

TOURISM STATUS OF SOUTHERN LEYTE PROVINCE: BASIS FOR WEB-BASED TOURISM MARKETING STRATEGY DEVELOPMENT

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ABSTRACT

Tourism is undeniably a paramount piece in the economy. Different sectors subsist all together and play different roles but with the same aspiration of gaining substantial income. Social, cultural and educational constituencies are affected positively as tourism status arises in distinct areas of the country. This study assessed the status of Southern Leyte Tourism Industry regarding the tourism attractions, tourism services, and products that support the tourism industry to develop an advance tourism marketing strategy through the use of Information Technology concept. Tourist market of Southern Leyte's tourism and the problems exist that affect the province tourism industry were also determined. Researcher-made questionnaire and series of surveys were carried out to perceive the actual location and condition of the different tourist attractions in the province. Personal interviews were done with the Department of Trade and Industry and the Southern Leyte Tourism, Investment, and Promotions Center.

Keywords: Information Technology, tourism marketing strategy, tourist attractions, tourism services, tourism status, Southern Leyte.

INTRODUCTION

The current wave of global situation is impacting the tourism industry worldwide, and few places become immune. The tourism industry is at peak is one of the largest industries in the world provoked by the increase in cross-border trade, more open policies and technology change. This is a new phase, the tourism epoch.

Tourism is one potential for contributing local economic growth regarding employment and can offer several economic benefits like entrepreneurial opportunities, tax revenues generation, and development in rural regions, foreign exchange generator, and promotion of other related industries, particularly on the services sectors of the economy. Not only that, tourism is a vast explanation of all tied up services and product development that improves the profitability of tourism businesses. When the available number of services and products increase, the length of stay and spending of the visitors may become longer.

Philippines is undeniably a place of treasure that is why tourists are still coming in and out in the country. By then, supporting institutions and the government are imposing several programs to augment the growth of tourism industry once again. In the tourism portfolio completed by the Department of Tourism, Philippines major contributor to its economy is the tourism industry. In previous years, this industry flourished and towered in comparable to other Asian countries. However, there were several reasons that spurred out tourism to its squalor in the last countable years.

Different places from across the country are gradually reacting and moving onward to support this fastest growing industry. These places have potentials, and many things are still preserved for the tourists to be the first one to discover. This is the same in Southern Leyte, a province which has probably something to show, sell, develop and enhance in its tourism potential and it has to be accompanied by the different sectors of the economy. According to the Provincial Tourism, Investment, and Promotions Center in Southern Leyte, the towns of the province have difficulties in sustaining the tourism stream because there are many considerations regarding marketing and selling its potentials. Some of the valuable tentacles and twigs of this industry are not maintained and being left behind, which is one way straight affecting the tourism fame. There was a plan to put a four tourist hub in the province one is the Magellan's Cross in Limasawa island, the Maasin City Zoo, etc. but again this plan did not realize because tourist would prefer to visit the nearby cities like Bohol and Cebu.

Despite the so many development efforts whether financial, technical or humanitarian has not moved on to the desired human development index specifically in the industrial-business context. The Human Development Index looks beyond the standard economic yardsticks like the gross national product, the gross domestic product or per capita income. In a government of every country, the relationship between industry and tourism is economically significant. This is especially true for developing countries. The industry that is established exercises a structural hold over industry and tourism. It develops only the profitable products or those vital to its functioning. For economical reasons regarding technology and productivity, the industry has superiority over agriculture. The industries themselves and industry as a whole must be

organized so that the dynamic effects benefit the whole population of the developing country (Perroux, 1980).

Amidst all these, Southern Leyte is not yet seated late for development and tourism is still the vital factor for it. There could be techniques to do that is suited for the province hence, this kind of study is proposed.

This study is based on the premise of the idea that Eastern Visayas (Region 8)

OBJECTIVES

The primary purpose of this study was to look into the status of the Tourism Industry in the province of Southern Leyte as a basis for developing a web-based marketing strategy.

Specifically, this aims to:

1. Determine the Tourism Attractions or type, Tourism Services and Tourism Products of the province
2. Learn the market of Southern Leyte tourism and its competitors in the region.
3. Analyze and discern the constraints and problems that exist in Southern Leyte that affect the growth of the tourism industry.
4. Develop a marketing strategy for the tourism industry in the province

METHODOLOGY

This study used the survey method or the descriptive normative survey method. The questionnaire and follow-up questions were completed to collect information from the respondents of the study. Two kinds of researcher-made questionnaires were made after being pilot tested. These were administered to the respondents of the study such as the tourist spots private owners, tourism in-charge per municipality, and local and foreign tourists. An interview was also done with the Department of Trade and Industry of Southern Leyte Province and with the Provincial Tourism, Investment, and Promotions Center of the province. In the analysis of data, the percentage, frequency count, weighted mean and modal description was used.

RESULT AND DISCUSSION

This presents the status of the tourism industry in the province about tourism type, tourism services, and tourism products. This further presents the market of Southern Leyte tourism and its competitors in the region, the constraints and problems that exist in the province that affect the growth of tourism industry and the kind of marketing strategy for the tourism industry in the province.

Tourism type

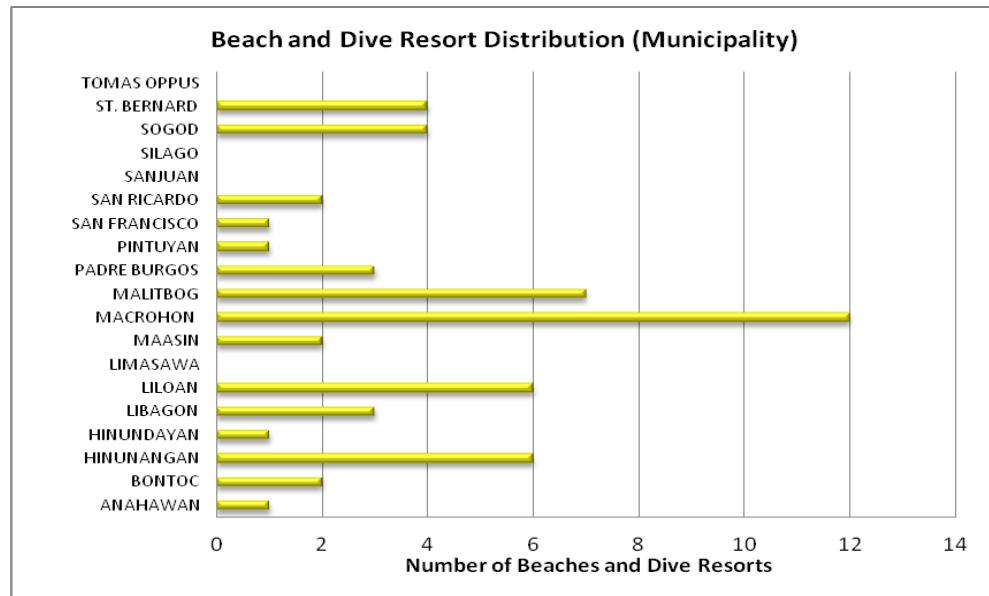
There are two hundred eight (208) tourism types identified in the province of Southern Leyte. Beaches and dive resorts are the common types as presented in table 2. It occupies 54 or 26% of the total number of tourism types from the nineteen (19) municipalities in the province. This is because Southern Leyte is characterized by relatively flat lands along the coastal areas. Additionally, there are numerous identified sanctuaries distributed among the different towns that take 40 or 19% of the total tourism type. Waterfall safari yield as the third most numbered tourism type in the province which has 31 or 15% of the overall total.

