# Challenges On Accommodation in Selected Inland Resorts In Calinan

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**ABSTRACT.** This paper aimed to determine the manifests the challenges encountered by various resort owners' particularly in Calinan, Davao City and strategies that management apply to overcome those challenges in the most effective manner. This study involves a random sample of six (6) inland resort owners who are asked in the form of the interview. Exploratory, a qualitative research design is approached and analyzed by means of thematic analysis. The results indicate that challenges encountered most by the respondents include the difficulty of handling customer complaints, accommodation, facilities, and location. The result also emphasizes that in order to mitigate the occurrence of those challenges, strategies implemented include entertaining the guests so that they would feel welcomed, providing good services, tent accommodation, and visible signage. Importantly, an effective measure they consider is to put a smile on their faces while serving the guests and remind them of the rules and regulations when entering the resort.

Key terms: *Accommodation, Challenges, Strategies, Inland Resorts*

## INTRODUCTION

In the resort and lodging industry, the partners incorporate holders, governments, modern affiliations, workers, clients, the network, and providers. As the hospitality industry is human escalated, workers are one of the key partners and assume a fundamental job in actualizing attainable practices (Galpin, Jouflas, and Gasta, 2014). The travel industry is one of the biggest and most powerful businesses on the planet, which acquires colossal income, yet also gives a substantial number of openings for work in numerous nations and districts (Guoyun Xie, 2015). The travel industry is an administration industry. It has turned into an exceptionally mind-boggling movement incorporating a wide scope of connections. Bringing about the enhancements in the way of life and extra cash with more recreation time, the general quantities of vacationers are relied upon to become further. Variables like advantageous transport, no confinements on movement, accessibility of data on different places of interest and new showcasing procedures contributed to the development of a general number of travelers in the present world. Also, various socio-statistic factors, for example, higher instructive norms, headway in data innovation, fast urbanization have emphatically impacted the development of the travel industry (Roy, 2015).

The nature of management and customer loyalty are basic elements for the accomplishment of any business. From being steady to ensuring they get the same wonderful management to doing what you say you will do, hotel management should not fail in regards to what they offer. Customer loyalty has been a center of analysts and advertisers as an imperative forerunner of the customer. Some late studies suggest that customer charm conceivably creates more noteworthy customer steadfastness than satisfaction (Mubiri, 2016). The ideas of the board and client reliability are essential components for the achievement of any business. From being

consistent to guarantee they get the equivalent magnificent administration to doing what you state you will do, resort management the executives ought not to flop concerning what they offer. Client devotion has been a focal point of experts and publicists as a basic precursor of client endurance. Some late investigations suggest that client fascinate possibly makes more important client relentlessness than satisfaction (Mubiri, 2016).

A client's steadfastness is formed by various characteristic components incorporating their experiences with low-quality administrations before.

Furthermore, social practices may impact the requirements of a client. Typically, fulfillment is for various clients. A few clients may be satisfied with certain administrations while others may not value similar administrations. Plus, the view of a client on the notoriety of the lodging may impact their demeanor towards the nature of the administrations offered by specific inns. At times, a few clients may not maintain a strategic distance from certain hotels and resorts because of certain reasons 39, for example, gatherings and gatherings. All things considered, they may have a negative frame of mind towards the lodging's staff and make a negative picture of the inn (Mubiri, 2016). Traveler and guests who travel as often as possible and remain in an assortment of lodgings and motels all through the nation will have had a few difficulties with other lodgings, and whether in the United States or somewhere else on the planet, a portion of the case experienced by guest are indistinguishable. It very well may be valuable to comprehend what to do and how to manage the status, and in specific what you can do when managing the lodging workforce where the test exists.

**Purpose of the Study/ Objectives**

1. Determine the challenges encountered by various resort owners' particularly in Calinan, Davao City.
2. Determine the strategies to overcome various challenges.
3. Identify the most effective strategy to solve the challenges.

**Research Questions**

The study aims to know the status of Selected Calinan, Davao Inland Resorts. To achieve this, there must be various to be focused. Hence, these are the following questions are sought to be answered:

1. What are the challenges you have encountered as far as accommodation is a concern?

2. What were the strategies did the management apply?
3. What is the most effective among the strategies in your Inland Resort?

