Exploring the Disaster Risk Reduction Strategies among Beach Resorts

Trixie A. Abapo, John Michael S. Damalerio, Marvin M. Ello, Mark John G. Soner, Alyendy Mar M. Adlaon[1], Artchelene D. Pepania[2], MBA

Saint Columban College, Pagadian City, Philippines
alyendymaradlaon@sccpag.edu.ph,[1]
artchelenepepania@sccpag.edu.ph[2]

Abstract: Natural disasters pose significant risks to coastal areas, making awareness and preparedness crucial for the safety and well-being of individuals residing in or visiting these regions. The research was conducted in Tukuran Beaches, Zamboanga del Sur, Philippines. The target participants of the study were the owners and employees of beach resorts in Tukuran. The researchers utilized purposive sampling to selectively choose participants who met certain criteria. Interviews were conducted with 2-3 respondents from each resort. The aim of the study was to gain insights into the disaster risk reduction awareness, preparedness, and strategies employed by the resorts in the area. Through case study design and qualitative methods, the researchers sought to provide a comprehensive understanding of the topic within its social and cultural context. The study identified various categories of risks, including natural disasters and preparations, challenges related to risks and disaster preparedness, and strategies for managing encountered challenges. Beach resorts faced risks such as drowning, sharp objects, falling branches or coconuts, guests bringing deadly weapons, and the threat of typhoons and earthquakes. Resort owners and staff addressed these risks by monitoring news and weather forecasts, temporarily closing resorts during natural disasters, providing life-saving equipment and emergency hotlines, training lifeguards, and ensuring the availability of security personnel and equipment. However, they encountered difficulties in eliminating risks, maintaining cleanliness, dealing with noncompliant guests, and ensuring parental supervision of children. They addressed these challenges by seeking assistance from external organizations/agencies, consulting experts, enforcing resort policies through warnings and reminders, and prioritizing cleanliness and safety measures. Based on the findings the researchers made several recommendations. These included placing first aid kits in visible locations, providing first aid training for all resort employees, conducting security checks to prevent weapons from entering the resort, ensuring proper wiring to avoid fire hazards, encouraging guests to report safety concerns, and promoting responsible behavior among guests. Additionally, future researchers were encouraged to explore the importance of community engagement in disaster risk reduction efforts, including involving local communities in planning, conducting awareness campaigns, and fostering a sense of responsibility and ownership.

Keywords— *Natural Disaster, Risks, Disaster Risk Reduction Strategies, Beach Resorts*

1. INTRODUCTION

Disasters are as old as humanity. They have relentlessly pursued humanity throughout that no society or community is immune to them. Various threats constantly threaten people's lives, material possessions, and the environment (Bozovic et al., 2022). According to Rajput (2022), disasters are classified into natural, artificial, or hybrid disasters, which can result in death and loss of property. Unnatural disasters happen due to human activities such as terrorism, construction mistakes, and even conflict between human beings that lead to war. Natural disasters can be biological, geophysical, climatological, hydrological, or meteorological. In contrast, hybrid disasters happen due to artificial and unleashed natural forces (Marijola et al., 2022).

According to the United Nations Emergency Database (2015), the records on the frequency of natural disasters show that the impact and losses of the disasters are continuously increasing. They also showed strong evidence that many regions in the world experienced different types of hazards, including the Asian region, which often results in widespread devastation, particularly among impoverished populations (Aldrich et al., 2015). In 2010, a local law called Republic Act (RA) 10121 was passed to enhance the country's Disaster Risk Reduction and Management (DRRM) for creating safer, adaptable, and disaster-resistant communities in the Philippines, focusing on sustainable development. The law covers four key themes: prevention and mitigation, preparedness, response, and rehabilitation and recovery (Darjagan et al., 2020). Additionally, disaster risk reduction is directly conditioned by appropriate risk management, so risk management as a discipline includes disaster preparation before they occur, disaster response, and disaster recovery support to society (Bozovic et al., 2022).

Given the Philippines' geography and geology, the country is frequently exposed to tropical cyclones, which cause rain, windstorms, and flooding (Delos Santos et al., 2022). However, most hotel and resort training in the Philippines focuses only on first aid and fire safety. However, the survey respondents have recognized the importance of extensive training in other critical areas of emergency and disaster management as a significant factor in enhancing the resilience of hotels and resorts. A study by Orcullo (2020), recommended that beach operators/management and

personnel of Lianga Bay Municipalities, Surigao del Sur, Philippines, should attend more trainings and seminars related to disaster preparedness and management, impose strict laws and rules about safety at the beach, install billboards as signage containing information about safety at sea, important locations and shelters, construct and maintain beach infrastructure according to building code and other policies for beach resorts to withstand calamities and disasters. It is also mentioned that developing collaborative relationship between the Local Government Units (LGUs), law enforcement, service providers, and telephone companies should be established.

Rajput (2022) stated that disaster management is essential to minimizing losses because of disasters. It includes having the procedures and preparedness for the said disaster, response and relief planning during the disaster, and analysis of adopted strategy after the disaster. It may be necessary to safeguard the sustainability of the travel and tourism industry by implementing stringent measures, such as deploying highly trained emergency response teams and engaging representatives from the Department of Occupational Safety and Health (DOSH) and police departments (Noor et al., 2018). Risk mitigation measures such as preparation, adaptation, and other strategies should be adopted to ensure the tourism industry's safety and instill confidence in tourists. These measures aim to equip attractions with the capability to handle unforeseen situations effectively (Chaudhary, 2016).

Generally, tourism is formed by a broad range of forces and factors, such as unexpected events, including natural disasters, which are primary samples in identifying factors because of their extreme impact on individuals and communities and considerably affect the flow of tourism (Lukas, 2016). In addition, to enhance security awareness and competence among all members and stakeholders, including beach resort management and staff, it is recommended to provide training sessions. Information on precautionary measures against present or forthcoming disasters should be disseminated through public announcements (Liaflora, 2020).

The local beach and dive resort demonstrated a high degree of disaster risk management preparedness for typhoons, floods, earthquakes, and landslides during all phases of disaster preparedness (before, during, and after). Two significant challenges tourism stakeholders are identified while preparing for natural hazards: the necessity to cultivate a "culture of disaster risk management preparedness" within the lack of coordination and communication among every stakeholder involved and the community. The most common challenge concerning artificial hazards was more communication and coordination among stakeholders (Sangat & Estores, 2023).

According to Jiang et al. (2021), unexpected interruptions due to crises and disasters confront organizations with various challenges (Boukas & Ziakas, 2013), such as cash flow problems or revenue losses, supply chain disruptions, visitation declines, and negative destination images. To address these challenges, tourism organizations must adapt to changing environments to achieve ongoing resilience (Hal et al., 2011).

Various arguments exist regarding why unexpected events and natural disasters could affect the tourist's choice of their destination (Jaume et al., 2020). According to Bijan et al. (2018), numerous hotels need more systems and procedures to evaluate and mitigate the risks associated with disasters, hindering their ability to anticipate and respond to such events and putting their business continuity and survival at risk. To enhance the disaster risk management capabilities and resilience of hotels and tourist destinations, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is collaborating with the UN Office for the Reduction of Disaster Risk in the Asia-Pacific (UNISDR) and the Pacific Asia Travel Association (PATA) under the Hotel Resilient Initiative, a component of the Global Initiative on Disaster Risk Management (GIDRM) (Sheilane et al., 2016, as cited in Council for Australian Governments, 2009).