The province has the remarkable history of Christianity and first mass, but it has only 5 or 2% of 208 tourism type in the province which means that Religious and Pilgrimage Tours are not typical in the province.

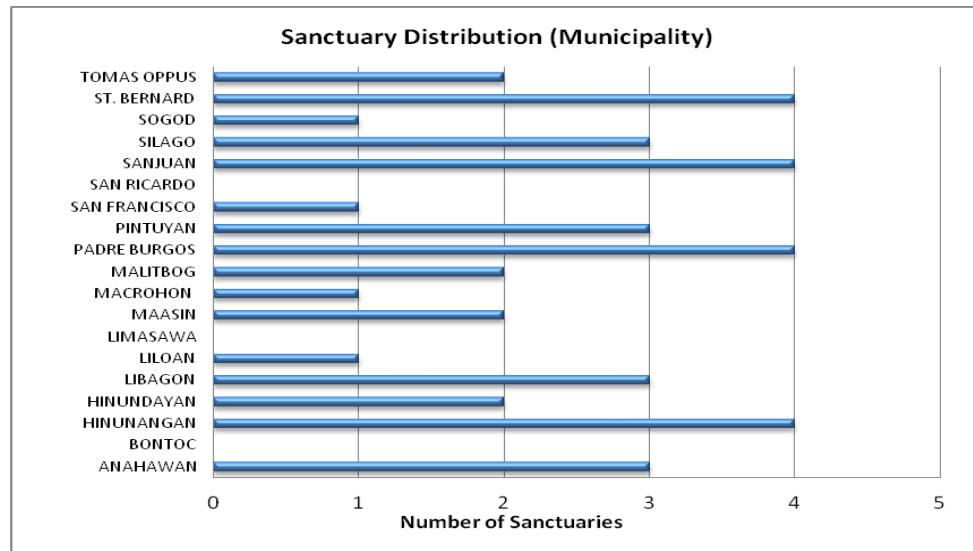
Table 2: Tourism Type in Southern Leyte

Tourism Type	Frequency	Percentage
Natural Spring	11	5%
Festivals	19	9%
Sight-Seeing	19	9%
Religious/Pilgrimage Tours	5	2%
Caves	29	14%
Waterfall safari	31	15%
Sanctuaries	40	19%
Beach and Dive Resorts	54	26%
TOTAL	208	100%

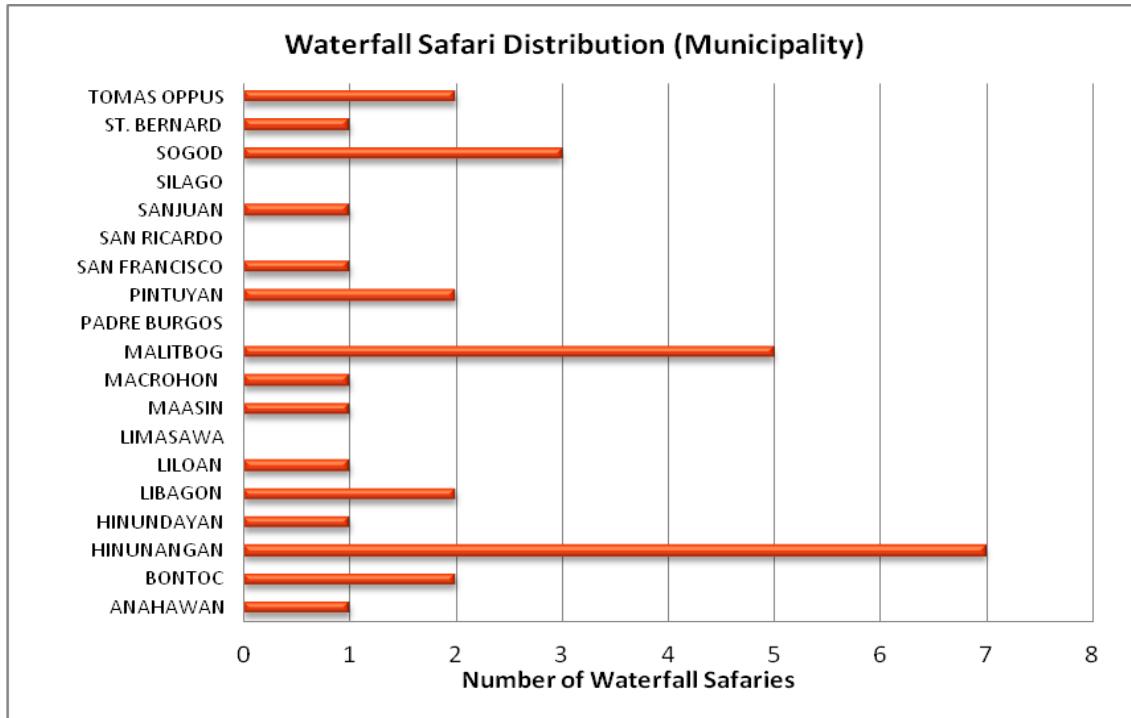
The Graph 1 below presents the distribution of the identified beaches and dive resorts in the different municipalities of Southern Leyte. Macrohon has 12 registered beaches and marks as the highest among other municipalities in the province. Malitbog follows it. While on the other hand, Tomas Oppus, Silago San Juan, and Limasawa have no registered beaches and dive resorts.

