

Operation and Management of Resorts in BUHI, Camarines Sur

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HOW TO CITE:

Maria Luisa O. Sotero (2026).
Operation and Management of
Resorts in BUHI, Camarines Sur.
International Journal of Special
Education, 41(14s), 48-56

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ABSTRACT:

Resort owners should look beyond a simple profit dollar amount. Hence, the present study measured how the resorts in Buhi are operating and sustaining their local businesses. The researcher focused on the resorts in Buhi, Camarines Sur. The researcher selected the manager or owner of the resorts as the respondents. The study has shown that most of the resorts in Buhi were not accredited by the Department of Tourism (DOT). The researcher specified critical reasons business owners do not necessarily submit such accreditation forms. Almost half of the business resorts do not have their business permits, suggesting relatively lax government compliance. Reasons for this has been specified. Weighted mean was used to identify these resorts' strengths and weaknesses. Such weaknesses include returns on capital expenditure, distribution network, automation of activities, integration of complimentary firms through mergers and acquisition, and many more were indicators classified by the Buhinon resorts as their key weaknesses. While the cash flow, workforce, resources, employees' training and incentives, acquisition of new facilities and equipment, guests, management control, and division of labour were indicators classified as the resorts' key strengths.

Keywords: Resorts, Operation, Management, Compliance, Strengths, Weaknesses

Introduction

Our world is abundant in natural beauty beach resorts; it attracts tourists due to its attractive nature and sandy beaches. A resort is a place where people go to relax or have fun while on vacation. The resort is an establishment that a single company manages. It is a full-service hotel that caters mainly to tourists and is typically located in areas where visitors may relax and enjoy. Also, to highlight a leisure experience, the resort provides access to or offers a variety of amenities and recreation facilities. People are attracted to travel or visit the place for several reasons, some of them want to try new things and explore. The resort is where many people go for rest, sports, or another stated purpose such as a

tourist resort, a vacation resort, a seaside/beach resort, and a ski resort. In another country, usually, their resorts have complete facilities like restaurants, gym, accommodation, sports facilities (basket courts, skate park, tennis court, wall climbing), and reception area. According to Conde Nast Traveller, some of the best resorts worldwide (2020) are L'Horizon Resort & Spa, Palms Springs, California, The Mulia and Mulia Villas-Bali, Indonesia, and The Nautilus, Maldives.

Furthermore, tourism is an important industry that we should always understand and keep in mind. It is one of the largest and fastest-growing sectors globally, with significant societal, national, and citizen benefits. It has the potential

to strengthen relations between nations or enterprises, to provide entertainment and recreation possibilities. It can also provide chances for cultural interaction and greater enjoyment, well-being, and education for visitors. However, environmental quality is widely acknowledged as a critical consideration when choosing a vacation spot. The resort's intricate image, which the tourist gets after visiting it, is critical for building loyalty and word-of-mouth promotion. Tourists may be drawn to travel in resorts for various reasons; physical and mental relaxation, the pursuit of thrills, enjoyment, or pleasure, and increased leisure time.

Tourism and Hospitality create diversified employment opportunities in different sectors like accommodation, food and beverage establishments, transportation services, travel agencies, tour operation companies, natural and cultural attractions sites. The challenges are poor pay and working conditions, sexual harassment, discrimination, unequal treatment, low education and training, undemocratic and rigid corporate culture, seasonality, and political and instability, which drastically reduces the number of visitors, which brings high employees' turnover. (Aynalem, Birhanu, & Tesefay, 2016)

Profitability is well-understood by the majority of business owners. If sales revenue covers these costs, then the company is making money. Positive cash flow is the definition of a profit. Having a steady flow of cash helps to keep the firm running. When running a successful business, profitability is often a top priority. They are looking for a profitable experience and monetary gain.

However, it is essential for business owners to look at more than just profit dollars. Someone can not tell how lucrative a business is by looking at its revenue. Business owners can assess their organisation's health and long-term profitability by looking at several essential criteria. Analyzing metrics helps to discover which parts of the business require improvement and those that are doing well. Margins, break-even calculations, and return on asset assessments are the three most

common methods for determining if a business is financially viable.