The National Oceanic and Atmospheric Administration (2023) also added that coastal communities experience threats of disastrous natural events such as landslides, hurricanes, tsunamis, coastal storms, and coastal erosion risks. It needs to enhance hazard-resilient communities to develop and prepare the communities. Suppose we utilize the sea for marine tourism, such as building resort facilities along the coastline. In that instance, having a thorough understanding of marine life is essential. The tsunami is a prime example of the dangerous side of the ocean (Matsumoto, 2010), and the community's economic stability will be secured. It will minimize the loss of lives in a disaster.

Regarding the hospitality sector, which is particularly susceptible to crises, being adequately prepared is crucial in mitigating and minimizing the potential impact of such disasters. Therefore, emergency preparedness measures must be implemented, assessed, and reviewed regularly. Effective communication and media relations should also be leveraged to ensure that marketing messages are clear and free from any ambiguity (Ahmad & Ahmad, 2013). The resort should be equipped to comprehend, strategize, and react to nearby hazards. It should be ready to tackle occasional and more frequent disruptions to business and threats specific to the hospitality industry or private sector (Williams, 2019).

Apart from taking action at the local and national levels, global collaboration and aid are essential for a society to be prepared for possible hazards and respond effectively to disaster risks (Marijola et al., 2022). The National Disaster Risk Reduction Management Framework includes disaster recovery and rehabilitation provisions. Pagadian City is one of the areas in Zamboanga del Sur that frequently experiences artificial and natural disasters (Orquesta, 2020). Therefore,

disaster risk and reduction preparedness among resorts located explicitly in the Zamboanga Peninsula is essential for the resorts' and tourists' choice of destination, safety, and security.

It has been shown that resorts have many ways to prepare for a disaster, such as attending seminars and training sessions, placing billboards, and even enacting laws and regulations (Orcullo, 2020). Noelah Mae (2020) Moreover, it was revealed that resorts could consult the National Disaster Risk Reduction and Management Council (NDRRMC) for coordination and advice or Red Cross. Moreover, Jaume et al. (2020) have noted that the tourist's choice of destination could be affected due to natural disasters. However, several potential research gaps could be explored in a study about risk management and preparedness among resorts, including limited research on disaster risk management in resort settings, limited understanding of the role of stakeholders, and little consideration of environmental sustainability.

Since the Philippines experiences disasters frequently, the researchers were motivated to conduct a study exploring disaster and risk preparedness among resorts in the Zamboanga Peninsula. This study aimed to solve the problem and provide essential, informative, and beneficial insights for people who planned to stay at these resorts.

This study was anchored on Disaster Management Cycle-Theoretical Approach. The disaster management cycle is a set of procedures organizations and individuals use to plan for, contain, and lessen unexpected catastrophes. Natural disasters, unforeseen property damage, or incidents that jeopardize the lives of others are illustrations of such events. The disaster management cycle assists everyone in mitigating the effects of unexpected catastrophes and recovering as many resources as possible once the original crisis has passed. A disaster management cycle also aids persons affected by disasters by assisting them in rebuilding, regrouping, and recovering.

Planning for and mitigating the effects of disasters, responding during and shortly after a disaster, and recovering from the impact of a disaster are all stages in the disaster management cycle. It entails formulating government policies and plans to reduce vulnerability to disasters or lessen their impact on individuals, communities, and critical infrastructure.

The DRMC diagram depicts the various efforts made throughout the ER&R phase of a disaster. Some tasks are specific to each step, such as early warning and evacuation in emergency response or reconstruction and economic and social recovery in recovery. The DRMC also emphasizes the media's role, directly correlating with financing prospects. This chart is most accurate when describing rapid-onset disasters like floods, earthquakes, bushfires, tsunamis, cyclones, and droughts, but more is needed when describing gradual-on-set disasters.

Disaster preparedness is a health-protective activity described as actions that ensure the resources required to respond effectively are available before a crisis or can be obtained when needed. Understanding the factors that influence the performance or non-performance of disaster preparedness behaviors is essential for developing effective treatments to improve disaster preparedness. Several theoretical frameworks, including Protection Motivation Theory (PMT), Person Relative to Event Theory (PRET), Protective Action Decision Model (PADM),

The social-Cognitive Preparation Model, and Theory of Planned Behavior (TPB), can address behaviors that reduce the risk of natural disasters (Najafi et al., 2017). In the context of exploring disaster risk reduction and preparedness among resorts in coastal areas, the Disaster Management Cycle can be applied to assess the level of readiness of these resorts for potential disasters. Specifically, the preparedness phase of the cycle focuses on activities that can be undertaken before a disaster to reduce its impacts, such as developing emergency plans, conducting drills and exercises, and ensuring the availability of necessary resources and equipment. In the Disaster Management Cycle as a theoretical framework, researchers can examine the preparedness phase among resorts in coastal areas to identify strengths and weaknesses in their disaster risk reduction plans and practices. These can lead to developing recommendations for improving preparedness and reducing the impact of disasters on these resorts and their surrounding communities. Overall, the theory offers a practical, theoretical framework for comprehending and addressing the dangers connected to disasters, including those that may affect resorts in coastal areas.

The disaster risk reduction preparedness of resorts operating in coastal areas must comply with relevant laws and regulations governing disaster management under the National Disaster Risk Management Framework, created under RA 10121, which outlines a comprehensive, all-hazard, multi-sectoral, interagency, and community-based approach to disaster risk management includes building codes, zoning regulations, and environmental laws. These legal requirements aim to ensure that resorts are built and operated to minimize the risks of disasters and protect the environment.

The study aimed to probe the disaster risk reduction strategies among beach resorts. It primarily focused on the owners, lifeguards, caretakers, receptionists, security guards, housekeeping staff, and managers/supervisors of the resort located in Zamboanga Peninsula as research participants. The study was conducted during the school year 2023.

Specifically, this study aimed to answer the central question, "How did resorts in the coastal area describe their disaster risk reduction and preparedness?" It sought to address the following questions/queries:

1. What were the risks that beach resorts in coastal areas were exposed to?

2. What natural disasters were beach resorts in coastal areas exposed to?

3. How did beach resorts prepare and manage these identified risks or natural disasters?

4. What challenges did beach resorts encounter in managing risks or preparing for disasters?

5. How did they manage these encountered challenges of risks?

1. METHOD

2.1 Research Design

This study utilized a case study design, employing qualitative research methods to thoroughly analyze a specific person, group, company, or phenomenon. Data were gathered through interviews, observations, and document analysis. The focus was on exploring the subjective experiences and perspectives of the individuals involved, as well as how social and cultural factors influenced their experiences and interpretations of the subject. The aim was to gain a comprehensive understanding of the topic within its social and cultural context.

This study is about the case of Tukuran Beach Resorts in Zamboanga del Sur and researchers specifically investigated the disaster risk reduction strategies of resorts in the coastal area. Data were collected through individual interviews of 10 participants conducted by the researchers with resort managers, staff, and other employees. The purpose was to gather information about their disaster risk reduction awareness, preparedness, and individual and collective strategies and approaches. The case study design allowed for a detailed examination of the subject, providing insights into the resorts' efforts to mitigate the impact of disasters and exploring the level of risk reduction preparedness among the respondents.

