

Analysing the Public-Private Partnership Implementation of the Tourism Sector in Coastal Municipalities of Batangas

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Abstract- *Public Private Partnership for the People or PPPP is a shared plan between the general public and private sectors that is actually dependably in a long term. Public Private Partnership is a system exists by which public and private sectors can cooperate to help and accomplish the destinations that can profit the general population. The study aims to assess the implementation of Public-Private Partnership in the tourism sector in coastal municipalities of Batangas. The researchers used the descriptive method of research to gather data in analysing the Public-Private Partnership implementation in the tourism sector in coastal municipalities of Batangas. The researchers found that respondents are mostly in the age of 35-45 years old; mostly female and majority have stayed for more than 11 years. The researchers found out that in Batangas there is such a minimal PPP project that are implemented particularly in the coastal municipalities of Batangas. The administration and the locals in the community have insufficient knowledge about the collaboration of the public and private sectors in terms of doing such projects that a certain community can benefit based on the written and verbal interviews conducted with the locals of coastal municipalities in Batangas, tourism officers, and government employees.*

Keywords –public private partnerships, program implementation, tourism sector, coastal municipalities

INTRODUCTION

The twentieth century carried with it the approach of the expanding significance of the administration area and denoted the start of the nonstop development of tourism. The open door for people to move starting with one place then onto the next turned out to be more effective and with less disarray[1].

Tourism is a worldwide industry that keeps on enhancing with the death of years. After some time, tourism has depicted its capability to be a productive and continually developing wellspring of income for a nation and a conceivable supporter of the general prosperity and business of the neighborhood individuals. Governments that consider tourism important tend to concentrate their endeavors on upgrading the roadways and streets prompting towns and remote regions of the nation [2].

Tourism assumed a fundamental part in creating and working of underdeveloped country like the Philippines. It filled in as supporter, supplier and hero of the state, particularly for a nation that was gifted with various

regions and districts that had brilliant landscapes and pleasant perspectives like the Batangas region. Coastal municipalities of Batangas are currently a vacationer heaven. The regions are honored with a lot of marine life-angles, ocean turtles, whales, dolphins and corals—a site to view for scuba jumpers, remote and neighborhood alike. Tourism is an essential industry in the Philippines since it is a critical supporter of the economy. The advancement of tourism in locales and areas far from the metropolitan zone prepares for tourism framework spending.

This study aims to build and strengthen regulations of tourism in Batangas particularly in the coastal area of Batangas through the help of public and private partnerships that will enable people to travel more effectively. In line is also to identify the significant role of Batangas Provincial Tourism office in its order to actualize distinctive projects and undertakings to improve tourism in the territory. Moreover, researchers strongly believed that getting awareness on this aspect

can shed light to the future plans relative to the improvement of tourism in Batangas.

The common assets and attractions of Batangas and its environs to Manila has raised it to be the debut region district IV and has risen as a standout amongst the most looked for after visitor goals of the nation today. Tourism deluge in Batangas is realized by the cordiality of the residents from the region beside the ordinary peace and request circumstance in the region alongside sufficient traveler offices that take into account the necessities of both local and universal sightseers.

Moreover, Interest in tourism does not just include setting up hotels, eateries, shopping, and amusement focuses, additionally transportation related undertakings, including the development and remaking of airplane terminals, railroads, ports and correspondence lines are altogether set in the domain of these speculations and straightforwardly connected with it. This is in spite of the way that the administration spending plan compels especially in creating nations; keep the considerable ventures made in this industry as a rule[3].

Lastly, aside from the tourists, individuals from the group, for example, the fisher people, resort laborers, and pontoon administrators rely on upon the tasteful estimation of these resources. At present, coastal municipalities of Batangas is dynamic as far as financial development. Since Batangas is as of now dynamic and has created vacation spots, vacationer whether local people or outsiders rush to appreciate what it brings to the table. Batangas people are pleasing and kind to sightseers. There is something else entirely to the waterfront districts of Batangas than what meets the eye. Batangas is as of now a well known visitor goal yet despite everything it does not have a few parts keeping in mind the end goal to contend with the other traveler goals in the Philippines. One of the undertakings in which the utilization of open private organization contract has been center of nations is the tasks identified with tourism industry.