Furthermore, this study measured how the resorts in Buhi are operating and sustaining their local businesses. It also discussed how these resorts are developing the attraction considering that there are also resorts nearby and discusses the potential Improvements of the resort that can boost the local businesses in the said area. This study also aims to maximize the profitability of the resorts in Buhi. It is intended to help the owners and the community by giving job opportunities to the people residing around the area, through improving the resort's facilities and services, as it helps to maximize the profitability of the said resorts to gain a good outcome and to help the owners to be more competitive.

Based on **Cabal, E. M. et al.** (2021), their study aimed to describe the experiences of extreme weather and marketing strategy adaptation capability needs of resort business owners in Zambales. The descriptive quantitative method of research was used in this study. The study's findings show that the resort business in Zambales is generally owned based on a single proprietorship. Resort businesses have existed for quite a long with few employees. The resort owners had always experienced extreme weather events, including severe rainfall, storm surge, floods, increased summer dryness, and cyclones. The promotion strategies include providing additional amenities to maintain customers' loyalty, print media to promote services, and local newspapers to advertise the hotel. They need to have a sufficient budget for advertising. They based pricing on the cost of the product, decided upon profits and competitors' and offered at determining prices. There is no significant difference in the experiences of extreme weather events of resort businesses. There is a significant difference in the marketing practices in terms of promotion and pricing among the resort business owners. There is a very low negative correlation between the experiences of extreme weather events and the marketing strategies of the business resort owners in Zambales.

In 2021, Pawar, M., Patil, A., et al. mentioned that sustainability is at the forefront of discussion regarding the development of our natural environments. With the tourism industry continuing to expand, particularly in developing nations, it has become apparent that the sustainability and longevity of developments must be considered. This project explores the meaning of a "sustainable resort" and to identify the opportunities and challenges of developing a "sustainable resort." This project aimed to analyze existing methods for assessing the sustainability of the development of resort areas, analysis, and evaluation of indicators and their impact on sustainable development of the resort area. A sustainable resort is a resort in which we provide a natural and eco-friendly environment for visitors. We are not taking any things artificial or materials that will harm the environment and human beings. A sustainable resort is a resort that will bring the tourists, visitors close to nature. There is a lot of stress in the day-to-day life of an individual. Also, there is lots of pollution in the cities where we live and offices where we work. Visit our eco-resort, and you will find a peaceful and healthy atmosphere.

Methodology

This study used a mixed method of both quantitative and qualitative research. Quantitative research is being used to know the relationship between one variable and another inside a

specific population (Matthew and Ross 2010). Under the quantitative designs the study used the descriptive method. According to Cynthia (2014) descriptive method is established to delineate the respondents in a very good way. It is all about characterizing people that are part of the study. It is an approach in which the researcher fundamentally utilizes post positivist claims for developing knowledge cause and effect results, diminishment to factors and speculations, questions, utilization of estimation and perception, and the trial of the hypotheses and utilizes techniques of request, for example, tests that yield measurable information. This study is intended to come up with measures to improve the resort operations in Buhi, Camarines, Sur from finding the study.

The researcher focused on the resorts in Buhi, Camarines Sur. The researcher has not included the neighboring municipalities to focus on how to handle the profitability of resorts in Buhi. The researcher selected seven (7) resort owners or the respondents' managers in conducting a survey. The researcher will help the municipality of Buhi identify the profitability of their resorts. The study will give an idea to the owners of resorts to have additional knowledge to improve their services, activities, and the tourist, so that they earn enough to develop and for the sustainability of the place.

Results and Discussions

Table 1. Company Description

Resort Name	Opening Year	Location in coordinates	Adress	Operation Type
Balerite Resort	2021	13°25' 74"N,123°31'46.36" E	Monte Calvario, Buhi	Business
Buluang Spring Resort	2021	13°22'8.54"N,123°31'39.83" E	San Vicente, Buhi	Business
Cagmaslog Valley Resort	2010	13°21'31.22"N,123°32'55.44" E	Cagmaslog, Buhi	Business
Lake Buhi Resort	2000	13°27'17.74"N,123°31'46.36" E	Cabatuan, Buhi	Business
Lologon Cold and Hot Spring Resort	2005	13°24'11.73"N,123°32'15.08" E	San Rafael, Buhi	Business