2.2 Research Environment

The study was conducted in Tukuran Beaches, Zamboanga del Sur, Philippines, with a focus on studying disaster risk reduction preparedness among coastal resorts. Tukuran, a fourth-class municipality situated on the southern isthmus of the Zamboanga Peninsula, served as the research location. It functioned as a connecting point between Regions 9 and 10, accessible by private vehicles within 20-30 minutes or by public utility vehicles within 45-50 minutes. Tukuran gained recognition as the province's summer capital, known for its picturesque beaches and hospitable local community.

Given its proximity to the coastline, Tukuran found itself within the 'Ring of Fire,' rendering both the guests and resort infrastructure susceptible to various disasters, particularly typhoons, and earthquakes. The selection of Tukuran as the study area was based on several factors. Firstly, it held the distinction of being the capital beach or resort in Zamboanga del Sur, with many of its beaches operating for more than three years and thus having encountered diverse risks and disasters. Secondly, Tukuran attracted a substantial number of tourists seeking to experience its unique beaches compared to other destinations in Zamboanga del Sur. Consequently, examining the disaster risk reduction and preparedness among resorts in the area proved crucial, as it served as a factor that visitors should consider before embarking on their trips.

The beach resorts have unique features and attractions. BR1 is a pristine and picturesque paradise nestled along the coastline, The sandy shore stretches as far as the eye-cold sea, with powdery sand that feels soft and warm beneath their feet. The crystal-clear turquoise waters gently lapped against the shoreline, inviting them to take a refreshing dip. BR2 was a unique venue where they could escape from the crowds and immerse themselves in nature's beauty. BR3 was a picturesque coastal destination that offered an ideal setting for beach volleyball enthusiasts. Located along the sun-kissed shoreline, it boasted a long stretch of soft, powder sand that gently sloped into the crystal-clear waters of the ocean. The beach was renowned for its vibrant atmosphere, attracting both locals and tourists who gathered to soak up the sun and partake in thrilling volleyball matches. BR4 was a lively and vibrant destination that catered to those seeking a fun-filled beach experience. The beach exuded a festive atmosphere with its energetic music and a multitude of recreational activities. BR5 offered a unique blend of natural beauty and a lively atmosphere. The beach featured wide sand that gently sloped into the azure waters of the ocean. With its vibrant and energetic ambiance, it was a popular spot for beachgoers. Lastly, BR6 was a hidden gem known for its secluded and tranquil atmosphere. Nestled away from the main resort area, this beach had been surrounded by rocks, allowing visitors to enjoy taking pictures of the area.

2.3 Research Participants

The target participants of the study were the owners and employees of one of the six beach resorts located in Tukuran, Zamboanga del Sur. These participants included lifeguards, caregivers, receptionists, security guards, housekeeping staff, and managers/supervisors. The researchers ensured that the selected individuals were fit and capable of providing answers to the given questions.

The study utilized purposive sampling, a method that allowed the researchers to selectively choose participants who

were expected to provide relevant and valuable data (Kelly, 2010, as cited in Campbell et al., 2020). Gender was not a requirement for participation, as long as the individuals were between 20 and 45 years old, had a minimum of three years of work experience, and were currently employed in one of the resorts in the area. The researchers conducted interviews with two to three respondents from each resort.

2.4 Research Instruments

The main instruments of this study are the researchers guided by different tools, such as an interview guide and checklist. Research questions were made as a guide in formulating the interview.

The interview guide consists of an introductory statement, engaging questions, and central questions divided into three categories; the sub-questions, descriptive, probing, and exit.

The checklist consists of supplies, tools, and kits essential that were utilized in preparation for disasters or any emergencies that happened in beach resorts. It provides a structured approach to planning, organizing, and implementing various tasks and actions necessary to mitigate and respond to potential disasters.

The secondary research instruments are the tools and devices the researchers utilized to gather the data, such as pen/pencil, paper, cellular phone, recording device, et cetera.

Data Gathering procedure

In gathering the data, the researchers began by asking permission from the resort owners- to conduct their study in the said area. Once approval was given and the letter was signed and approved, all the researchers met at Saint Columban College, Pagadian Campus, and traveled to the Municipality of Tukuran, Zamboanga del Sur, where the data-gathering procedure occurred.

Upon arriving, they gradually proceeded to the beach resorts involved in their study. Before data collection, the researchers showed the approved letter signed by the resort owners and introduced themselves to the staff, stating that they were third-year BSHM students from Saint Columban College, Pagadian City, who were conducting a study that was a partial fulfillment of their research course. The researchers then asked for the permission of the qualified participants if they were willing and able to be interviewed for their research. Afterward, the researchers explained their research topic, expounded on the interview procedures, and reassured respondents that all their answers and responses would be kept strictly confidential. Once everything was set, the researchers arranged an appointment for the interview date with the target participants.

On the appointment day, the researchers returned to the resort and prepared to interview staff in a portion of 1:1 = one researcher or interviewer for one interviewee or participant. The interviews could be timelier. These enabled the respondents to take all the time they needed to answer the interview questions accurately and genuinely. The researcher conducted the interviews verbally and noted all the responses on clean paper. After the interviews, the researchers allowed the participants to see the written responses and verify whether they were truthful and accurate. Once accurate and verified, the researchers manually encoded and tabulated all the respondents in Microsoft Word.

Aside from the interviews, the researchers also kept a notebook, which was used to record field notes for the conduct of the site information and data mining.

2.5 Data Analysis

The study utilized Merriam's data analysis. It was analyzed through simultaneous data collection. First was category construction where it utilized categories or themes to organize and analyze data. The second was sorting categories and data where researchers organized and arranged the identified categories and the corresponding data within each category. Lastly, naming the categories where descriptive and meaningful names were utilized for the categories or themes that emerged in the data analysis. The data could be collected and analyzed simultaneously in the field or outside. The primary focus of analyzing the gathered data was to convey a complete comprehension of the case. The data was obtained through interviews conducted, observation of the subject in their natural environment, and examination of relevant documents, which was a beneficial method for the researchers to understand the phenomena (Merriam & Tisdell, 2016).

Ethical considerations

Ethical considerations were essential to follow in the research, as they secured and protected the participants in the study. The researchers ensured that ethical considerations were implemented, including non-maleficence, beneficence, anonymity, confidentiality for personal information, informed consent, and voluntary participation. The researchers did not force respondents who were not willing to be interviewed.

Anonymity. Anonymity refers to protecting the identities of research participants by ensuring that their personal information cannot be linked back to them. Participants were assigned unique identifiers or using code names instead of mentioning the participants' actual names.

Non-maleficence. Researchers ensure to take proactive measures to minimize any potential risks or adverse effects that could arise from the research procedures, interventions, and data collection methods.

Beneficence. Beneficence refers to the duty to promote the well-being and welfare of research participants. It was practiced by maximizing the benefits of the research while minimizing potential risks or harm.

Confidentiality. Confidentiality refers to the protection of sensitive information shared by the participants. It was maintained, ensuring that all data collected from the participants remained confidential. Only authorized individuals had access to such data.

3 RESULTS AND DISCUSSION

This chapter presents the results and discussions on the exploration of disaster risk. The unit of analysis for this study is the Tukuran Beach Resorts. Tukuran, the first coastal municipality situated from Lanao Sur in Illana Bay, had numerous beach resorts. This study aimed to investigate the disaster risk reduction and preparedness of these resorts. Beach resorts offer accommodations, amenities, and recreational activities to tourists and travelers. Due to its proximity to the coastline and its location inside the "Ring of Fire," Tukuran is vulnerable to frequent earthquakes and other disasters. These disasters can pose significant risks to the safety of guests, staff, and the resort infrastructure. Moreover, beach resorts face specific challenges that may endanger the lives of their guests.