Graph 1: Distribution of Identified Beaches and Dive Resorts by Municipalities

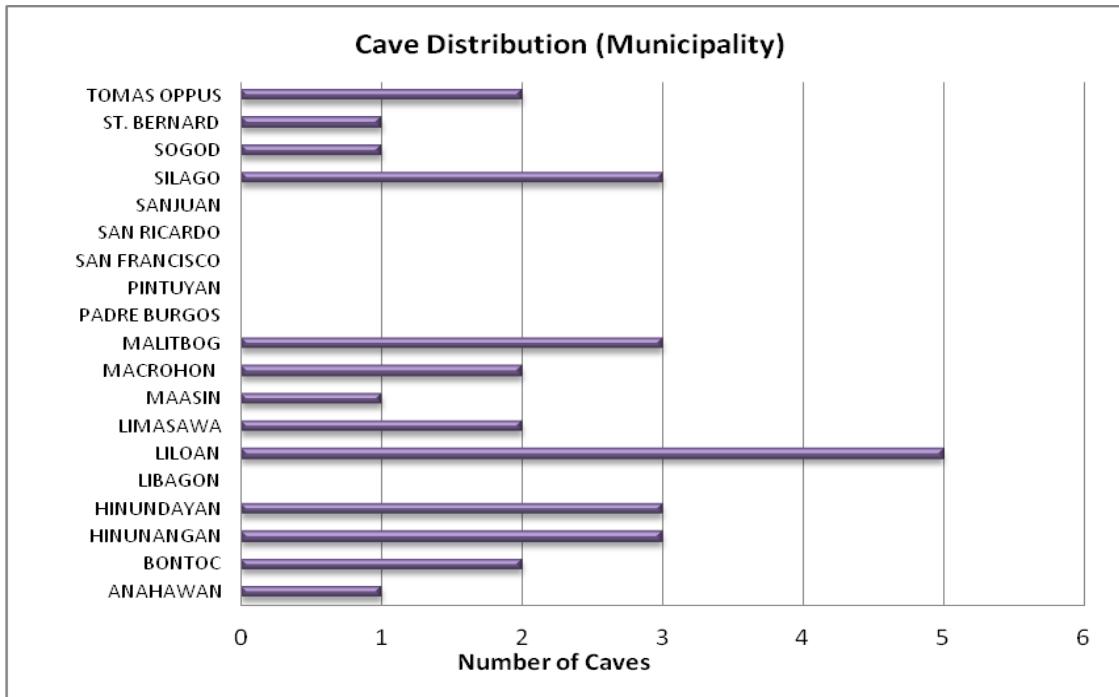
Below is the presentation of the different Sanctuaries distributed in the nineteen municipalities of the province. St. Bernard, San Juan, Padre Burgos, and Hinunangan are the municipalities that have a quite number of Sanctuaries. These municipalities have four (4) sanctuaries that are registered and identified by the Department of Trade and Industry and Southern Leyte Tourism, Investment and Promotions Center. The other municipalities also have sanctuaries except for San Ricardo, Limasawa, and Bontoc.

Graph 2: Distribution of Identified Sanctuaries by Municipalities

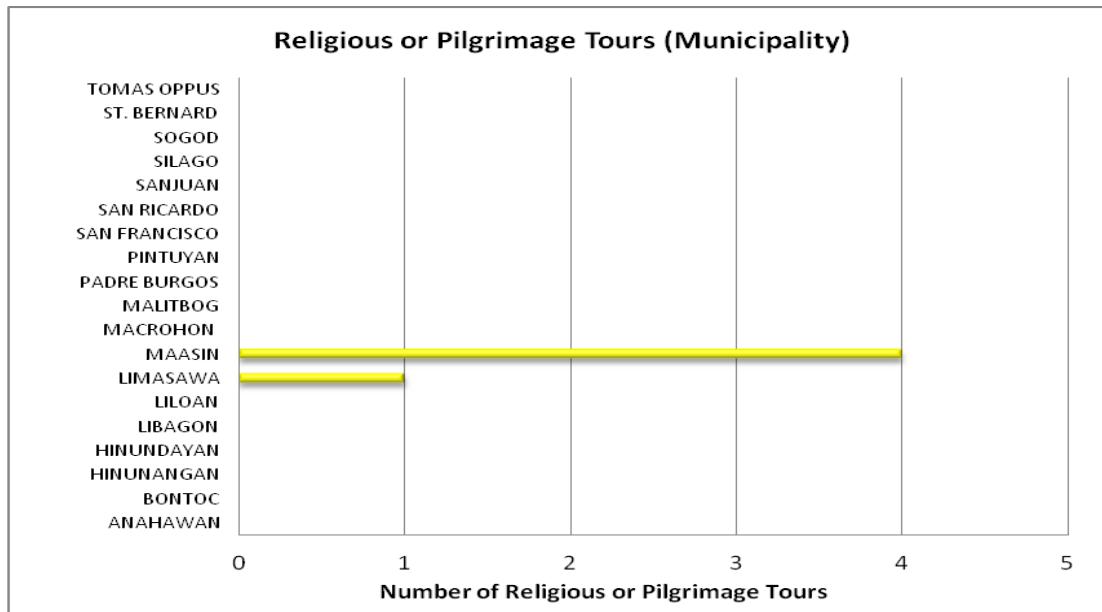
The Graph 3 below has the distribution of the Waterfall Safari exist in some municipalities in the province. The first three municipalities with the highest number of Waterfall Safari are Macrohon with seven (7), Safari, Malitbog with five (5), and Sogod with three (3) identified Waterfall Safari. Most of the municipalities are having only one (1) Waterfall Safari, but at least it is perceptible that Southern Leyte still has the blameless fishes and coral reefs present nowadays. Only Silago, Padre Burgos, and Limasawa have no Sanctuaries.

Graph 3: Distribution of Identified Waterfall Safari by Municipalities

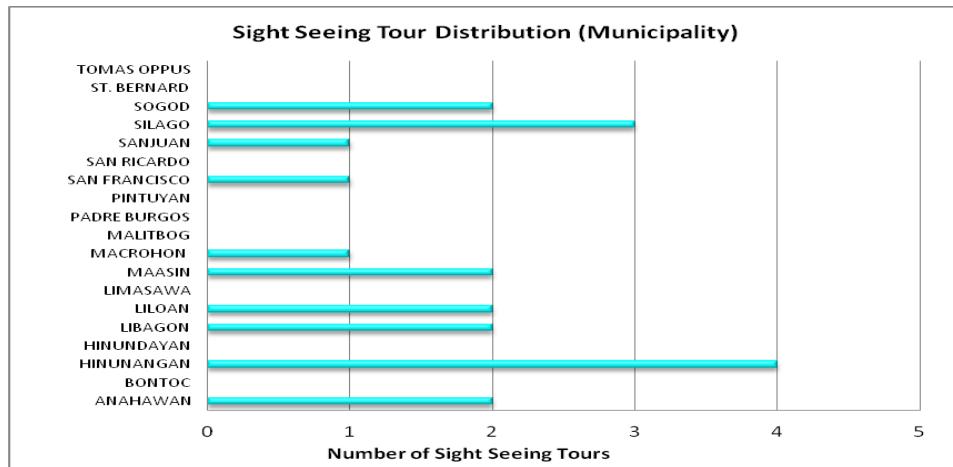
The number of Caves which are considered as one of the Tourism attraction in the province is presented by Municipalities as shown the graph below (Graph 4). Only one among the nineteen (19) municipalities has five (5) Caves, and it is the municipality of Liloan. On the other hand, There are six (6) municipalities that have no identified and registered Caves. They are San Juan, San Ricardo, San Francisco, Pintuyan, Padre Burgos, and Libagon. The rest of the municipalities have at least one (1), or two (2) caves exist.