**Theoretical Lens**

A challenge of accommodation is a base of the tourism industry as it is a vital part of tourism resources. The accommodation has a big impact on the certain tourism development, accommodation amenities which are offered in dissimilar tourists spots have been directing to provide maximum comfort to tourists with rational rates. Very important and complicated to the accommodation seller to provide comfortable

accommodation to the people from assorted economic circumstances according to their affording facility (Ahliya 2010).

The environmental influence from the accommodation area can be very important at both a micro and macro level. Accommodation amenities are sited in very breakable environments and historic cities where the demand for accommodation is high (Cooper et al. 2005. 408-409).

Lunkes and Rosas (2012) stated that the study particular determined that to boost sustainable development these are the environment is an excitable resource, managers have a professional obligation, hotels must to social request, the actually of international standards, the need to comply with legal requirements, and so on.

Beside this Chan and Hawkins (2010) signify that employee motivation also contributes management system, stressing the significance of employees to the productiveness of hotel environment planning and control is the provision of normal hotel operations. As a reflection of a prior control, the hotel can meet the requirements of the demands, comply with legal requirements and perform its strategic material.

## REVIEW OF RELATED LITERATURE

Accommodation plays an important role in selecting a resort and is the basis for tourist activities. Accessibility of settlement is fundamental; however occasional interest is frequently a tremendous test for convenience foundations, resorts and traveler offices. It is the obligation of resort advertisers and chiefs to guarantee that a comparable number of voyagers are pulled inconsistently. Resorts have productive to conquer the housing sector of the tourism industry in the community and are following as the basic structure group of tourism considering the influence on local and foreign economies. The better destinations required the tourists inevitably; the more potential is to be noticed. Engaging, and the possible guest are to prefer (Vengesayi, S. 2003).

According to (Keyser, H. 2009) a tourist destination, this resort is a definite geographical field where guest makes at least one night and contain tourism output such as accommodation, transport, infrastructure, facilities, and services. Specific features that build South Africa a distinguishable appealing offer include. (Van Vuuren & Slabbert, 2011). Destinations or Resort feature suchlike scenery, climate, activities, accommodation, accessibility, cultural background, security, food, and amusement are the main factors that affect its allurement and whether or not the tourist choose to visit it. In addition to that, (Gee, C.Y. 1996) destination resorts attract tourists and are a plan to qualify all requirements. Needs and enjoyment for tourists in one of the regions. The concept of the resort is evolved by offering good accommodation, food and drinks, entertainment, leisure facilities, health facilities, a relaxing atmosphere and a high level of service. (Shaw & Williams, 2004). Stated that the expansion of resorts is one of the most query ideas in tourism ideas. It has been issued to several experiential types of research since the geography of the 1930s began to cover the problem. The various theoretical ideal was presented.

According to (Ninemeier & Perdue 2005; Cooper & Hall, 2008). Tourism is designed to be one of the world's largest and fastest growing industries. (Ninemeier & Perdue 2008; Kay, 2003; Koc, 2004). Stated that as global events, it is a very important part of the service sector that has a powerful impact on the economy. Furthermore, to

maintain or improve its current situation, the tourism industry, rely on the travel choice of tourists that are allowing the travel form. (Papatheodorou 2006). It stated the choice of destinations was often a strategic stage of tourism literature and that different factors influence travel decisions.

## Accommodation Services

Tourism is a hospitable, cultural and economic apparition involving the motivity of people from their usual environment to countries or places. The goal of personal or business/professional people could be their movement. These can be tourists, hikers, residents or non-residents who are known as guest and tourism have to do with producing their activities. Some of the exertions, they organize involve, for example, expenditure on tourism, the accommodation they use or food. The accommodation gives the base from which tourists can travel. Participate in any exertion at a destination, so traveling is incomplete in lack of accommodation. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008).

As tourists travel for travel purposes, in most cases they need some form of accommodation to rest and refresh their journey. Therefore, accommodation shows up to be a requirement for human travel. All through many accommodations' footage can be found in the human race. Accommodation types and organization vary in the size and facilities, but their main intention is to serve their guest. (Cooper et al., 2008). Hotels are the main type of accommodation, but many other types of additional accommodation can also be found. Additional accommodation in various part of the world, it's essential was developed, can be organized on the basis location, services, and management types. Instead of large hotels and resort hotels, these types of accommodation are more economical for the guest. They provide minimal service. These types of accommodation are designed to provide normal and overnight stay. Food where guest tends to pay for service. (Graham, Peter 2009).