The categories that emerged from the study were Different Kinds of Risks in Beach Resorts, Natural Disasters Experienced By Beach Resorts, Preparations Of Risks And Natural Disasters, Challenges Of Risks Management And Preparation For Disaster, And Managing Encountered Challenges of Risks.

3.1 Different Kinds of Risks in Beach Resorts

Risks in beach resorts were the potential hazards or dangers that could impact the safety and well-being of the guests and staff on land and water. These responses were presented to give the readers information and allowed them to understand and identify the common risks that beach resorts were exposed to.

The subcategories that emerged from this category were *Drowning, Presence of Sharp Objects, Risk of Being Hit by Falling Branches or Coconut,* and *Bringing of Deadly Weapons by Guests.*

Drowning. It was considered one of the risks in beach resorts that guests may experience. The following statements provide evidence for this:

> *"I can say that drowning is a risk because people who go past our sea floaters and do things beyond their capacity, like the children. So, if they go beyond our sea floaters, they may be drowned especially if they will not be able to handle the big waves." - P1*

> *"They are a risk ma'am because one of the guests may drown if they are not watched over and don't know how to swim." - P3*

> *"I can say that drowning is a risk because those people still swim even though they are very drunk and their bodies can't handle it anymore. There is a big possibility that the person will drown." - P5*

> *"There is a risk of drowning, ma'am, because there is a possibility that those who swim will experience cramps while they are swimming." - P7*

One of the guests said that drowning was the most dangerous risk since the ocean was big and some parts of it were deep and shallow, which may result to loss of life.

Based on the ocular visit of the researchers, beach resorts had lots of guests because it was summer. Although no signs or accidents happened during observation, the researchers noticed that the staff, particularly the Lifeguards, were prepared for that situation because they had been trained by Water Search and Rescue (WASAR). Drowning involves causes such as cramps, ocean waves, drunkenness, lack of capacity to swim, and parents who did not look after their children, which could have led to death.

Presence of Sharp Objects. Sharp objects can pose risks and potential hazards. These are the evidence in the following statements:

> *"One of the risks is being cut by ocean rocks and broken bottles because some guests drink alcohol due to being overwhelmed; broken bottles cannot be avoided, which may cause injury, especially if it's cleaned properly and thoroughly. Some guests get injured by sharp ocean rocks due to drunkenness. Some also are playing in the water even if there are rocks that are very dangerous."- P1*

> *"Some people get hurt by rocks and broken bottles when they get drunk. After breaking a bottle, they don't put it in the trash and there is a big chance that someone will get hurt because of that." - P3*

"It's also a common occurrence for people who get hurt by sharp stones and glass, ma'am because of those hard-headed children who do not listen to their parents and drinkers who don't dispose their broken bottles properly. One also is our coconut trees because there is a big possibility if we will not take care of it, its fruit will fall especially if there is a strong wind"- P8

"It cannot be avoided, ma'am, that sharp stones are in the sea. In the case of broken bottles, there are guests who drink at the cottage, then the bottles are broken, and some of the glass ends up in the sand, and the guests are not aware." - P10

One of the guests mentioned that one of them encountered a sharp rock when it was low tide, and he was barefoot. Another guest also mentioned that she had seen some broken bottles in the area. However, she acknowledged that it was dangerous as they could potentially have gotten hurt.

Based on the ocular visit of the researchers, the beach resort had a lot of sharp objects that could be seen in the area. Although there were no signs or accidents that happened during the observation, the researchers noticed that the staff was well-prepared with their equipment, such as first aid kits and radios to call the emergency hotline if anything happened to the guests. They were capable of providing help and administering medicine if needed. The sharp objects that could be found in the resorts were ocean rocks and broken glass or bottles caused by drunk guests. The participants believed that these objects were dangerous especially if they were unaware and not cautious of their actions.

Risk of Being Hit by Falling Branches or Coconut. These could pose potential dangers if they were not properly maintained or if guests do not exercise caution around them. The following statements provide evidence for this:

"In regards of the tree, ma'am, there is a possibility that the guest will be hit on the dead branch of the tree where the guest is sitting or standing."- P1

"Even the branches, ma'am, small or big, are still dangerous for the guests. Especially when it gets close to the electrical wires because they can cause a fire, especially if the weather is hot." - P8

One of the guests mentioned that falling branches could pose potential dangers if they were left unmaintained,

especially in the resorts where there are many trees. One of the LGUs corroborated such claims. Fallen branches could possibly hit and hurt, or even kill a person who are just hanging out near the tree.

During the ocular visit, the researchers observed that trees and plants were well-maintained in the vicinity of the resorts. However, they agreed that when all those branches were left unmaintained, it could pose danger. Coconut trees in the vicinity also needed to be maintained, ensuring that coconut fruits were harvested before they could fall off the tree and cause any damage. Additionally, branches of trees may cause fire if they came into contact with electrical wires, particularly during hot weather conditions when they were not properly trimmed.

Bringing Deadly Weapons by Guests. This refers to any object or device that was designed or intended to cause harm or injury to others. The following statements provide evidence for this:

"Aside from that, there are also those who were injured because of the deadly weapons they brought like knives or guns. Like those children who randomly took things from their belongings and use it to play around. There is a big chance that they will get hurt." - P5

"We also understand, ma'am that they bring deadly things to the resort for their protection, but if one of the guests sees it because they don't keep it properly, it can bring fear to others." - P10

One of the guests mentioned that some of the resorts did not conduct thorough security checks on guests or their belongings, which resulted in guests being able to bring prohibited weapons. She witnessed this herself but did not report it due to fear.

According to a police officer, it was stated that "There are guests who bring deadly weapons inside the resort." The researchers observed that only some of the resorts checked the guests' belongings due to privacy concerns. They also noticed the presence of the Philippine National Police (PNP) inside the resort.

It was found that some guests brought deadly weapons to the resort, despite the prohibition on doing so. The stated reason was self-defense or protection.

Understanding and managing risk was essential to the hospitality management program in a beach resort. The safety of guests is a top priority. This included identifying and mitigating risks such as potential hazards in the water, as well

as ensuring that facilities and equipment such as lifeguard stations, life jackets, and rescue boats were in good working order. Secondly, risk management also had to consider the potential for natural disasters such as typhoons or earthquakes. Having a well-rehearsed evacuation plan, emergency supplies, and communication channels in place could help minimize such events' impact on guests and staff. Thirdly, there were financial implications to consider. A negative incident, such as a guest injury or a major natural disaster, could result in significant costs, including repair fees, insurance claims, and compensation for the damage.

By taking a proactive approach to identifying and managing risks, hospitality managers could ensure the safety and well-being of their guests, protect their brand reputation, and minimize the financial impact of any unforeseen events. This analysis highlights the critical role of risk management in providing a safe and enjoyable experience for tourists while safeguarding the industry's sustainability and success.

By addressing guest safety, ensuring operational continuity, promoting environmental sustainability, managing reputation, mitigating financial risks, ensuring compliance, and fostering effective crisis communication, hospitality management programs prepare students to navigate and mitigate risks effectively. By integrating these considerations into their curriculum, these programs can contribute to the long-term success and sustainability of beach resorts.

