



**LEVEL OF PREPAREDNESS OF THE SELECTED BEACH RESORTS
IN NASUGBU, BATANGAS**

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ABSTRACT

This study investigated the relationship between preparedness strategies and the operational impact of storms and typhoons among selected beach resorts in Nasugbu, Batangas. Since the municipality is much known for its coastal resorts that frequently experience strong storms and typhoons, which often disrupt hospitality management industries' operations. However, the extent to which preparedness measures influence the level of operational disruption has not been clearly determined. This study aimed to assess the resorts' level of preparedness, identify the operational impacts experienced during storms and typhoons, determine the relationship between the two variables, and develop a Risk-Preparedness Manual tailored for coastal resorts in the area.

The results revealed that most resorts in Nasugbu were generally prepared for storms and typhoons, with higher mean scores in staff training and communication systems. Findings showed a negative correlation between preparedness and operational impact, indicating that resorts with higher levels of preparedness experienced fewer beach resorts disruptions. Contingency planning, communication, and staff readiness had the strongest influence in the preparedness strategies, in terms of reducing financial losses, maintaining service continuity, and ensuring guest safety. However, the study found out that the correlation between the

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preparedness and infrastructure or property damage was weaker, suggesting that infrastructures' durability and stability depends more on its engineering and location factors rather than on managerial practices. The study concluded that preparedness has a significant impact in enhancing the operational resilience of beach resorts.

Keywords: *Emergency planning, Staff training and awareness, Safety equipment and facilities, Communication systems, Evacuation and contingency plans, Financial performance, Service continuity, Guest safety and satisfaction, and Infrastructure and property damage*



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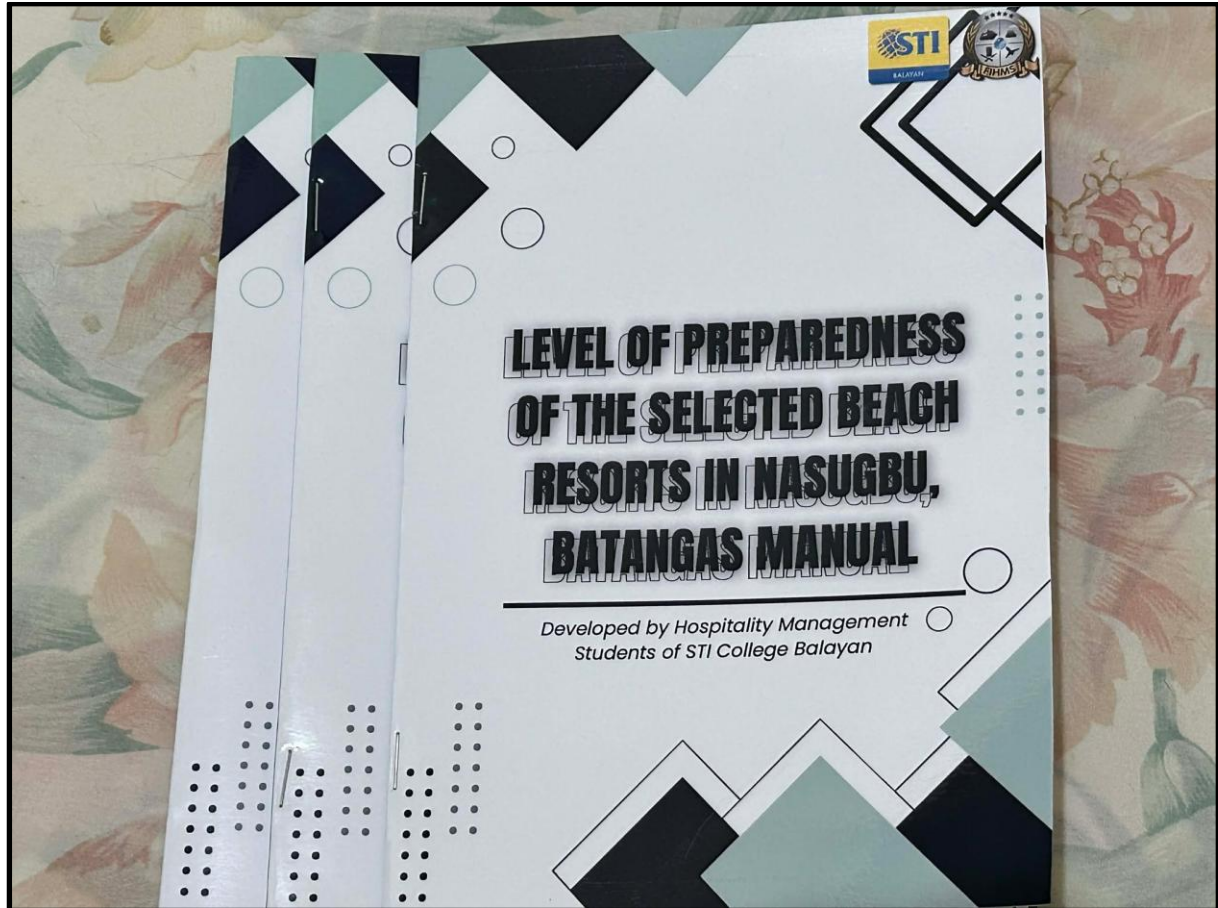
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RISK-PREPAREDNESS MANUAL



This manual was developed based on the findings of the study on the level of preparedness of selected beach resorts in Nasugbu, Batangas. It serves as a practical guide that presents clear procedures and recommendations to help resort management and staff prepare for, respond to, and recover from storms and typhoons. By promoting safety, strengthening operational readiness, and minimizing disruptions, the manual aims to support more effective disaster management and enhance the resilience of beach resort operations.

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