Graph 4: Distribution of Identified Caves by Municipalities

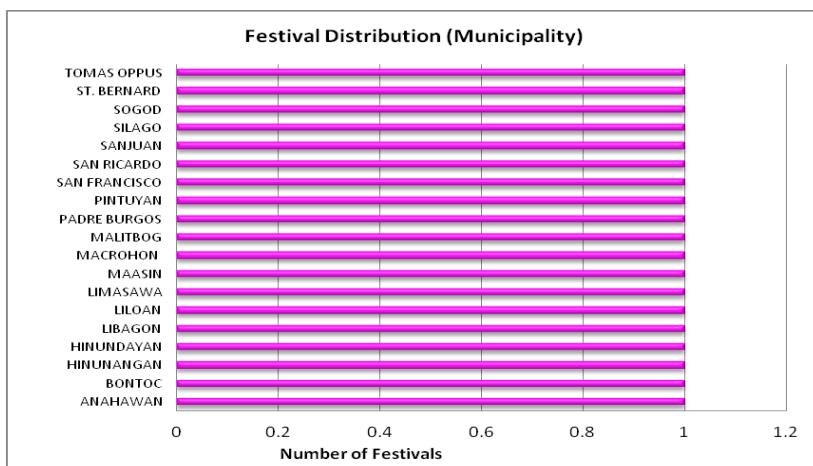
The graph five below shows that there are only a few municipalities in the province that are usually visited by local and foreign tourists regarding Religious and Pilgrimage. Only the municipality of Limasawa which has the First Christian Mass Shrine and the history of being the first place to have the first Mass of the country. Maasin, on the other hand, has a lot of Religious or Pilgrimage Tours identified because of its San Francisco Javier Shrine, Our Lady of Assumption Shrine, Monte Cueva Shrine, and Fatima Hills and Shrine. The other municipalities are known to have no Religious or Pilgrimage Tours at hand.

Graph 5: Distribution of Identified Religious or Pilgrimage by Municipalities

As shown below in Graph 6, not all municipalities have places for sightseeing tours. There are only ten (10) from the nineteen (19) municipalities in the province that is said to have presentable places for sightseeing. Hinunangan is the place where most of the local and foreign tourist will go if sightseeing tour is the purpose. It has four (4) identified places where the tourists could visit. On the other side, there are some places also from the different municipalities like Sogod, Maasin, Liloan, Libagon, and Anahawan who have places where tourist can have a sightseeing activity. These mentioned five (5) municipalities only have one (1) place of interest for sightseeing, but at least these municipalities can offer an alternative for the tourists' visit.

Graph 6: Distribution of Identified Sight-Seeing Tours by Municipalities

All municipalities have something to show to the tourists if festivity is the subject. This is because all municipalities observe Fiestas and Patron Saints which is the reason behind the celebration. Some festival in some municipalities is made because of a remarkable ritual happened in the past that is need to be remembered by the people. The graph seven below shows that the nineteen (19) municipalities have their festival that is celebrated in different or in the same month of the entire year. These festivals are usually visited by the local tourist as well as few foreign tourist. This is the only type of tourism where all the municipalities have equal distribution.

Graph 7: Distribution of Identified Festivals by Municipalities

Natural Spring is one of the tourism attractions in the province. However, the number of Natural Spring presents that are distributed in the different municipalities is only a few compared to the one that has no Natural Spring. It is shown in Graph 8 that Hinunangan has three (3) Natural Springs which marks as having the highest number of Natural Springs in the province followed by Sogod which has two (2) Natural Springs registered.

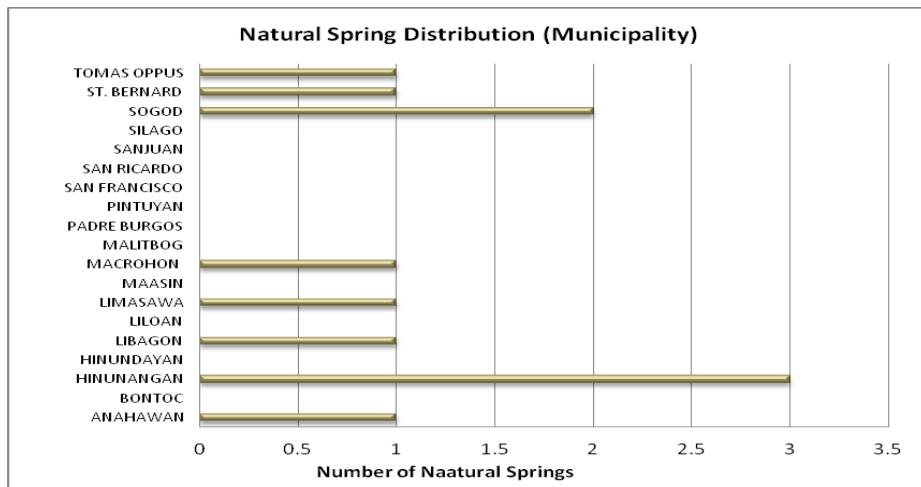
Graph 8: Distribution of Identified Natural Spring by Municipalities

Table 3 presents the number of multiple tourist attractions in the different municipalities of Southern Leyte. Hinunangan has 28 or 13% tourist attractions which rank as number one among the nineteen (19) municipalities in the province. Macrohon is in the second rank with 19 or 9% tourist attractions followed by Malitbog which has 18 number of tourist attractions. On the contrary, San Ricardo has only 3 or 1% number of tourist attractions which marks as the municipality with the lowest grade regarding tourism in the province. There are municipalities that have an equal number of tourist attractions like Maasin and Sogod which has 13 ods 6% tourist attraction present. Anahawan and Silago are in the same rank. Hinundayan, Padre Burgos, and Tomas Oppus also have the same number of 8 garnered tourist attraction. Bontoc, Pintuyan and San Juan have 7 out of 208 total number of tourist attractions, and Limasawa and San Francisco have the same existing registered attractions.

Table 3: Number of Tourist Attractions in Southern Leyte per Municipality

Municipalities	Frequency	Percentage
HINUNANGAN	28	13%
MACROHON	19	9%
MALITBOG	18	9%
LILOAN	16	8%
MAASIN	13	6%
SOGOD	13	6%
LEBANON	12	6%
ST. BERNARD	11	5%
ANAHAWAN	10	5%
SILAGO	10	5%
HINUNDAYAN	8	4%
PADRE BURGOS	8	4%
TOMAS OPPUS	8	4%
BONTOC	7	3%
PINTUYAN	7	3%
SANJUAN	7	3%
LIMASAWA	5	2%
SAN FRANCISCO	5	2%
SAN RICARDO	3	1%
TOTAL	208	100%

Tourism Services

Accommodation

There are a total of fifty-five (55) places where the tourist could stay in Southern Leyte as presented in Table 4. These Hotels, Lodging Houses, and Pensions are identified as suitable for local and international tourists. Most of the Hotels and Lodging Houses are located in Maasin City which is the Capital of the province. It has 14 or 25% identified places where the local and foreign tourist can stay for nights. This is followed by Hinunangan with 10 or 18% of accommodation that could be offered to the tourists. Sogod has 9 or 16% number of-of Hotels, Lodging Houses, and Pensions. Some of the municipalities in the province have no known places to offer to the tourist for accommodation.