3.2 Natural Disasters That Hit Beach Resorts

Beach resorts are exposed to a wide range of potential natural disasters due to their location near the coast, which could result in damage to property or, worst, loss of lives. These responses were presented to give the readers information and allow them to understand and identify the natural disasters that beach resorts were exposed to.

The subcategories that emerged from this category were *Typhoons* and *Earthquakes.*

Typhoon. Typhoon is a powerful tropical cyclone that forms over warm ocean waters in the Pacific Ocean. It is characterized by strong winds, heavy rainfall, and storm surges. These are the evidence in the following statements:

"During the Typhoon, ma'am, the wind was powerful, and the waves hit very hard, so the water abnormally rise (high tide flooding), and it reached the cottage." - P1

"What we experienced with the typhoon, ma'am, is that the wind is strong and accompanied by a big wave. The water rises because there's flooding in some

areas of the mountain and it is directed in the sea, and it went to our resort."- P3

"When we had a typhoon, ma'am, the water was high until reached our gate, then the wind also was strong damaged one of our cottages." -P5

"The wind and waves are strong during. We did not allow our guest to swim for their safety." - P10

One of the guests had experienced it while they were swimming, and it started raining. At that time, the waves were not that strong, but suddenly they became stronger. They quickly left the ocean. One of the employees of the Local Disaster Risk Reduction and Management Office (LDRRMO) said that the area experienced heavy rains and strong winds.

Based on the ocular visit of the researchers, the beach resort was in good condition, and the weather was also favorable. The damages caused by the typhoon had already been repaired. During the typhoon, branches of some trees start to fall, it was flooding, and there were dangerous waves.

Earthquake. Earthquake is a natural event that occurs when there is sudden release of energy in the Earth's crust, leading to seismic waves and ground shaking. Experiencing earthquake in a beach resort could be unsettling and dangerous. The following provide evidence for this:

"In the case of the earthquake, it was not that strong, and it only shook a little."- P1

"As for the earthquake that we experienced, it was a little bit stronger because our huts were shaking, but we didn't have any accidents."- P5

"If it's an earthquake, it is just mild; there's no damage to the resort."- P7

"The earthquake here is not strong, so it is not that dangerous. But, on May 14, 2023, it was a strong earthquake; we were scared because we thought something would break, but nothing happened."- P8

"The earthquake was not that strong because even the other guests did not notice it." -P10

One of the guests had experienced a mild earthquake during her stay. The Local Disaster Risk Reduction and Management Office (LDRRMO) supported the claims and confirmed that the area experienced earthquake.

Based on the ocular visit of the researchers, no damage was observed at the beach resort during the mild earthquake.

Disasters in a beach resort had various practical implications for the hospitality management program. Thus, it is essential to have a well-defined emergency response plan that outlined procedures for evacuations, communication, and emergency services. This will help ensure the safety of guests and employees in the event of a disaster. Moreover, disasters could impact the reputation of the beach resort, resulting in decreased bookings and revenue. To mitigate this, the hospitality management program should implement strategies such as highlighting the resort's safety measures in marketing materials. Disasters could affect the physical infrastructure and operations of the resort; therefore, the researchers believed that resorts should implement maintenance and repair schedules, conduct regular safety inspections, and invest in disaster-resistant infrastructure and equipment.

The practical impact of disasters in a beach resort requires the hospitality management program to prioritize safety, adaptability, and proactive planning to ensure the continued success and sustainability of the resort.

3.3 Preparations of Risks and Natural Disasters

The preparations and management of risks and natural disasters in beach resorts are essential to ensure the safety and well-being of guests and staff. This category encompassed the various ways and methods employed by beach resorts to effectively prepare for and manage risks and natural disasters. The presented responses aimed to provide readers with valuable information and a better understanding of how beach resorts undertook measures to handle and mitigate risks and disasters.

The subcategory that emerged from this category were: *Listening to News/Weather Forecast, Closing Resorts Temporarily during Natural Disasters, Providing Life-Saving Equipment and Emergency Hotlines, Ensuring Proper Training for Lifeguards, and Making Security Equipment and Personnel Readily Available.*

Listening to News/ Weather Forecast. One of the methods employed by beach resorts to prepare for incoming disasters is to update weather forecasts to stay informed in advance. The following statements support this:

> *"Before disaster will happen, we will already know in advance - about one day before, through the weather forecast if there is a disaster like a typhoon and how strong it will be"- P2*

> *"And in the event of a disaster, it's also one of the challenges because we have to listen to the weather and get updates about it. Through listening to the news, or PAGASA."- P4*

> *"Before the disaster happened, we knew in advance that it would happen because there was PAGASA. We inform guests using our Facebook page that we will be closed due to the upcoming typhoon."- P9*

One of the beach employees mentioned that he listens to the news weather through the radio and the internet, and then he would inform the owner. Another beach employee also states that listening to news and weather updates is one of the employer's requirements.

Based on the ocular visit of the researchers, the beach resort staff and the owner used radios as a means of communication and to stay updated with the news. One of their preparations for disasters was listening to weather forecasts, commonly through the radio. They use the radio to stay informed since they have poor signal reception.

Closing of Resorts Temporarily during Natural Disasters. This happens in beach resorts due to natural disasters. In the event of a natural disaster or any other significant emergency, beach resorts might need to temporarily close. These were the evidence in the following:

> *" We do not allow the guests to swim and we close the resort if we are informed on an incoming typhoon so that it is safe for them." - P2*

> *"We will close the resort temporarily if there's an incoming typhoon to prevent bad things from happening." - P4*

> *"We will not open the resort if there's an incoming typhoon to avoid tragedies." -P7*

> *"Regarding typhoon, our resort is temporary closed so that no one can enter the resort." - P9*

According to a guest, "The resort was temporarily closed during disasters because he saw their post on their Facebook page." These claims were supported by one of the employees of LGU, who shared that beach resorts had to close whenever there was an incoming disaster.

The researcher observed that they put "temporarily closed" signs at the resort and followed one of the LGU's policies for the guests' safety. Agencies and/or beach resort

owners would announce that they temporarily close the beach resorts.

Providing Life Saving Equipment and Emergency Hotlines. These were the equipment, including medical kits and emergency hotlines, used in beach resorts to ensure the safety of guests and prevent accidents or emergencies in water-related activities. These were evidenced in the following statements:

"Along with the first aid is the life-saving equipment such as jackets, lifebuoys, radios, fire extinguishers, and others"- P2

"We will prepare in advance with the radio, megaphone, life jacket, fire extinguisher, and others even if there's risk or disasters happen or not."- P7

"We already prepared the first aid, ma'am, like bandages, tweezers, dressing, adhesive bandages, antacids, and others to be ready if there's a situation here in the resort, we will be able to treat it quickly when the guest is hurt."- P2

"The first one is, if there's a guest who needs first aid, it should be performed quickly so that infection will be prevented."- P9

"One of the preparations also that we did is the emergency hotlines such as PNP, RHU, TOURISM, PCG, and LDRRMO that we can contact through phone but radio is what we usually use since the signal here is weak. "- P4

One of the guests mentioned that he had seen a stack of life jackets and lifebuoys near the store; he was even initially confused if they were for rent. One of the DRRMO employees corroborated the participants' claims, expressing confidence that the resorts complied storing life-saving equipment such as life jackets, radios, lifebuoys, megaphones, etc. He mentioned that they conduct monthly inspections, and the resorts had never failed.