## Accommodation Classification

The classification of accommodation is defined as a process of classifying the accommodation facility or grades depending on the services they give. Comparisons of quality are attempted through different section and classifications of schemes. For example, nationality or rationality and publicly or privately. (Cooper et al., 2008, 357).

## The Role of Accommodation in Tourism Development

Tourism depends on a broad sense of the quality and quantity of the supplied accommodation facilities. It is a very important factor in the improvement of tourism. Just visualize successful development of tourism, development of accommodation be informed a core tourism planning factor. In other words, accommodation is a tourism matrix and a suitable choice of accommodation. Therefore, required to boost and develop the tourism industry. (Saxena 2008).

Comfortable hotels and other hotel facilities plan an important role. They are attracting tourists to place of destinations. If a guest is a long way from home can enjoy the same comforts and facilities as he/she has in his/her home, so he/she is excited about the place. In recognition of this fact, the accommodation has a great impact on particular

tourist destinations. Accommodation facilities available in other tourist attractions have focused on providing tourists with maximum comfort at a reasonable price. It is very significant and difficult for the supplier to give comfortable accommodation for people of various economic backgrounds based on their capability to afford it. (Ahliya, 2010).

In a recent occasion, the way people spend their holidays has challenged a great deal. People like to spend their vacation and holidays with friends and family while exploring different tourist destination worldwide. As a result, a worldwide tourism company has seen innovative improvements that have led to remarkable growth in housing facilities. (Ahliya, 2010).

As an important part of tourism, accommodation has directly engaged the development of tourism in specific destination areas. Accommodation in the tourism industry is a fundamental need. Therefore, it is certain that accommodation development should be a key basis in the overall planning process for the tourist destination. Considered to be the core of the tourism industry, most countries have recognized it's worth in line with the development of tourism, and therefore, the government of the destination countries has coordinated its tourism activities with the housing industry. The hospitable government plan has developed a variety of accommodation types. An adequate supply of accommodation in one of the cornerstones of tourism development in the tourism industry (Graham, Peter 2009). Tourism accommodation plays a strong role in the discretion of a country; countries that recognize its positive interest on its economy attach more worth to the development of the accommodation sector. The accommodation supplies, qualitative and quantitative, affect the overall success of destinations for tourism. The improvement of the accommodation sector should be a key point in the process of tourism destination plot gain the development of tourism. Failure to plan and hold the housing sector will result in the fact that targeted tourism development has not been achieved in many tourist destinations. Target socio-economic and cultural development, the positive viewpoint of tourism development are countrified, but on the contrary, strand some negative disadvantages to the destination. For example, the environment pollution and the host countries incoming cultural influence. (Graham, Peter 2009).

The reflect for the development of accommodation in relevance to tourism it should be applied simultaneously in the destination countries since they make an important contribution to the country's entire economy. As a result, in many countries cover the significant percentage of tourism industries (Saxena 2008).

According to (Salehudin, M.S. et al., 2013) resort and hotel innovator in Malaysia face several important challenges in the development of sustainable tourism accommodation. During the interview session with hoteliers, they sense that the technology and skills needed to develop a maintainable resort and hotel in Malaysia are not enough. For example, most low environmental affect building materials such as recycled wood and lightweight bamboo frames are imported from abroad. Furthermore, technology such as low-flow, water plumbing, water recycling, solar energy, and wind turbine technology must be imported from another country, and the expense of transporting the technology to Malaysia are high. The developer also stated that this status would uptrend global development costs in comparison with average hotel and resort development. Also, employers of the hotel or resort must be

sent to other countries to take training courses on sustainable or clean technologies. The operators of tourism accommodation facilities also felt that insufficient infrastructure lift sustainable practices. For example, waste recycling technology, paper, and plastic can be recovering in Langawi Island if collected in sufficient quantities for the recycling run by residents.