Table 4: Number of Hotels, Lodging Houses, and Pensions in Southern Leyte

Municipalities	Frequency	Percentage
MAASIN	14	25%
HINUNANGAN	10	18%
SOGOD	9	16%
PADRE BURGOS	5	9%
MACROHON	4	7%
LILOAN	3	5%
SANJUAN	3	5%
PINTUYAN	2	4%
MALITBOG	1	2%
ANAHAWAN	1	2%
HINUNDAYAN	1	2%
TOMAS OPPUS	1	2%
LIBAGON	0	0%
ST. BERNARD	0	0%
SILAGO	1	2%
BONTOC	0	0%
LIMASAWA	0	0%
SAN FRANCISCO	0	0%
SAN RICARDO	0	0%
TOTAL	55	100%

Restaurants

Table 5 presents the number of restaurants within the province of Southern Leyte that are conventional enough for the tourists. In Maasin there are plenty of restaurants where tourists can dine in. As shown, 28 or 58% of the restaurants are located in Maasin, and the rest is distributed among the municipalities of Sogod, Hinunangan, Liloan, Padre Burgos, Macrohon, and Malitbog. The rest of the municipalities that are not listed have no restaurants that would give services to the tourists. To mention, they are Limasawa, Silago, Hinundayan, Anahawan, St. Bernard, San Juan, San Francisco, Pintuyan, San Ricardo, Libagon, Bontoc and Tomas Oppus.

Table 5: Number of Restaurants in Southern Leyte

Municipalities	Number of Restaurants	Percentage
MAASIN	21	58%
SOGOD	4	11%
HINUNANGAN	3	8%
LILOAN	3	8%
PADRE BURGOS	3	8%
MACROHON	1	3%
MALITBOG	1	3%
TOTAL	36	100%

Transportation

The table below (Table 6) displays the different transportation means that possibly bring the tourists to Southern Leyte and vice versa. There are five (5) number of shipping lines with voyages from Cebu City and Surigao City transporting passengers daily. These are Cokaliong Shipping lines, Gabisan Shippling lines, Medallion Shipping Lines, Kinswell Shipping Lines and Roble Shipping lines that are docking in Maasin Port, Hilongos Leyte Port and Bato Leyte Port consecutively. Hilongos Leyte and Bato Leyte are municipalities' outside Southern Leyte however with their location that is near to Southern Leyte; as portals of the tourists that are coming in the province.

Additionally, there are Ferries presents bringing the tourists in the province. Southern Leyte has three ports for ferries like the San Ricardo Port, Liloan Port and Maasin Port which are the harbor of the ferries coming from Surigao and Bohol Islands. Additionally, tourists from Bohol Island are coming to the province using the pump boat transportation.

Southern Leyte has no existing airport for airline transportation, however, the three (3) airlines such as Philippine Airlines, Zest Air, and Cebu Pacific are using the Tacloban Airport and Ormoc Airport in transporting travelers and tourists that are going in and out Southern Leyte.

In land transportation, there are five (5) different bus liners coming in the province almost every day such as Philtranco, CUL, Eagle Star, BLTB Co., Silver Star, Ultra bus, Super 5, PP Bus line, Bachelor, Mega Bus line.

Table 6: Transportation Means in going Southern Leyte

Transportation Means	Frequency	Percentage
Shipping Lines	5	24%
Ferries	2	10%
Pump Boats	1	5%
Airlines	3	14%
Bus Lines	10	48%
TOTAL	21	100%

Table 7 presents the different shipping lines with the number of voyages per week. A total of 73 trips of ships from these shipping lines ensued per week from the identified ports. These 73 cruises are counted based on their voyage from the province portals to the port of Cebu and Surigao and vice versa.

Table 7: Shipping Lines weekly voyage

Transportation Means	Frequency	Percentage
Cokaliong Shipping Lines	7	10%
Gabisan Shipping Lines	12	16%
Roble Shipping Lines	28	38%
Medallion Shipping Lines	12	16%
Kiss well Shipping Lines	14	19%
TOTAL	73	100%

Below is Table 8 displaying the number of voyages of the ferries that are docking in the ports of San Ricardo and Liloan municipalities that are within the province of Southern Leyte. These ferries are transporting passengers and tourists from the different places via Surigao.

Table 8: Ferries Weekly Voyage

Transportation Means	Frequency	Percentage
Liloan-Surigao-Liloan	70	56%
San Ricardo-Surigao-San Ricardo	56	44%
TOTAL	126	100%

Table 9 below has information on the number of pump boat trips coming from Bohol to Maasin and vice versa as well as trips from Bohol to Bato and Bato to Bohol. There are 6 or 30% of

pump boat cruising weekly from Maasin to Bohol then back to Maasin. On the other hand, 14 or 70% trips ensue weekly in Bato to Bohol and vice versa.

Table 9: Pump Boats weekly voyage

Transportation Means	Frequency	Percentage
Maasin-Bohol-Maasin	6	30%
Bato-Bohol-Bato	14	70%
TOTAL	20	100%

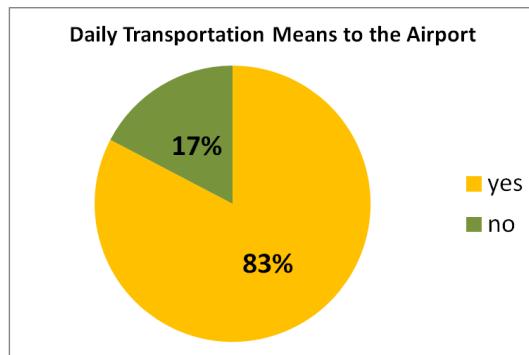
The table below presents the different airlines flying from the separate airport in the country. Table 10 also displays the number of flights that these airlines serve per week in Tacloban and Ormoc airport which are the nearest airports in Southern Leyte. Philippine Airlines (PAL) occupies 42 or 33% flights Manila-Tacloban-Manila and 8 or 6% flights Manila-Ormoc-Manila. These two separate airports serve a total 50 flights of the PAL. Cebu Pacific Airlines has 56 or 44% flights Manila-Tacloban-Manila per week carrying passengers and tourists that are coming in the province of Southern Leyte. While Zest Air has only 20 flights afforded per week with Manila-Tacloban-Manila destination.

Table 10: Airlines Weekly Flights

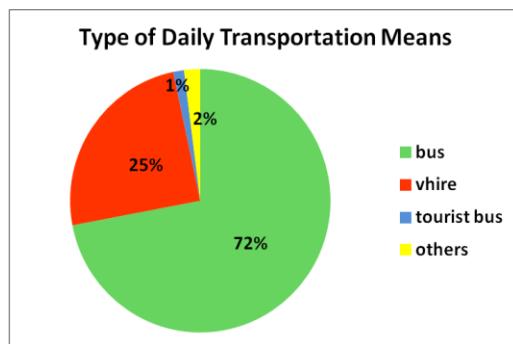
Airlines	Frequency	Percentage
Philippine Airlines (Tacloban)	42	33%
Philippine Airlines (Ormoc)	8	6%
Cebu Pacific Airlines	56	44%
Zest Air Airlines	20	16%
TOTAL	20	100%

The fact that Southern Leyte has no Airport of its own, all passengers are coming in and out the province is traveling distances to Tacloban and Ormoc Airport. Travelers or tourists usually take 197 km from Southern Leyte to Tacloban City and more or less 89.77 km to Ormoc City.