Another guest corroborated the claims of the participants. When asked about the provision of medical kits or first-aid aids, the guest answered that on that very same day, they did not see any emergencies or incidents that could have required the staff to use their medical kits. The guest then mentioned that during a previous visit to the same resort, there was an incident when a kid accidentally stepped on a broken glass, and it was evident that the cut was slightly deep due to the presence of a lot of blood. Fortunately, a staff member was

present and immediately fetched clean water and a bag full of gauze, bandages, betadine, and other first-aid materials.

Another guest mentioned that they had an emergency hotline posted inside the resort. One of the LGU staff members stated that every resort provided an emergency hotline, which was required to be posted within the premises.

During the ocular visit, it was shown that the resorts not only complied with the requirement of having life-saving equipment but also took it seriously by ensuring the availability and proper storage of medical kits. The beach resorts also displayed emergency hotlines, reinforcing their commitment to guest safety and their readiness to address potential emergencies.

The availability of life-saving equipment is vital for the preparation and management of risks. A well-stocked medicine kit is also an essential item due to the potential accidents or health-related issues that may arise. It allowed for immediate response and treatment of minor injuries or discomfort. Similarly, accessible emergency hotlines demonstrated the resort's commitment to addressing potential risks and responding promptly to emergencies, enhancing the participants' and guests' sense of security. By prioritizing such, the beach resort established a comprehensive risk management strategy and created a positive reputation.

Ensuring Proper Training for Lifeguards. The fourth subcategory is a vital component of beach resorts to ensure the safety of guests in and around the water. These were the evidence in the following statements:

"Our four lifeguards here in the resort are trained well from WASAR Water Search and Rescue) and they were taught about basic life support, standard first aid, rescue techniques, and many more."- P2

"We have four trained lifeguards from WASAR, and our life-saving equipment such as life jacket, lifebuoy, megaphone, radio, and others were ready to use if there's an incoming disaster."- P6

"We have 2 lifeguards trained from WASAR standby daily who underwent training on saving a person without letting it out of your sight and first aid as well. During weekends, we add 2 lifeguards to make sure the safety of our guests." - P9

"We have three lifeguards here, trained from WASAR, including standard first aid, rescuing, and many other pieces of training that we performed. We also have

a shifting schedule- two lifeguards in the morning and one at night." - P10

One of the guests mentioned that the lifeguards at the resort were knowledgeable, calm, and well-trained. They commended the lifeguards for their ability to save guests calmly and their proficiency in following the step-by-step process of rescuing a guest. A coast guard shared that the lifeguards underwent training and are required to present their certificate of completion before working at a particular resort.

The researcher observed that every resort displayed its certificate of completion, indicating that the lifeguards had undergone relevant training. Some lifeguards were seen patrolling the area to ensure the well-being of the guests.

The lifeguards had completed a four-day training on Water Safety, Rescue, and Survival Techniques Training conducted by the Coast Guard Special Operations Force from 12-16 November 2022, as evidenced by their certificate of completion. It is a requirement to be hired at a beach resort. They are also required to show their certificate of authenticity. Beach resorts needs at least two lifeguards on duty.

Making Security Equipment and Personnel Readily Available. It is an essential component of maintaining a secure environment in a beach resort. These were the evidenced in the following statements:

"We have CCTV in the resort area for security so that the guest feel secured here at our resort." - P4

"We have CCTV here ma'am that will be monitored for 24 hours. We have CCTV installed at the entrance gate, room area, cottage area so that we can monitor our guests' security. Police roams around the area especially if we have lots of guests. There's a curfew at 10:00 A.M, no one is allowed to swim and we always check if there are guests who fails to follow our policy. If they stay overnight here, gates will be closed so no other people can get inside and guest will not go out to ensure their safety. " - P6

"During 8:00 PM, no one is allowed to go out because 9:00 PM is our curfew. In the case of our wirings, we have our electrician. We also have contact of the police if bad things happen in the resort. We check the belongings of our guests and we encourage them to surrender deadly weapons and claim it once they leave the resort." - P7

" We also put lights near the ocean so that we will be able to see those people who swim at night." - P10

These claims by the participants were supported by a guest who shared that the resort had safety and security measures in place. For those who stayed overnight, there was a curfew rule, and police officers were observed patrolling every resort. According to the police, they conducted patrols around the area day and night.

The researcher observed that every resort had safety and security equipment and personnel, including the implementation of curfew rules for guests and the closure of gates during nighttime to prevent unauthorized entry.

Based on the data presented, it was noteworthy that most resorts utilized CCTV cameras for monitoring purposes. Resorts were also proactive in ensuring guest safety by implementing a policy requiring guests to leave their weapons with the caretaker, which could be claimed upon departure. Additionally, resorts had separate curfews for guest entry and exit as well as for swimming.

In the context of exploring disaster risk reduction and preparedness among resorts in coastal areas, the Disaster Management Cycle could be applied to assess the level of readiness of these resorts for potential disasters. Specifically, the preparedness phase of the cycle focused on activities that could be undertaken before a disaster to reduce its impacts, such as developing emergency plans, conducting drills and exercises, and ensuring the availability of necessary resources and equipment. In the Disaster Management Cycle of 2018, researchers could examine the preparedness phase among resorts in coastal areas to identify strengths and weaknesses in their disaster risk reduction plans and practices. This can develop recommendations for improving preparedness and reducing the impact of disasters on these resorts and their surrounding communities. Overall, the theory provided a valuable theoretical approach to understanding and managing the risks associated with disasters, including those that could affect resorts in coastal areas.

The preparations for risks and disasters in a beach resort emphasized the importance of comprehensive risk assessment and management strategies, ensuring that potential hazards and vulnerabilities were identified and addressed in advance. Additionally, the focus on risk preparations enhanced students' understanding of business continuity and resilience, enabling them to develop strategies that minimized the impact of disruptions on the resort's operations and reputation. Ultimately, these practical implications equipped students with the ability to manage risks and disasters proactively, fostering a culture of preparedness and ensuring the long-term success and sustainability of beach resorts.

3.4 Challenges of Risks Management and Preparation for Disaster

Beach resort owners and employees experienced various challenges concerning risk management and disaster preparation. These responses were presented to provide readers with information and enable them to understand the difficulties encountered by beach resorts in terms of risk management and disaster preparation.

The subcategory that emerged from this category were *Difficulty in Making the Resorts Free from Risks, Problems with Cleanliness, Difficulty in Handling Noncompliant Guests,* and *Parents' Lack of Supervision of their Children.*

Difficulty in Making the Resort Free from Risks. Owners and employees experienced hardships in ensuring the safety and security of their guests, especially during summer or peak season. These were evidenced by the following:

> *"The challenge that I encountered is the branches of trees that are close to the wires because we cannot trim or cut it for we might be electrified."- P2*

> *"Deadly weapons, since we must always check their belongings when they enter the resort to secure that they are not bringing any deadly weapons." - P5*

> *"My challenge ma'am about risk and disaster is the drunk guest because there are some who gone wild and insists going to the sea albeit the danger. " - P10*

One of the guests stated that in terms of safety and security, her only concern was when other guests got drunk and had fights. She mentioned that it hadn't happened during her stay, but she acknowledged the possibility because of the high prevalence of drinking among the guests. The on-duty PNP officer mentioned actual incidents where people, particularly teenagers, engaged in fights, and some even carried dangerous weapons. However, the officer reassured that they were vigilant and available 24/7 to respond.