Investments in tourism industry demands precise requirements due to the specific characteristics of the industry. In tourism industry absence of ideal usage of limits of inability to give ideal administrations in some cases harms the structure of nation's tourism irreversibility. Profiting from innovations and current learning is particularly tended to in tourism, keeping in mind the end goal to give benefits and appreciate a productive and intense administration. The private

division can regularly deal with such assignments well, in light of the abilities and the experts it has.

Lastly, Public Private Partnership for the People or PPPP is a shared plan between the general public and private sectors that is actually dependably in a long term.

It is practically utilized worldwide to and is known as a practical strategy in developing an infrastructure. The collaboration is in which the legislature and the private part do the venture together and settled upon the division of the undertakings and the hazard [2]. An open private organization is normally including a private component financing, creating, or managing a wander as a final product of an ensured steam of portions direct from government or roundabout from customers over the foreseen presence of the wander or some other decided time span.

The administration does everything to meet and protected the excellence of coastal municipalities in Batangas. The legislature and resort proprietor ought to advance more on every one of the attractions found in this goal uniquely those attractions that are less as often as possible went by with the goal that it will be valued and belittled by numerous, ought to appropriately actualize every one of the projects and ventures and they ought to attempt to reduce the issues experienced by the administration workers, occupants, resort director and sightseers by executing those projects. The diverse business foundations identified with tourism must enhance and build up their items, merchandise, and administrations they rendered, likewise their offices to draw in more travelers [4].

OBJECTIVES OF THE STUDY

This study aims to assess the implementation of Public-Private Partnership in the tourism sector in coastal municipalities in the Province of Batangas. More specifically to:

To determine the demographic profile of the respondents in terms of Gender, Age, Occupation and Length of stay; Verify the level of implementation in the coastal municipalities of Batangas as assessed by the public and private sectors; Determine the significant difference between public and private sectors level of implementation of PPP when grouped by respondents demographic profile.

METHODS

The researchers used the descriptive method of research to gather data in analysing the Public-Private Partnership Implementation in the Tourism Sector in

Coastal Municipalities of Batangas. The reason being that descriptive research provides facts that may form basis for scientific judgment and more so, about essential knowledge of nature of objects, person, events, and so on. The researchers used survey questionnaire that helped obtain information that is needed in relation to the topic.

The researcher divided the public and private sector in terms of qualifications, Tourism officers in the coastal municipalities of Batangas, local government units and the community members belong to the public sector. On the other hand, private sector is composed of different owners and managers of different establishments. The qualifiers for the host community are the most visited coastal destinations recognized by each tourism or planning and development offices of the municipality or city. Meanwhile for the private sector, it was represented by different hospitality and lodging businesses that are accredited by the same accrediting body of each municipality or city. For another group under private sector, qualified contractors were subject to availability and approval of each company thru the help of the LGUs.

Total number of the respondents were 306 from the private group and 546 from the public group with a total of 852. The main instrument that was used in this study is a self-made questionnaire constructed by the researcher using the updated review of related literature with proper citations. The questionnaire was validated by the statistician. The researcher made a pilot test for 30 individuals who are not included in the survey proper. Internal consistency and reliability was tested using Cronbach's Alpha (Value .973)

The questionnaire was distributed using random sampling technique for the host community from the public sector and convenience sampling for the private sector due to the availability of different establishments and contractors in each of the municipalities and cities of the province. The researcher secured the discretion of the survey questionnaires since the identities are not vital.

The researchers ensure that the information about the respondents of this study will be protected and privately secured. All the data gathered throughout the research will remain confidential and guarantee that the procedures will happen fair and are not bias to all the involved participants.

The data that the researchers gathered are tallied, tabulated, encoded and analyzed accordingly using the following statistical methods: Frequency distribution

and Percent was used to describe the demographic profile of the respondents.