Graph 9 shows the consolidated response from the respondents. There are 83% of them said that there are a daily transportation means from Southern Leyte to the airport. While only 17% said the contrary.

Graph 9: Daily Transportation Means going to the Airport

The usual transportation means carrying passengers including tourists to the airport are buses, v-hire, and tourists' bus. Many of the respondents (72%) said that the common transportation means they use are buses. Moreover, only 25% said that v-hire is the transportation means they use upon going to the airport. On the other hand, some of the respondents about 2% said that they use tourist bus.

Graph 10: Type of Daily Transportation Means going to the Airport

Tourism Product

There are several products for tourist's souvenirs produce in Southern Leyte. Table 11 shows that almost all of the municipalities are producing their products that support the tourism industry in the province. These products are one of the reasons why beautiful attractions and other places in Southern Leyte are remembered by the tourists. The reason why some people know about Southern Leyte is that of the products scattered in the market and then transferred from people to people.

Some municipalities have no identified products produced. However, Maasin is producing more than one product with five or 23% out of 22 total products produced in the province. Sogod is also producing and manufacturing 3 or 14% products that support tourism while Hinunangan, Macrohon, Hinundayan, and Bontoc are having 2 or 9% of products produced or manufactured.

Maasin is producing Salvaro, Galletas, Bukorillo, Souvenir T-shirts, and Ceramic Products. Sogod has the Handicraft, Furniture and a coconut product, Macrohon has the Nilambiran and Tres Marias Products, Hinunangan with their Seaweed Salad/Pickles and Puto Bibingka, Hinundayan with their Ambao banana chips and Jungle wine or tuba products. On the other hand, Bontoc is proudly producing ceramic and bamboo products. Malitbog, Liloan, Libagon, Anahawan, Limasawa, and San Francisco are producing products such as Malitbaganon Hopya, Gabi chips, Casava Roll, Budbud or Suman, Dried squid, Nida's Patatas products consecutively. In Southern Leyte food products are the common products produce in the province.

Table 11: Number of Products Produced per Municipality

Municipalities	Frequency	Percentage
MAASIN	5	23%
SOGOD	3	14%
HINUNANGAN	2	9%
MACROHON	2	9%
HINUNDAYAN	2	9%
BONTOC	2	9%
MALITBOG	1	5%
LILOAN	1	5%
LIBAGON	1	5%
ANAHAWAN	1	5%
LIMASAWA	1	5%
SAN FRANCISCO	1	5%
TOTAL	22	100%

Table 12, identifies the status of the Southern Leyte product. It is about 208 or 69% of the business related to tourism said that the souvenir products in Southern Leyte are not available all the time. Respondents said that the products are not available in the different business location in the province. Thus 205 or 68% out from 300 identified respondents said that there is no specific place where tourist can be shopping for souvenirs. Although the products sold in the market for the tourist are not available all the time, there are few of them that can be seen in some

recognized places. Moreover, many of the respondents for about 265 or 88% said that the prizes of these products are very affordable for the tourist. But not all of these products are proudly produced by Southern Leyte. They are being purchased from other places in Region 8 or from Manila.

Tourists that visiting the province always want to take Southern Leyte products with them, in fact, 255 or 85% are buying indigenous and home-made products, not for commercial. Businesses linked to tourism with 190 or 63% said that there are micro businesses producing products in the locality but these products are not presentable enough for the foreign tourist.

Table 12: Status of Products in the Province

ITEMS	FREQUENCY	PERCENTAGE
Products for souvenirs are made available		
Yes	92	31%
No	208	69%
TOTAL	300	100%
Products for souvenirs are available at all business location.		
Yes	95	32%
No	205	68%
TOTAL	300	100%
Prices of the products are affordable to all types of tourists.		
Yes	265	88%
No	35	12%
TOTAL	300	100%
Products displayed or sold are produced in the province.		
Yes	103	34%
No	197	66%
TOTAL	300	100%
Tourists usually take products with them after the visit.		
Yes	255	85%
No	45	15%
TOTAL	300	100%
Production of your souvenir products displayed is within the locality.		

Yes	190	63%
No	110	37%
TOTAL	300	100%

The table below categorizes the different products that are commonly sold out by the different businesses in the tourism industry. Food products for about 110 or 37% are the premier product type produced in the province. It is followed by Handicrafts with 95 or 32%. The 55 or 18% of the product type is not into a certain category, but it is sold in the province which ranks as the third product type being produced. Textile had 30 or 10% and said to be the fourth product type produced yet this is not fabricated within the province, they are among the products that are bought from other places in the Philippines. Wood products have only 10 or 3% of the count.

Table 13: Type of Products Sold in the Province

Type of Products	Frequency	Percentage
Wood Products	10	3%
Textile	30	10%
Handicrafts	95	32%
Food Products	110	37%
Others	55	18%
Total	300	100%

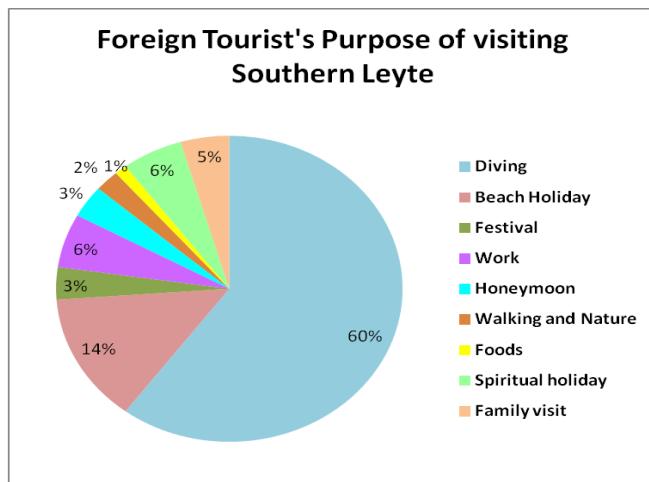
Tourism Market and Competitors

Several foreign tourists are coming in and out in Southern Leyte within the year (2012). Moreover, they are usually in diverse group base on their nationality. Table 14 below shows the top nine (9) countries where the diverse group of tourists is coming from. It can be discerned that these countries are the tourism market of Southern Leyte. Germany has 20 or 23% count which means most of the foreigners that are coming in the province are from Germany and this is being followed by Korea with 14 or 16%. France also has a lot with 13 or 15% as well as the United States with 10 or 11%, the United Kingdom with 9 or 10%, Canada with 8 or 9% then China and Japan with the same counts of 5 or 6%. Moreover, Australia has only 4 or 5% counts.

