while 2 answered for business purposes that was at rank 5. (2) Out of the eight core resources and attractors along tourism product and activities, picnic ranked first at

3.56 interpreted as Very Good. The least among the given choices was baking with a weighted mean 3.24, interpreted as Good. This was followed by awareness of the attraction of The village at San Bernardino with a weighted mean of 3.14, interpreted as Good. The least was tourists make preference in the attraction with a weighted mean of 3.06 interpreted as Good. (4) The data show that the destination competitiveness along service, recreation service was ranked first with a weighted mean of 3.36, interpreted as very good. Along facilities and amenities, ranked first were convention and meeting facilities and room accommodation with a weighted mean of 3.52, interpreted as Very Good. Along marketing strategies, rank first was internet with a weighted mean of 2.96, interpreted as Good. Along location, ranked first was available parking space with a weighted mean of 3.46, interpreted as Very Good.

The study concludes: (1) Majority of the respondents were Filipinos, young, male, and single, with no occupation yet, and visit The Village for leisure. (2) The core resources and attractors help the establishment in encouraging the guests/ tourists to visit and explore the village. The product and activities they offer provide quality that the tourists can enjoy and help relieves stress, develop their relationships and give ample time with family and friends. (3) Positive perception is important to make The Village a competitive resort. (4) Overall, among the indicators for destination competitiveness, facilities and amenities and visitor management Can make The Village competitive as a unique destination in Camarines Sur.