According to (Surya Poudel 2013). The tourism industry, accommodation is an abruptly expand the industry. Types and Accommodation availability in a tourist destination represent the image of the destination for tourists. Budget accommodation has become popular in recent years, for example, camping and caravans. These types of additional accommodation are creating to be an important basis for providing a budget. Conscious travelers with affordable accommodation travelers, who have a deeper satisfaction of nature and want to travel to many destinations with their limits of expenditure, these types of accommodation establishments, are considered very comfortable. The numbers of visitors to the destinations differ according to their intention. The pressure from tourists on tourism services also places pressure on their surroundings. Environmental issues should be addressed properly to encourage the undisputable development of accommodation. In the current text, more or less all the housing industries address the mental issue in a sustainable way. To make progress easy, the mental viewpoint should be treated in such a way that negative effects on the environment and socio-economic culture should not be detrimental to the frequent growth of tourism development.

**The lack of infrastructure to support sustainable tourism development**

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**Attributes that affect the attractiveness of a resort**

Attributes such as scenery, climate, activities, accommodation, accessibility, cultural experience, security, environmental serenity, food and entertainment, service, reputation, price, staff friendliness, safety and security, nightlife and entertainment are the most significant. (Van Vuuren & Slabbert, 2011).

According to Pike (2002), the suchlike attraction is an international image formed or not based on the sight and availability at the resort of specific attributes. These attractive attributes define the resort's comparative asset, which can become a competitive advantage- leading to high competitiveness a positive market position for the resort.

## Natural Attractions

Natural attractions are those that are not environmental attractions artificially created by man. This contains areas of wildlife, forests, mountains, waterfalls, flora and fauna, beaches and marine areas, natural wonders, and characteristics of the landscape are parks and preservation field, beaches, seas, and rivers. Tourists are becoming increasingly discerning and hope developers to concentrate more on quality and environmental operation. Consequently, the management of natural attractions needs a strategic approach to guarantee that tourists meet and exceed their needs without destroying the irreplaceable natural resource. (Ramchander et al., 2006)

According to (Chon, 1991) states that the event to attract the attention of tourists starts with advertising, the essence of which is to project identity through an image. The achievement of this image depends on the attractiveness of a country, which is largely based on its physical two attributes the image of a tourist destination is significant in selecting a destination for travel. A choice is determined not only by the potential of the place but also by the perception of its ambiance or its attractiveness. In addition to that, the attractiveness of the destination is accordingly most important because it brings the possible image of a region in the mind of the tourist, allowing him or her to savor a specific destination.

## Accessibility

Accessibility can be defined as easy access, entry or use of a specific product, service or place, and it includes elements such as infrastructure (roadway, airports, seaports, and railroad) conveyance equipment (measure, speed, and range of options available) operational factors (roads, commonness of services and charged prices and administration rule concerning transport options).  For example the number of adults per bus or coach. ((Akso & Kiyci, 2011; Bajs, 2011; Bennett et al., 2005). Access to a destination affects the cost of the holiday, the speed and service at which a tourist can reach a place and encapsulates more than physical transport. It is to the extent that as many people as possible were having access to a product, equipment, service or environment. Developing adequate access for visitors to and within a destination takes into account some key factors. The main factors include the creation of a barrier-free place; transport; high-quality services and accessible information for all. (Akso & Kiyci, 2011; Bajs, 2011; Bennett et al., 2005).


## METHOD

To complete the research, set out in this proposal, the researchers was undertaken an exploratory, qualitative research design to gain insights and work to answering and offering recommendation on the question. Ormston et al., (2014) state that qualitative research is difficult to obtain a comprehensive definition for due to its broad nature.

Denzin and Lincoln (2011), describe qualitative research as that which is associated with words or images rather than numbers and data. In contrast, Bryman and Bell (2015), also define qualitative research as 'a research strategy that usually emphasizes words rather than the quantification in the collection and analysis of data. For this research, it is considered that qualitative research with an interpretative philosophy is considered to be best suited to this research paper as the research question is subjective to opinion. It will serve the researchers with insights into a vast amount of knowledge and experience from their respondents in the primary research. The use of a qualitative approach will be used to make an informed recommendation on the best way to answer the research question outlined for this study.