During the day of the ocular inspection, the researchers did not see any PNP officers patrolling the area. However, they observed the resort personnel constantly checking on the guests. The researchers assumed that if any untoward incidents occurred, the resort staff could promptly communicate with the authorities using their radios.

The resort staff encountered natural disasters and incidents involving uncontrollable drunk guests and guests carrying dangerous weapons. It was not always possible for the resort staff to have complete control and monitoring over these circumstances. However, the presence of nearby police officers proved to be helpful in addressing these situations.

Problems with Cleanliness. Maintaining cleanliness in a beach resort could present several challenges due to unique factors such as broken glass and falling leaves from trees. These challenges were supported by the following:

> *"Cleaning broken bottles, because we need to clean it properly because sometimes, there are also some glasses covered by the sand." - P4*

> *"Lots of falling leaves from the tree that can cause the resort to be untidy." - P9*

One of the guests mentioned that the reason why they chose to stay in that resort was due to its cleanliness compared to others that were untidy. Although the resort sometimes gets dirty, primarily due to food brought by guests, the staff promptly cleans it up.

The LGU of Tukuran affirmed that all resorts in their municipality are aware of the garbage disposal regulations. The representative mentioned that visitors usually witness resort staff sweeping leaves, picking up sticks and plastics. However, it becomes challenging to maintain cleanliness during typhoons or bad weather conditions.

During the ocular visit, the researchers noticed that the area was clean and appealing. They observed a few trash cans and sacks distributed in the resort vicinity for garbage disposal. Although they did not witness firsthand how trash was disposed of or segregated, the resort staff responsible for maintenance assured them that they were compliant with garbage segregation and disposal. It was also mentioned that preserving cleanliness of the resort posed a challenge.

Cleanliness was sometimes difficult to sustain. However, with consistency and cooperation, it is achievable.

Difficulty in Handling Noncompliant Guests. This referred to the behavior of guests who disregarded or ignored the established rules and guidelines set by the resort. The following statements provide evidence for this subcategory:

> *"Guests who do not follow our policy is a challenge. We need to explain clearly regarding the dos and don'ts in the resort, making them understand that their children are also their responsibility."- P5*

> *"The challenge that we experienced are those guests who go beyond to our sea floaters." - P7*

A guest shared that he had seen a guest swimming beyond the ideal floaters. However, fortunately, there was a lifeguard who called his attention to go back to the shallow part of the water to avoid danger.

According to a lifeguard, "We could not avoid those guests who violated their policy, especially if it was low tide."

The researcher observed that there were guests who did not follow the policies of the resort and some parents or guardians who did not look after their children. Some were in the cottage and monitored their children by just looking at them and not accompanying them in the water. When guests refused to follow the rules and regulations, it usually caused accidents, and the resort management was usually the one to blame.

Parent's Lack of Supervision to Their Children. Failure of parents or guardians to adequately supervise and monitor their children's activities and behavior while at the resort. The following statements provided evidence for this:

"Another is those irresponsible parents who do not watch over their children especially if they are being entertained by other stuff. Kids are challenging to guard since they easily went out of our sight." - P5

"Parents who do not properly watch or leave their children alone in the ocean maybe since they are busy talking in their cottage." - P7

"Parents who left their children alone because they are busy taking pictures." - P10

One of the guests mentioned that he had noticed lots of children playing in the water without any adults with them, which was quite dangerous. The owner shared that they had noticed that some parents did not accompany their children whenever they wanted to go swimming. That is why they kept reminding them to look after their children to avoid accidents.

The researchers observed that most of the adults were busy preparing their food in the cottage while the children were playing alone without any parents with them.

Planning and mitigating the effects of disasters, responding during and shortly after a disaster, and recovering from the impact of a disaster were all stages of the disaster management cycle.

A disaster would result in a more significant loss of life and property if a hazard—such as a flood, earthquake, or cyclone—that was a triggering event were combined with increased vulnerability (lack of resources, aged and sick people, lack of awareness, etc.).

The challenges encountered by a beach resort had practical implications for a hospitality management program. Firstly, these challenges provided valuable real-life case studies for students to analyze and understand the complexities of managing a resort. Students could learn about the intricacies of maintaining and operating a beach resort, including issues related to guest satisfaction, service quality, and efficient resource management. Secondly, the challenges faced by a beach resort could serve as a basis for developing problem-solving skills and critical thinking abilities among students. By analyzing the challenges and proposing solutions, students could enhance their decision-making capabilities, learn to think on their feet, and develop innovative approaches to address similar issues in the future. Lastly, studying the challenges a beach resort faces could help students develop a deeper understanding of the hospitality industry as a whole, including the specific considerations and strategies required for managing resorts in beach destinations. This knowledge will equip students with industry-specific expertise, preparing them for successful careers in hospitality management, particularly in beach resort management roles.

3.5 Managing Encountered Challenges of Risk

Managing encountered challenges in a beach resort involved effectively addressing and overcoming various obstacles to ensure the smooth operation and safety of the resort. These responses were presented to provide readers with information and enable them to understand how beach resorts managed those challenges related to risk management and disaster preparation.

The subcategory that emerged from this category was *Asking for Assistance from Other Organizations/Agencies, Calling Experts/Professionals, Giving Warnings/Reminders on Resort Policies, and Ensuring the Cleanliness* and *Safety of the Resort.*

Asking for Assistance from Other Organizations/Agencies. Beach resorts could benefit from seeking assistance and collaboration with other organizations and agencies to enhance their operations, safety measures, and overall guest experience. The following provide evidence for this:

"We manage the encountered challenges through our coastguard ang LGU (Local Government Unit) who monitor us quarterly if we have complete equipment just like first aid kit, radio, megaphone, lifebuoy, whistle, and many more." - P2

"We have PNP who is willing to help for instance there's trouble in the resort. In addition, we have hotlines of PNP, BFP, LDRRMO, RHU that we posted and we will contact them through radio." - P5

"If there's an emergency, we can quickly contact the agency such as LDRRMO, PCG, BFP, RHU, TOURISM, and others." - P7

One of the officers from the Local Government Unit (LGU) corroborated the claims of the participants. The researchers who conducted interviews stated that the resort staff and personnel maintained constant communication with the LGU, as there were several concerns and incidents in which the LGU needed to be involved. In addition to emergency concerns, the LGU emphasized the importance of communication between them and the resort to ensure better guest service. One of the coastguards interviewed by the researchers expressed satisfaction with the resort staff's cooperation during inspections.

During the ocular visit, no incidents occurred that required coordination between the resort staff and the LGU or coastguard. However, the researchers observed that the claims made by the resort were supported by the LGU and the coastguard themselves. Each resort managed its challenges by ensuring that it had the necessary equipment, such as first aid kits, radios, megaphones, life jackets, whistles, and more, as checked by the LGUs and coast guard. The Philippine National Police (PNP), Bureau of Fire Protection (BFP), Local Disaster Risk Reduction and Management Office (LDRRMO), and Rural Health Unit (RHU) were also ready to assist their respective hotlines.