Table 14: Southern Leyte Foreign Tourism Market

Market	Frequency	Percentage
Germany	20	23%
Korea	14	16%
France	13	15%
The U.S.	10	11%
The United Kingdom	9	10%
Canada	8	9%
China	5	6%
Japan	5	6%
Australia	4	5%
TOTAL	88	100%

Graph 11: Foreign Tourist's Purpose of visiting Southern Leyte



As shown in Graph 10 above, 60% out of 88 foreign respondents from the identified places presented in Table 14 visited Southern Leyte last year 2012 for Diving. Moreover, 14% for Beach holiday which is followed by Work and Spiritual Holiday for 6%. The rest of the purposes have only a few percentages meaning these are not the usual purpose of the foreigners why they visited the province.

The Table 14 below gives the information on where the tourist both the local and foreign get the information about Southern Leyte. Majority of the respondents with 24 or 27% said that Internet gives them the idea of the province though there is no official tourism website of Southern Leyte.

Blogs, Facebook, Google, are among the websites they used to get information about Southern Leyte. Moreover, some of the tourists 23 or 26% said that they know about the province through their Family and friends. Only 9 or 10% said that travel brochures help them in knowing Southern Leyte and only 7 or 8% knows Southern Leyte through travel agencies.

Table 15: Southern Leyte Tourism Information Sources

Information Sources	Frequency	Percentage
Travel Agencies	7	8%
Travel Brochures	9	10%
Internet	24	27%
TV	5	6%
Family/Friends	23	26%
Others	20	23%
TOTAL	88	100%

Promoting a business by different means may lead tourism industry to flourish. Table 15 shows the status of the mode used by the businesses that are related to tourism. As shown, many of them have no means of promoting the business from the given option. Moreover, 30 or 10% said that they have another way of promoting and publishing their businesses aside from internet, radio, and magazine. There are only 15 or 5% of the businesses that use internet as means of promoting their business. These are the businesses that have websites or weblogs as well as email addresses. Ten or 3% have stated that they use a magazine to promote their trade and 2 or 1% said they use a radio on their promotion activities.

Table 16: Mode of Business Promotion

Item	Frequency	Percentage
Internet	15	5%
Radio	2	1%
Magazine	10	3%
Others	30	10%
None	243	81%
	300	100%

Southern Leyte is surrounded by different competitors in tourism industry. The table 16 below presents the other places that are also visited by the foreign tourists who came in the province. From the 88 respondents 20 or 23% said they have visited Cebu and consider it as other tourist

destination other than Southern Leyte. Fourteen or 16% of them also visited Bohol and 13 or 15% visited Tacloban City. From this, it can be deemed that the three potential competitor of Southern Leyte in tourism industry are Cebu, Bohol and Tacloban City. This is because these mentioned places are among the portals of Southern Leyte. Cebu tourism was established many years ago while Bohol has been known for the Chocolate Hills which has been recognized in the entire country.

Table 17: Other Tourist Destination near Southern Leyte

Other Tourism Places Visited	Frequency	Percentage
Biliran	6	7%
Eastern Samar	7	8%
Leyte	5	6%
Northern Samar	2	2%
Baybay	6	7%
Borongan	3	3%
Calbayog	3	3%
Catbalogan	3	3%
Ormoc	6	7%
Tacloban	13	15%
Bohol	14	16%
Cebu	20	23%
TOTAL	88	100%

Problems encountered

Table 17 has the list of the different known situation in the province with the corresponding response of the tourism-related business in the province if they experience them or not. Out of the 300 respondents, there are 211 or 70% said that the transportation means from the Airport to their location is not convenient for the tourist that they usually have. In the same manner, many of the respondents said that Hotels or Tourist inn are far from their places or the place where they operate their business 267 or 89% said so. Also, 189 or 63% of them revealed that restaurants, where tourists could dine in, are not present or far from their location. Somehow in specific places, there are restaurants and hotels but for about 155 or 52% said that these restaurants and hotels are not good enough for foreigners. For the businesses related to tourism communication and information, dissemination is vital issue for marketability in fact 179 or 60% said so while only 121 or 40% said not vital for them. The thing is there is no enough support given from the Local Government Unit hence 234 or 78% of them said that. This LGU support also includes the

processing of business permits and other related papers for businesses. Regarding university support to the businesses, almost all with 289 or 96% said that there is no support from the university and if there are university activities conducted not all the businesses have the idea on how to avail.

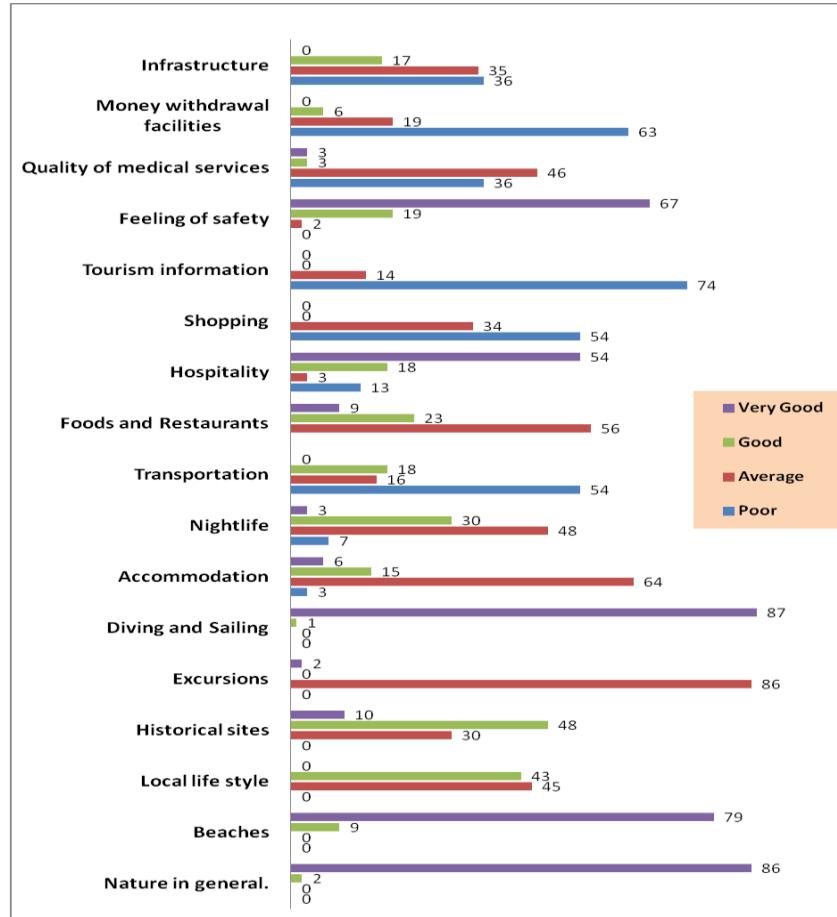
Table 18: Problems and Constraints Experienced by the Tourism Related Businesses