The respondents of this study were the selected inland resort owners. The sample will be drawn through random sampling in a local area where each member of the population has the same chance of being selected in determining the respondents needed to answer the researchers' queries. The ideal size suggested was a total of ten (6) people to be asked on their ideas and concerns regarding a few interview questions provided by the researchers.

## Source of Information

Qualitative method of research will be undertaken, and the method of primary data collection will be conducted in the form of interviews. According to Creswell (2009), qualitative interviews involve semi-structured interview questions and open-ended questions to elicit views and opinions from the participant. Semi-structured interviews are defined as those who have a set of questions used solely as a guide with deviations from the guidelines or structure not seen as a problem as long as the context is relevant to the subject (Silverman, 2013). Saunders et al., (2009) conjointly contribute to this notion by stating that semi-structured and in-depth interviews provide you with the opportunity to probe answers, where your interviewees explain or build on their responses. While structured surveys may also be useful for this research, they may not offer as much detail as a guided interview. Face to face, semi-structured interviews enable a room for flexibility and adaption of the questions depending on the participants' answers. These types of interviews offer more scope for gaining the most relevant information for the study findings. As there have been no other studies similar, to the best of the author's knowledge which focus on alleviating a supply and demand for accommodation, the interview often composing (9) questions will be formulated accordingly and a pilot study will be conducted using a sample interviewee in industry as a preliminary to test the effectiveness of the questions to be asked.

## Conduct of the Interview

To carry out the data gathering procedure, researchers will seek first the approval of their adviser, researcher, and program head. It is then considered to make permission to conduct a study to be noted and signed by the research adviser and the dean, respectively. Reviews on the internet will be used as an additive source of information to gather data on the interview made up of 9 questions formed and modified by the researchers related to challenges on accommodation in selected inland resorts in Calinan. Upon approval, validation of the interview questions is requested and then asked the respondents chosen to participate in the study. Their responses will be recorded, and another option is to write these notes by hand and will later type them verbatim and store them as text files. Participants will be anonymous to prevent them

from being identified from anything that is being recorded or written. Data collection from them will be analyzed and interpreted afterward to form conclusions.

## RESULT

### Guest Complaints

As the result, most of the informants stated that guest complaints are their main concern. Six (6) Inland Resorts were asked, and all of them answered that the most challenging is the guest complaints.

The informants stated that in order to solve these challenges the staff or owner of the Inland Resorts should give good customer service and consistently exceed the customer's expectations. It is very significant and difficult for the supplier to give comfortable accommodation and service for people of various economic backgrounds based on their capability to afford it (Ahliya, S. 2010).

### Lack of Accommodation

As the result, most of the informants answered that their main concern is also lack of accommodation. Informants said that it is a really challenge for them to put accommodations that will fit the current need of the market place. There is still another challenge because informants said that some guest would want private rooms for dormitories and another thing why that is their big challenge because they have limited space and second, they want to keep the natural surroundings intact. The accommodation gives the base from which tourists can travel. Participate in any exertion at a destination, so travelling is incomplete in Lack of Accommodation. (Cooper et. Al., 2008).

## DISCUSSIONS

Based on the results, this part presents discussion of the researchers:

### Challenges Encountered in Accommodation

Informants were asked about their challenges on accommodation. All of the informants highlight the guest complains about the common challenge they encountered in accommodation. Half of the informants cited the need to identify the target market. Few of the informants, highlighted the lack of rooms, lack of water sources, and limited parking area. Participate in any exertion at a destination, so traveling is incomplete in lack of accommodation (Cooper et.al., 2008).

### Causes of the Challenges

Informants were asked about the roots of the challenges in their inland resort. All informants highlight the guest usually complains the main challenge in their inland resort. Half of the informants cited the lack of rooms. And few of the informants highlight the lack of water resource, no visible signage and lack of knowledge. It is very significant and difficult for the supplier to give comfortable accommodation for people of various economic backgrounds based on their capability to afford it (Ahliya, S. 2010).

**Most Challenging**

Informants were asked about the most challenging in their inland resort. All informants cited the guest complain it is their usual problem. Most of the informants highlight the rules and regulations. And few of the informants mentioned the market needs and difficult to locate. Target socio-economic and cultural development, the positive viewpoint of tourism development are countrified, but on the contrary, strand some negative disadvantages to the destination. (Graham, P. 2009).