Weighted Mean was used to assess the respondents' perception on the level of implementation of PPP in the tourism development of the coastal municipalities in Batangas. Analysis of Variance (ANOVA) was used to determine if there is a significant difference on the perception of respondents when grouped by the profile of respondents. T-test was used to compare if groups have different average values.

RESULTS AND DISCUSSION

Table 1. Demographic Profile of the Respondents in Terms of Gender in Coastal Municipalities of Batangas

Gender	Public		Private	
	Frequency	Percentage	Frequency	Percentage
Male	258	47.25	133	43.46
Female	256	46.89	153	50
LGBT	32	5.86	20	6.54
Total	546	100	306	100

Table 1 shows that most of the respondents in the public sector are female (46.89%), followed by male (47.25%) and the minority of LGBT (5.86%). This implies that most of the results gathered came from the female population and most of the respondents are female. Most of the respondents from the public sector are composed of locals and government employees. The study made by Korir supported the results gathered from gender under the demographic profile where it is said that majority of female are found in the hospitality and tourism industry. In the private sector it shows that majority of the respondents sector are female (50%) taking half of the population, followed by male and the minority of LGBT (6.5%). This implies that most of the results gathered came from the female population and most of the respondents are female.

The study concluded that hospitality and tourism industry are mostly composed of female and that female is more attracted to hospitality and tourism industry than male[5]. Hence, it can be said that hospitality and tourism industry are generally female-oriented. Majority of the respondents from the public sector are composed of locals and government employees. A study was supported by the results gathered from gender under the demographic profile where it is said that majority of female are found in the hospitality and tourism industry[5].

Table 2 shows that most of the respondents in coastal municipalities in public sector are in the age of 36-45 (30.77%). The age of 56 & above comprises the least respondents (5.13%). In the private sector age that

ranges to 16-25 (34.97%) has the most number of respondents while ages 56 & above (2.61%) comprises the least number.

Table 2. Demographic Profile of the Respondents in Terms of Age in Coastal Municipalities of Batangas

Age	Public		Private	
	f	%	f	%
16-25	131	23.99	107	34.97
26-35	118	21.61	80	26.14
36-45	168	30.77	78	25.49
46-55	101	18.50	33	10.78
56 & above	28	5.13	8	2.61
Total	546	100	306	100

This implies that most of the respondents in the public sector are 35-45 years of age and under the young adulthood which is supported by a study made by Pendergast that stated that these generations are the ones more responsible and aware in discovering the travel and tourism industry. Young adulthood is the identification of generations by linking each birth year to its relative age range.

Furthermore in private sector majority of the respondents (34.9%) are aged 16-25 years old and a very minimal amount of the respondents were aged 56 years old and above. This implies that most of the respondents in the private sector are 16-25 years of age and under the Generation Z or so called “millennials”.

In the United States, the Boston Consulting Group reports 2016, the millennial generation, defined as those between the ages of 16 and 34, is more interested than older generations in private sectors of tourism industry as much as possible—by a 23-percentage-point margin.

Results have showed that millennials in the private sector are more interested in the tourism industry compared to those of the different generations. According to Boston Consulting Group reports 2016 it is much possible to this kind of generation to have more interest and passion for travel and tourism industry.

Table 3. Demographic Profile of the Respondents in Terms of Length of Residence in Coastal Municipalities of Batangas

Occupation	Public		Private	
	f	%	f	%
Public	450	82.41	306	100
Private	0	0	0	0
Student	96	17.58	0	0
Total	546	100	306	100

Table 3 shows that majority of the respondents are in the public sector taking more than half of the population (82.41%) and the minority are students (17.5%). This implies that most of the results gathered came from the population employed in the public sector. With the total of 546 respondents which came from public sectors and 306 respondents that are from private sectors.

This result is in contrast of the study made that says that from the demand perspective, there are many students in the tourism and hospitality industry, because they will be able to be to get more knowledge, and increase their chances to get job opportunities by learning international languages and new cultures. This implies that in the public sector there is only a minimal number of students present in tourism industry[6].