Pongol Spring Resort	1990	13°22'44.58"N,123°32'17.18" E	Antipolo, Buhi	Business
Sinagpan Spring Resort	2007	13°24'46.74"N,123°28'41.83" E	San Ramon, Buhi	Business

Table 2.1. The extent of Compliance to DOT Standards for Resorts

0	R1	R2	R3	R4	R5	R6	R7
Did you accomplish the application form to be accredited by DOT?	No	No	No	Yes	No	No	No
Did you accomplish the self-assessment form and submit it to DOT for accreditation?	No	No	No	Yes	No	No	No
Do you have a valid mayor or business permit?	Yes	No	Yes	Yes	No	No	Yes
Do you have a sworn statement of undertaking?	No	No	No	No	No	No	No
Are you compliant with minimum public health standards imposed by Local Government Units and the Department of Tourism (DOT)?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Are you compliant with basic and minimum standards for the operation of tourism facilities and services?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Have you undergone a physical inspection conducted by LGU on your premises?	Yes	Yes	Yes	Yes	Yes	Yes	No

Table 2.2. The extent of Compliance to DOT Standards for Resorts expressed in WM

Statements	Choices		Weighted Mean	DR
	Yes (1)	No (2)		
Did you accomplish the application form to be accredited by DOT?	1	6	1.857142857	No
Did you accomplish the self-assessment form and submit it to DOT for accreditation?	1	6	1.857142857	No

Do you have a valid mayor's or business permit?	4	3	1.428571429	Yes
Do you have a sworn statement of undertaking?	0	7	2	No
Are you compliant with minimum public health standards imposed by Local Government Units and the Department of Tourism (DOT)?	7	0	1	Yes
Are you compliant with basic and minimum standards for the operation of tourism facilities and services?	7	0	1	Yes
Have you undergone a physical inspection conducted by LGU on your premises?	6	1	1.142857143	Yes

Table 3.1. Strengths and Weaknesses of the Resorts

Indicators	R1	R2	R3	R4	R5	R6	R7
Returns on capital expenditure	Strength	Weaknesses	Weaknesses	Strength	Weakness	Weaknesses	Strength
Distribution network	Weakness	Weaknesses	Weaknesses	Strength	Weakness	Weaknesses	Weakness
Automation of activities (artificial intelligence, machines, etc.)	Weakness	Weaknesses	Weaknesses	Weakness	Weakness	Weaknesses	Weakness
Track record of developing new products	Weakness	Weaknesses	Weaknesses	Weakness	Weakness	Weaknesses	Weakness
Cash flow in the resort	Strength	Weaknesses	Weaknesses	Strength	Strength	Weaknesses	Strength
Competition in new markets	Strength	Weaknesses	Weaknesses	Weakness	Weakness	Weaknesses	Weakness
Integration of complimentary firms through mergers and acquisition	Weakness	Weaknesses	Weaknesses	Weakness	Weakness	Weaknesses	Weakness
Workforce	Strength	Strength	Strength	Strength	Strength	Strength	Strength
Resources	Strength	Strength	Strength	Strength	Strength	Strength	Strength
Provision of training to employees	Strength	Strength	Strength	Strength	Strength	Weaknesses	Weakness
Acquisition of new facilities and	Strength	Strength	Weaknesses	Strength	Strength	Weaknesses	Strength

equipment for the resort			s			s	
Incentives for employees	Strength	Strength	Strength	Strength	Strength	Strength	Strength
Guests of resorts	Strength	Strength	Strength	Strength	Strength	Strength	Strength
Management control	Strength	Strength	Strength	Strength	Strength	Strength	Strength
Division of labour	Strength	Strength	Strength	Strength	Strength	Strength	Strength

Table 4. Summary of Strengths and Weaknesses of Buhinon Resorts

Weaknesses	Strengths
Returns on capital expenditure	Cash flow in the resort
Distribution network	Workforce
Automation of activities (artificial intelligence, machines, etc.)	Resources
Track record of developing new products	Provision of training to employees
Competition in new markets	Acquisition of new facilities and equipment for the resort
Integration of complimentary firms through mergers and acquisition	Incentives for employees
	Guests of resorts
	Management control
	Division of Labor