**Strategies**

Informants were asked about the strategy in their inland resort. All informants highlighted the goal setting, guest needs, and excellent service. Half of the informants cited the rules and regulation, and few of the informants highlighted the lack of accommodation and no visible signage. The better destinations required the tourists inevitably; the more potential is to be noticed. (Vengesayi, S. 2003).

**Plans to the challenges**

Informants were asked about their ideas to the challenges they experience. All of the informants cited to extend and add more rooms. Half of them stated that build to more areas. Few of them stated that they should build a deep well, made pages on social media, installed CCTV cameras everywhere and always plan before and after creating the business. Resort is a definite geographical field where guest makes at least one night and contains tourism output such as accommodation, transport, infrastructure, facilities, and services. Specific features that build South Africa a distinguishable appealing offer include. (Keyser, H. 2009).

**Most Effective Strategies**

Informants were asked about their effective strategies. All of the informants stated that their effective strategies are entertaining the guests, give them excellent services also their needs and wants and lastly, their goal setting.  Most of the informants cited that entertain the guests so that they would feel welcomed, give excellent services and follow their goals set. Few stated to have tent accommodation and visible signage. So that the guests will come back again. destination resorts attract tourists and are a plan to qualify all requirements. Needs and enjoyment for tourists in one of the regions. The concept of the resort is evolved by offering good accommodation, food and drinks, entertainment, leisure facilities, health facilities, a relaxing atmosphere and a high level of service (Van Vuuren & Slabbert, 2011).

**Effective Strategies**

Informants were asked about their effective strategies. So, all of the informants stated that always smile to the guests while serving them and also if it has problems again in accommodation, use other areas of your resort. Most of the informants also stated that maintain the cleanliness of the environment. Few of them indicated that they put visible signages along the highways. Destination resorts attract tourists and are a plan to qualify all requirements. Needs and enjoyment for tourists in one of the regions. The concept of the resort is evolved by offering good accommodation, food and drinks, entertainment, leisure facilities, health facilities, a relaxing atmosphere and a high level of service (Gee, C.Y. 1996).

**Very Effective Measures**

The very effective measure to the challenges on accommodation in selected inland resorts in Calinan, few of them stated that always check the shortages, do research for a better result in such a business and always follow the rules and regulations of a resort and also remind the employees and guests about it. Few stated is to build a deep well for their water source. Stated that as global events, it is a very important part of the service sector that has a powerful impact on the economy. Furthermore, to maintain or improve its current situation, the tourism industry, rely on the travel choice of tourists that are allowing the travel form. (Ninemier & Perdue, 2005; Cooper & Hall, 2008).

**Conclusion**

The findings of this research indicate that the inland resorts in Calinan, Davao City, have different challenges encountered while some resorts have challenges in common.  Out of the six resorts, the three (3) of them have mostly the same problems the common of all the challenges was the difficulties of the staff to handle the guests' complaints and how to handle it, and the other three had a  problem on accommodation, facilities, and location.  For a place like Calinan,  Davao City where the situation is not located in the city proper,  the employees or staff may not be the same in the city that most professionals. In the area, they can hire an undergraduate with less experience so with a much lesser salary. The employees are not competent enough or not well trained; that is why they find difficulties in handling customer's complaint. For this kind of problem if the resort will continue to run the business with this kind of staff, maybe they will not be able to stay longer in the hotel industry. The customers will be discouraged and may not be able to come again causing them for a lower income. The challenge in the lack of accommodation can be more accessible and resolved by using and maximizing the area they have. The shortage in the water supply and using the deep well may also be a remedy to minimize this kind of problem. The problem in locating the place and even the means of transportation can be a big challenge to the industry making the customer a hard time to find the place.

**Recommendation**

We therefore recommend the three Inland Resorts who had common challenges in Handling Guest Complains. In order to solve these challenges, the staff or owner should always remind the guest about the rules and regulations and have more patience to the guest. The owner or the staff should give the needs and wants of the guest and the owner should have a staff to communicate in between the guest. In order to lessen these challenges, the owner of the staff of the Inland Resorts would look forward to improve their wrong doings in the inland resort and give them a good service and good facilities to their guest.

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