The result implies that most of the results gathered came from the population employed in the public sector which is in contrast of the study[6].The study pertains to the large number of students who is present in the tourism industry. Data have showed that majority of the respondents originally came from the locals itself as well as the government employees compared to the students present in the coastal municipalities.

It shows that whole population of respondents is in the private sector (100%) which is composed of the workers in the tourism industry. This implies that all respondents are working on different private sectors in coastal municipalities such as beach resorts. Students are not present in the private sector for the sector comprises more of professionals in the industry.

Table 4. Demographic Profile of the Respondents in Terms of Length of Residence in Coastal Municipalities of Batangas

Length of residency	Public		Private	
	f	%	f	%
Less than 1 year	26	4.76	17	5.56
1-2 years	19	3.48	19	6.20
3-4 years	44	8.06	30	9.80
5-6 years	55	10.07	22	7.19
7-10 years	83	15.20	57	18.63
11 years and above	319	58.42	161	52.61
Total	546	100	306	100

Table 4 shows that the locals with the length of residency 11 years and above have the biggest population among the respondents (58.4%) and very minimal respondents of 1-2 years (3.4%) length of residency. It indicates that majority of the respondents length of stay in the public sector is more than 11 years. Locals in coastal municipalities of public sector

majority stayed in the place for more than 11 years. As supported by the study the longer stay is equivalent to a wider range of visit and diverse impacts. People who stay longer experience more and the destination earns more as they are more likely to become aware of and use facilities and services at the location where they are staying and in surrounding regions[7].

In private sector it shows that the locals with the length of residency 11 years and above have the biggest population among the respondents (52.6%) and very minimal respondents of less than 1 year (5.5%) length of stay. It shows that majority of the respondents length of stay is more than 11 years and the very least with less than a year.

Length of residency is concerned with the duration of stay at a destination. The general effect of travelers in a given economy depends on length of remain. Length of residency is an imperative determinant of, for example, sightseers' general use and utilization of neighborhood assets as the quantity of conceivable encounters that can be attempted by vacationers relies on upon their length of stay. Considering the length of stay can help in the viable administration and arranging of tourism goals[7].

An increased length of stay may allow the locals to undertake a larger number of activities, which may affect their overall spending, sense of affiliation and satisfaction. Length of stay also measures the attractiveness of a destination. Locals in coastal municipalities majority stayed for more than 11 years in the private sector. As supported by the study the longer stay is equivalent to a wider range of visit and diverse impacts. People who remain longer experience progressively and the goal acquires more as they will probably wind up noticeably mindful of and utilize offices and administrations at the area where they are staying and in encompassing areas [7].

As shown in Table 5 on the public sector, the respondents agreed that having alternative ways are moderately implemented which ranked as the first factor considered by the respondents having the highest weighted mean with 2.94 because most of the respondents have the knowledge regarding alternative ways or routes for tourist transport and accessibility of a destination. Different tourist accommodations are moderately implemented in the area for several establishments are present even before the old times. Tourism spots and highways are moderately implemented to boost the economy of the coastal municipalities in Batangas for they can also help improve the lifestyle of the locals. Based on the majority of the respondents the more the construction of

infrastructure is equivalent to a better way of living by the locals in coastal municipalities.

Table 5. Assessment of the PPP implementation in the Tourism sector in the in the Coastal Municipalities Batangas (Public Sector)

Assessment	WM	Public Interpretation
There is alternative way, route, or hub for tourist transport and to access the tourist site in the given area of destination.	2.94	Moderately Implemented
There are tourist accommodations such as hotels, resorts, inns and motels in the area.	2.93	Moderately Implemented
There are Tourism spots that are owned by a certain private individual in the coastal municipalities of Batangas.	2.86	Moderately Implemented
There are Hi-ways that are constructed to boost the economy and the travel and tourism industry in the coastal municipalities of Batangas.	2.86	Moderately Implemented
There are safety instruments such as reflector, lights/lighthouses during nights for traveling in public places in a given tourist spot.	2.84	Moderately Implemented
There is a solid waste management system or any environmental protection policy in the area.	2.73	Moderately Implemented
There are PPP projects in the tourism sectors in the coastal municipalities of Batangas.	2.47	Slightly Not Implemented
Composite Mean	2.80	Moderately Implemented

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

Environmental protection policies and other safety instruments are also moderately implemented in the area. According to the locals of the coastal municipalities these protection policies should be enhance more specifically in public places. The PPP projects in the tourism sectors in coastal municipalities of Batangas is slightly not implemented for the respondents agreed upon that they are not really aware of the word PPP and its definition.