	Problems and Constraints	Frequency	Percentage
1	Transportation means from Airport to our location is not convenient among tourists.		
	Yes	211	70
	No	89	30
	TOTAL	300	100
2	Location is not strategically sited.		
	Yes	10	3
	No	290	97
	TOTAL	300	100
3	There is no available Hotels/ Tourist inn near on my site.		
	Yes	267	89
	No	33	11
	TOTAL	300	100
4	There are no restaurants where tourists can dine in for foods during their visits.		
	Yes	189	63
	No	111	37
	TOTAL	300	100
5	There are restaurants and hotels available but not good enough to cater foreign tourists.		
	Yes	155	52
	No	145	48
	TOTAL	300	100
6	It is difficult to market my business because of several competitors.		
	Yes	56	19
	No	244	81
	TOTAL	300	100
7	Communication and information dissemination are the customary issue relating to marketability.		
	Yes	179	60

	No	121	40
	TOTAL	300	100
8	There is no support from the Local Government Unit to improve tourism business		
	Yes	234	78
	No	66	22
	TOTAL	300	100
9	There is no support given by the university.		
	Yes	289	96
	No	11	4
	TOTAL	300	100
10	Safety and security are common problems experienced by the tourists		
	Yes	36	12
	No	264	88
	TOTAL	300	100

The perceptions of the tourists towards tourism in Southern Leyte is reckoned through different criteria listed in Graph 10. Foreign tourists especially have different views and standard in comparison to their country of origin therefore only the foreign respondents were asked for this tally. The graph shows that Diving and Sailing in Southern Leyte is very good with 87 counts. It is being followed by the Nature condition where in 86 of the respondents rate it as very good. Moreover, beaches are in rank three with 79 counts. Along with, local life style, historical sites, and night life are rated as good by the respondents with 48, 43 and 30 counts consecutively. However, it can also be seen that a lot of the identified category have been rated as poor among the respondents. Tourist information is the number one aspect that is poor for the tourists which gain 74, money withdrawal facilities has 63 counts that make the second poor rated category and the transportation, as well as shopping, has the same count of 54 that makes them as top three of the poorly rated category.

Graph 12: Foreign Tourist's Perceptions in Southern Leyte



CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study has the following conclusions:

1. There are 208 tourism types in the province. The top three common tourism types are beaches and dive resorts with 54 or 26%, Sanctuaries with 40 or 19% and Waterfall Safari with 31 or 15%.
2. Majority of the beaches and dive resorts are located in Macrohon Southern Leyte while the various sanctuaries are mostly located in Hinunangan, St. Bernard, San Juan and Padre Burgos. Waterfall Safaris are plenty in Hinunangan and Malitbog.

3. Tourism attractions are distributed in diverse municipalities and the municipality of Hinunangan has the various tourism attractions with 28 or 13% followed by Macrohon with 19 or 9% then Malitbog with 18 or 9%.
4. There are almost 308 restaurants registered in the Department of Trade and Industry, but only 36 are considered conventional for the tourists. Most of these restaurants are situated in the City of Maasin with 21 or 58% counts.
5. The transportation means that will take the tourist in and out the province are Shipping lines, Ferries, Pump Boats, Airlines and Bus Lines that are passing the portals of Southern Leyte. Among these portals are Maasin City Port, Bato Port, Hilongos Port, Ormoc Port, San Ricardo Port, Liloan Port, Tacloban Airport and Ormoc Airport.
6. Southern Leyte has no existing airport that is operational. The existing Panan-awan Maasin City airport is not operational because it lacks the necessary facilities like the terminal building and control tower.
7. The common vehicle transporting tourists from Southern Leyte to Tacloban City or Ormoc City airport are buses and vhire which are not comfortable among the tourist. Additionally, there are only few tourist buses available in the province.
8. Out from the 19 municipalities in the province only 12 municipalities have its own product produces. These are Maasin City, Sogod, Hinunangan, Macrohon, Hinundayan, Bontoc, Malitbog, Liloan, Libagon, Anahawan, Limasawa, and San Francisco.
9. Southern Leyte products for souvenirs are not always available for the tourist. However, there are identified places for souvenir shopping, but most of the products displayed are purchased from other places.
10. Wood products, textile, Handicrafts, and food products are the common products sold in the province. Food products have 110 or 37% tally, and almost all of these are produced in the 12 municipalities in the province.
11. Southern Leyte top five foreign markets for tourism are Germany, Korea France, U.S., and United Kingdom. Twenty or 23% tourists are coming from Germany, 14 or 16% are from Korea, and 13 or 15% are originating from France. American tourists are only 10 or 11% and people from United Kingdom are only 9 or 10% .
12. The common purpose why foreigners are coming in the province are Diving with 60% of the 88 respondents it is pursued by Beach Holiday with 14%.
13. Southern Leyte tourism is known and proliferated by the information found on the internet. Weblogs, Facebook and Google, are among the website that provides information about the province. However, there is no official tourism website of Southern Leyte that is interactive and informative for the tourists.

14. Businesses linked to tourism mostly have no advanced means of promoting their business that is a support of the tourism industry. They have their limited marketing strategy that is not specific. However, 15 or 5% of them already have websites and email addresses.
15. Places and provinces that surround Southern Leyte are considered competitors of the province tourism industry. Cebu City, Bohol, Tacloban City, and Eastern Samar are among the rivals of Southern Leyte tourism.
16. Tourism information dissemination is the number one problem of Southern Leyte tourism followed by the facilities, transportation, restaurants, and accommodations.
17. For most Hotels, there is an inadequate professional service provider like tour guides, dive masters/instructors, drivers on front desk courtesy, housekeeping, and food handling.
18. The province has the poor classification of hotels and restaurants according to standards (five stars, 4 stars, etc.). moreover, also poor senior management skills of existing resorts, restaurants and hotels

Expected Output or Impact

It was expected that this study will reveal pertinent information and significant facts in the form of paper that will be presented to the different stakeholders of Southern Leyte such as the University, Chamber of Commerce and Industry (CCI), Department of Trade and Industry (DTI) and Southern Leyte Tourism, Investment and Promotions Center (SLT-IPC). A result of this study will be a basis for a strategy to be developed that will also sustain the growth of the Tourism Industry in the province.

This would give positive impact to the Tourism Industry supporting institutions for them to continuously buoy up the different activities that are already ensued relative to this purpose and for them to craft additional activities for the same purpose. This initial study will be a lead to another research and extension studies to be implemented as a pillar of development.

Recommendation

It is recommended that the Southern Leyte Tourism, Investment, and Promotions Center, the Department of Trade and Industry and the Southern Leyte Chamber of Commerce will implement and sustain their tourism activities and plans like the four (4) hubs in Southern Leyte. The Maasin Zoo, Limasawa Shrine, Silago Forest Park and the Agas-agas bridge. It is suggested that the initiated collaboration between the above-mentioned institution and Southern Leyte State University which is the only university in the province will be continued with the support of the Local Government Unit. As such this hand in hand labor would benefit the initiator, the different sectors and the tourists in general.

It is further suggested that continuous Research and Extension activities related to tourism will be made by the university for all sectors are affected positively if tourism arises.

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