Conclusion

The study has shown that most of the resorts in Buhi do not accomplish a form for accreditation by the Department of Tourism (DOT). The researchers specified fundamental reasons business owners do not necessarily submit such accreditation forms. Almost half of the business resorts do not have their permits suggests relatively lax government compliance in the locality. Reasons for this has been specified. Key strengths and weaknesses of the Buhinon resorts were identified using weighted means. For instance, returns on capital expenditure, distribution network, automation of activities (artificial intelligence, machines, etc.), and track record of developing new products, competition

in new markets, and integration of complementary firms through mergers and acquisition were indicators classified by the Buhinon resorts as their key weaknesses, while the cash flow in the resort, workforce, resources, provision of training to employees, acquisition of new facilities and equipment for the resort, incentives for employees, guests of resorts, management control, and division of labour were indicators classified by the Buhinon resorts as their key strengths.

In this light, the researchers suggest developing its weaknesses and strengthening its strengths by utilising available resources at the very least expense. Especially since corporate social responsibility is becoming a trend, resort owners

are advised to develop business intelligence that is both adaptive and relevant. Utilizing technology as a digital marketing platform could be maximized to increase profitability and investment return.

The government is advised to increase its support to local business owners, especially during the onset of COVID-19, where most business activities have been halted, and that one of the critical strengths of the business Buhinon resorts was delimited, i.e., the guests. This support can be in the form of loans or incentives to serve as a recuperation for businesses adversely affected by today's pandemic's onslaught.

Recommendation

With the observed weaknesses, recommendations were crafted as follows:

Returns on capital expenditure. Increasing returns on capital expenditure remained unprecedented. However, an observed key theory can be used to guide resort business owners in Buhi.

Distribution network. An effective distribution network is essential for a successful business, especially in hospitality and tourism. A distribution network will allow business owners to disseminate information effectively and efficiently, especially when offering new products and services. An integrated and efficient information distribution network can be achieved through integrated software.

Automation of activities (artificial intelligence, machines, etc.). Engaging in automation activities is deemed complex and less prevalent, at least in

the case of Filipino- owned business resorts. However, proper education and enlightenment can pave the way for business owners to venture into this aspect of business management. By orienting and allowing business owners to know the various advantages of business intelligence and digital marketing, there is a more chance that resort owners would engage in such aspects of business management.

Track record of developing new products. Since resorts in Buhi are more likely to provide intangible products (services), marketing services is crucial. Business owners need to assess their products or services based on customers' or clients' vantage points. While online surveys are not prevalent, resort owners are encouraged to incest on review apps where clients can assess the services or products offered in that specific resort in just a click.

Competition in new markets. Since competition is prevalent in the Buhi, Camarines Sur, business owners should develop unique services or products that will differentiate them from other competing resorts. It should not be done on a trial-and-error basis but rather the use of business intelligence.

Integration of complimentary firms through mergers and acquisitions. By integrating complementary firms into business resorts in Buhi, an increased return of investment is expected. This is crucial, especially during the advent of today's pandemic. It can be done by exploring partnerships with other small and medium enterprises (SMEs) and intensive research.

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Acknowledgement

The researcher would like to express their sincerest gratitude to all the persons who helped significantly in completing this paper. No words can adequately express the depth of gratitude to them, who graciously offered their invaluable help that contributed so much to the completion of this research. Amidst all this, the glory and honour be given to God for the strength and wisdom He bestowed upon the researchers.

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Maria Luisa C. Obero-Sotero. A passionate and dedicated individual always willing to teach her subordinates. She is the program chair of Bachelor of Science in Tourism Management at Camarines Sur Polytechnic Colleges. She was also a Licensed Professional Teacher (LPT) and a Certified Guest Service Provider (CGSP). She was a former Agricultural Technologist and an Administrative Aide in the Local Government Unit of Buhi. She was residing at Zone 2, Sta. Justina, Buhi, Camarines Sur. She was a loving wife to her husband, Francis Labrador Sotero, and she was blessed with six children. She graduated with a Master in Business Management at Camarines Sur Polytechnic Colleges and a graduate of Doctor of Philosophy in Hospitality and Tourism Management at Lyceum of the Philippines University-Batangas.