Tourism foundation is the premise of tourism improvement and use of existing goal assets. Tourism framework incorporates countless, important to address the issues of visitors and increment fulfillment amid their stay at the goal. This is well reflected in a study conducted [8]. wherein accessibility to tourist attractions is fundamental to the effective utilization of tourist sources. These findings could imply that most students were driven by the access the tourist site in the given

area of destination.

According to the tourism officers of different coastal municipalities in Batangas province namely: Nasugbu, Lemery, Calaca, Balayan, Mabini, Bauan, Lobo, and San Juan, different ways / routes and access to the destination is a major implemented tourism project that greatly helps tourist to arrive at specific attractions. Without the said projects tourism will not be that successful and possible for all parties concerned.

Table 6. Assessment of the PPP implementation in the Tourism sector in the in the Coastal Municipalities Batangas (Private-Sector)

Assessment	Private	
	WM	Interpretation
There are Tourism spots that are owned by a certain private individual in the coastal municipalities of Batangas.	2.93	Moderately Implemented
There are tourist accommodations such as hotels, resorts, inns and motels in the area.	2.88	Moderately Implemented
There is alternative way, route, or hub for tourist transport and to access the tourist site in the given area of destination.	2.82	Moderately Implemented
There is a solid waste management system or any environmental protection policy in the area.	2.76	Moderately Implemented
There are safety instruments such as reflector, lights/lighthouses during nights for traveling in public places in a given tourist spot.	2.73	Moderately Implemented
There are Hi-ways that are constructed to boost the economy and the travel and tourism industry inthe coastal municipalities of Batangas.	2.70	Moderately Implemented
There are PPP projects in the tourism sectors inthe coastal municipalities of Batangas.	2.36	Slightly Not Implemented
Composite Mean	2.74	Moderately Implemented

Legend: 1.00-1.49- Not All Implemented, 1.50-2.49 – Slightly Not Implemented, 2.50-3.49 – Moderately Implemented, 3.50-4.00– Extremely Implemented

Meanwhile, Table 6 also shows that (There are PPP projects in the tourism sectors in the coastal municipalities of Batangas: Mabini, Nasugbu, San Juan, Calaca, Bauan, Lemery, Balayan, Lobo) ranked last and gained the lowest mean with 2.36 and it is slightly not implemented. Based on the interviews conducted by the researchers within the workers of tourism industry (beach resorts, restaurants, and hotel) under the private sector they are not able to make use of the PPP projects in the coastal municipalities of Batangas. Different infrastructures and safety instruments are moderately implemented in coastal municipalities. According to the workers under tourism industry, construction of different infrastructures can boost the economy by simply attracting more tourists. Solid waste management system in the area is also moderately

implemented for the respondents can observe the environmental protection policy but some of them are not practicing it. The accessibility and accommodations of a destination are also moderately implemented for different hotels and resorts are established in the coastal municipalities. The respondents in the private sector are working in different tourist accommodations and can access into alternative hubs in the area. Tourism spots that are owned by a certain private individual ranked first and gained the highest mean with 2.93 and it is moderately implemented because most private individuals venture into different tourism businesses in the coastal municipalities of Batangas.

Private sectors are vital source for the development of tourism industry. It is a legal entity in which 51% or more of equity is with the private partners for the creation of infrastructure for public purpose for a specified period of time on this the private people to disclose everything to government[9]. Meanwhile, the private sector also shows that PPP projects in Batangas City under the tourism sectors (There are PPP projects in the tourism sectors in City of Batangas) are slightly not implemented and ranked last with the lowest mean of 2.36.