Calling Experts/Professionals. The second subcategory that emerged was calling the experts or professionals. This practice is essential for addressing specific needs, resolving issues, and providing specialized services. The following statements provide evidence for this:

"In managing the challenges that we encounter, ma'am, we have an electrician who checks the wirings of the resort, and we will call an arborist that will trim the trees in order to maintain the Cleanliness and safeness as well." - P2

"We will contact an arborist in managing the trees in which they trim it when there is a dead branch." - P8

"Including the trees, we managed its dead branches by calling an arborist because it

I dangerous for the guests who stays near the trees." -P10

One of the guests corroborated the claims of the participants. The researchers asked the guest if he had seen experts or professionals working in the resort vicinity that day, like electricians, carpenters, and such; he answered that he honestly had no idea or he hadn't just noticed because he was busy grilling their food. He's only seen the caretaker sweeping dried leaves. One of the LGUs corroborated the claims of the participants. When the researchers asked the member of the LGU regarding the electrical/professional works on the beach, he mentioned that they have noticed severe instances where licensed electricians, arborists, and professional carpenters usually do the job for the resort owners.

When the researchers conducted their ocular visit, they were not able to meet any experts or professionals, but all the trees were already trimmed. They also observed some carpenters who constructed some parts of the resort.

The resort takes measures to manage and maintain the cleanliness and safety of its trees. To achieve this, they contact an arborist to trim the trees regularly. This helps to ensure that the trees are in good condition and do not pose any risks to guests or the property. Additionally, the resort also contacts an electrician to ensure the safety of electrical wires near the trees. This proactive approach helps to prevent any potential hazards or accidents related to the electrical infrastructure. By engaging professionals in these specific areas, the resort demonstrates its commitment to maintaining a clean and safe environment for its guests and staff.

Giving Warning/Reminders on Resort Policies. The third subcategory that emerged was giving warnings/reminders about the resort policies. This practice played a crucial role in ensuring the safety of guests, setting expectations, and maintaining a pleasant environment within the resort. The following statements provide evidence of how beach resorts communicated these warnings or reminders:

"Prohibiting the guest or children to go beyond our sea floaters by our lifeguard. If they will go beyond, we will quickly call their attention through megaphone. " - P2

"What we can only do ma'am is to always remind those guests and if they still do not follow our policy especially those children, we will call the attention of their parents and tell them that they should be always with their children when they go for a swim because it is also their responsibility." – P5

"We remind the guest about the dos and don'ts of the resort to avoid any accidents. Just like the first sea floaters that we put in the water, the children should not go beyond because once they passed the line, we will call their attention to prevent them from drowning. It is hard but the parents or guardians must cooperate." - P8

One of the guests corroborated the claims of the participants. The guest that the researchers interviewed stated that she had noticed lifeguards consistently whistling at the swimmers, especially those who were swimming near or past the lifebuoy. She also mentioned that she had heard megaphone announcements reminding parents to look after their children. According to the storekeeper in the resort, she usually saw the lifeguards roving, especially during high tide, and mentioned that the radio, whistles, and megaphones were well utilized.

The researchers attested that there was indeed a lifeguard on duty in every resort they visited during their ocular visit. They were usually seen on their posts or in vacant cottages. Reminding the guests about the resort's policy was a challenge for them, especially when there were many guests and children. It was a challenge because there were guests who disobeyed the policy, mostly children who went beyond the sea floaters, which indicated that guests should not swim outside the designated area as it was dangerous.

Ensuring the Cleanliness and Safety of the Resort. The fourth subcategory that emerged was ensuring the cleanliness and safety of the resort. This was crucial to provide guests with a safe, comfortable, and hygienic environment. The following statements provide evidence of how beach resorts addressed this subcategory:

"We clean the resort when there is no guest or after the after to make the resort clean. Through this, we can prevent accidents. Additionally, we always check if the garbages are separated." - P4

"No matter how much dirt or garbages comes ma'am, we will ensure that we clean it thoroughly so that the guest will encourage to go back to our resort." - P7

"We managed it through keeping and cleaning the bottles every morning or whenever we see that there is a bottle scattering in the sand. If it is a broken bottle we need to throw it away so that it will not be covered by the sand because there is a tendency that someone might step on it and can cause injury." – P10

One of the guests corroborated the claims of the participants, stating that the resort was clean during their stay. She mentioned that the resort staff began cleaning at 6 a.m., ensuring a tidy environment. Additionally, one of the beach employees confirmed the claims, mentioning that they clean the area either in the early morning or afternoon. They emphasized the prompt cleaning of cottages after guests check out.

During the researchers' ocular visit, they observed that the beach resort maintained cleanliness as a priority for the safety of its guests. The staff was seen collecting plastic, bottles, leaves, and other debris to keep the premises clean and hazard-free.

To document this, the researchers took a photo of the resort early in the morning, capturing the clean and well-maintained environment for documentation purposes.

The caretakers of the resort follow a routine of cleaning before and after their operation to ensure a clean environment. They also prioritize the separation of garbage to ensure the safety of both staff and guests.

Disaster risk reduction was closely tied to effective risk management, which encompassed disaster preparation, response, and recovery. By implementing appropriate risk management practices, hotels could enhance their preparedness for disasters, mitigate potential risks, and provide support to society during times of disaster (Bozovic et al., 2022).

Orcullo (2020), in her study, mentioned that beach operators/management and personnel should attend more trainings and seminars related to disaster preparedness and management, impose strict laws and rules about safety at the beach, install billboards as signage containing information about safety at sea, important locations and shelters, construct and maintain beach infrastructure according to building code and other policies for beach resorts to withstand calamities and disasters. It is also mentioned that developing collaborative relationship between the Local Government Units (LGUs), law enforcement, service providers, and telephone companies should be established

Overall, these theories emphasize the significance of proactive risk management and preparedness in the hotel industry. By implementing appropriate strategies and measures, hotels can minimize the adverse effects of disasters, protect their assets and guests, and contribute to the overall resilience of society in the face of calamities.

Managing the challenges encountered by a beach resort had significant practical implications for a hospitality management program. Firstly, it provided real-life case studies and examples that could be incorporated into the

curriculum. Students were able to analyze the resort's challenges and apply their knowledge of operations management, customer service, and marketing to develop effective solutions. This hands-on experience enhanced their problem-solving skills and prepared them for the dynamic and ever-changing hospitality industry. Secondly, studying these challenges enabled students to understand the complexity of managing a beach resort and the interplay between various departments, such as housekeeping, food and beverage, and the front office. They learned about the importance of effective communication, teamwork, and coordination to ensure a seamless guest experience. Lastly, analyzing the challenges faced by the resort encouraged students to think critically and creatively, fostering innovation and adaptability. They could explore new strategies, technologies, and trends in the industry to overcome obstacles and enhance the resort's competitiveness. Ultimately, managing the encountered challenges at a beach resort provided practical insights and skills that prepared hospitality management students for successful careers in the field.

4 CONCLUSION

Beach resorts played a crucial role in disaster risk reduction and preparedness to ensure the safety and well-being of their guests and staff. They implemented comprehensive strategies and protocols to minimize the impact of potential disasters and effectively respond to emergencies. This included conducting risk assessments, developing emergency response plans, providing staff training and preparedness, establishing communication and early warning systems, and engaging with the community. It is important to note that specific strategies and approaches may have varied among different beach resorts. Therefore, guests were advised to familiarize themselves with the disaster risk reduction and preparedness measures implemented by their chosen resort before their visit.

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