

## COMPETITIVENESS AND SUSTAINABILITY OF BEACH DESTINATIONS IN BATANGAS PROVINCE

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### ABSTRACT

Effective management of beach destinations in response to the current demands for sustainable tourism industry has become the primary goals of progressive and developing countries around the world. This study focused on the competitiveness and sustainability of beach destinations in Batangas Province towards proposed tourism sustainable development plan. It tackled the demographic profile of the respondents and assessed the competitiveness of the destination with regard to situational and demand conditions, supporting factors, inherited and created resources and destination management. It emphasized on the level of sustainability relative to economy, socio-cultural and environment. It compared the responses relative to beach destinations' competitiveness grouped according to respondents' profile. Quantitative approach using descriptive method was utilized in collecting data through the survey questionnaire. Convenience sampling was considered and Cronbach Alpha was tested for the reliability of the instrument distributed to respondents such as residents, tourists, local government unit, and resort owners in beach destinations in the municipality of San Juan, Nasugbu and Calatagan. Cross tabulation, frequency, percentage, weighted mean and ranking were statistically applied. The results revealed that respondents agree on the competitiveness of beach destinations and found competitive. The sustainability of beach destinations is sustainable and evident. It was concluded that the compared responses of beach destinations to respondents' profile variables are competitive. A tourism sustainable development plan was proposed. The Department of Tourism officers and administrators, officials of Provincial Capital of Calabarzon may extend public forum with regard to economic, socio-cultural and environmental sustainability and to increase awareness on its competitiveness.

*Keywords: Competitiveness, Sustainability, Beach Destinations, Quantitative Research, Philippines*