Public-Private Partnership is a long haul contract between a private gathering and an administration substance, for giving an open resource or administration, in which the private party bears noteworthy hazard and administration duty, and compensation, is connected to.

Table 7. Difference in the level of implementation of PPP under Public sector when grouped by the respondents’ demographic profile

Demographic Profile	Public		
	f-value	p-value	Interpretation
Gender	1.326	.265	Not Significant
Age	.915	.434	Not Significant
Occupation	1.374	.250	Not Significant
Length of Stay	1.820	.142	Not Significant

If p-value is <.05 then, there is a significant difference in the level of implementation when group by the demographic profile.

If p-value is >.05 then, there is no significant difference in the level of implementation when group by the demographic profile. F-value = 141.083; R = 0.517; R² = 0.267

As shown in Table 7, there is no significant difference in the assessed level of implementation when respondents are grouped by demographic profile. Male and female have the same concept of PPP implementation in the coastal municipalities of Batangas. The old and the young individuals have the

same assessment of PPP projects. Occupation and length of stay does not have any significant difference in the implementation of PPP for the respondents have the same concept and assessment of PPP in coastal municipalities of Batangas.

Also, five vacationer related variables that impact traveler collaborations with nearby occupants; including the quantity of guests, ethnic qualities, monetary and socio-social attributes, and exercises attempted amid their remain.

The level of implementation of PPP when grouped by the respondents' demographic profile does not have any significant difference for the public sector, including the government employees, students, and locals.

Table 8. Difference in the level of implementation of PPP under Private sector when grouped by the respondents' demographic profile

Demographic Profile	Private		
	f-value	p-value	Interpretation
Gender	.212	.888	Not Significant
Age	3.333	.020	Significant
Occupation	.618	.604	Not Significant
Length of Stay	1.004	.391	Not Significant

If p-value is <.05 then, there is a significant difference in the level of implementation when group by the demographic profile.

If p-value is >.05 then, there is no significant difference in the level of implementation when group by the demographic profile.

As shown in Table 8, there is a significant difference in the assessed level of implementation of PPP when grouped by age. It was assessed significantly higher by respondents aged 35-45, they most likely stayed for more than 11 years therefore they know a lot about the condition of the community with regards to PPP that is why they have the higher level of assessment.

Older adults tend to have more responsibility. This emphasizes that older ones prioritizes things and tend to be more responsible with the choices they make thus making a significant relationship in the private sector [10].

There is a significant difference in the assessment of the level of implementation of PPP among age group of the respondents between 35-45. Meanwhile it is supported by the study which stated that older adults tend to be more responsible in prioritizing choices affecting the private sector[10].

CONCLUSION AND RECOMMENDATION

The respondents are mostly in the age of 35-45 years old, mostly female and majority have stayed for more than 11 years in the coastal municipalities of

Batangas. In terms of assessment of implementation of PPP in tourism sector of different coastal municipalities of Batangas Province are moderately implemented. Moreover, only PPP projects in the tourism sector of each municipalities and cities are slightly implemented. The researchers found out that in Batangas there is such a minimal PPP project that are implemented particularly in the coastal municipalities of Batangas. The administration and the locals in the community have insufficient knowledge about the collaboration of the public and private sectors in terms of doing such projects that a certain community can benefit based on the written and verbal interviews conducted with the locals of coastal municipalities in Batangas, tourism officers, and government employees. The level of implementation of PPP when grouped in terms of age have significant difference while other variables like gender, occupation and length of stay do not show any significant difference.

It is recommended that the Province of Batangas may review their alternative ways and hubs should be extremely implemented for different areas of destinations. Regarding PPP projects for the coastal municipalities, the public and private sector should have more collaboration for the locals to experience and make use of the implemented ones. The Province of Batangas in the upcoming implementation of the PPP projects in tourism sector, Locals should also be cooperative regarding the solid waste management system and other environmental protection policies. Researchers recommend the government of Batangas province more specifically in the coastal municipalities to further enhance the different environmental protection policies in order to boost economy and the travel and tourism industry.

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