

Coping Strategies of Beach Resorts in Nasugbu, Batangas during Lean Season

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Abstract

A resort is a full-service lodging facility that provides access or offers a range of amenities and recreation facilities to emphasize leisure experience. The patronage of leisure establishments depends solely on the type of season. This study aimed to determine the coping strategies implemented by beach resorts in Nasugbu, Batangas. Descriptive-survey method was employed which involved 21 beach resorts. Most of the beach resorts in Nasugbu, Batangas operated more than 5 years, employed more than 10 employees, majority of beach resorts offer 11-15 rooms with 2-4 types of recreational facilities. Customer attrition was the most common problem encountered by the beach resorts during lean season. Study showed that beach resort management used price differential, reduced number of employees and multi-tasking and energy conservation was the most frequent used as their coping strategies. As to level of effectiveness of the coping strategies used, loyalty programs and price differential for marketing strategies, for maintenance and other operating expenses strategies, energy conservation and reduce number of employees and multi-tasking for the human resource utilization strategies were extremely effective. Results implied that resort management should focus and maintain their coping strategies during lean season.

Keywords: *beach resorts, resort management, coping strategies, lean season, customer attrition*