

Feasibility study- beach resort essay



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A resort is a place used for relaxation or recreation, attracting visitors for vacations and/or tourism. Resorts are places, towns or sometimes commercial establishment operated by a single company. Towns which are resorts — or where tourism or vacationing is a major part of the local activity. Beach resort is one of the beautiful sceneries that tourist love to visit. Different types of resorts are now existing in the Philippines. Many tourists coming from other places loved to visit for the reason of family bonding, friends ' outing and many more.

Some also spend their special occasions in a beach resort like weddings, birthdays, christening and etc. Since our country is most visited by tourists, the present opportunities for resort business are always open. One excellent business venture nowadays is beach resort. Beach resort has certain competitive advantages for the reason that it offers many services. For instance, one does have to invest time, money, and effort. With this idea, people who are into resorts related business made their best to provide quality services to the people who wants to be accommodated and feel relaxed.

In Zamboanga del Sur particularly in the town of Pitogo, is an up-and-coming beach resort business that will provide good accommodation, perfect ambiance of the surroundings as well as the facilities and amenities of the resort. The researchers would like to determine the feasibility of the desired business in the Municipality of Pitogo, Zamboanga del Sur as to give the proponent reliable data regarding the business. Review of the Related Literature A resort is a full-service lodging facility that provides access to or

offers a range of amenities and recreation facilities to emphasize a leisure experience.

Resorts serve as the primary provider of the guests' experience, often provide services for business or meetings, and are characteristically located in vacation-oriented settings. The main tourist destination here in the Philippines is the resort specifically beach resort because this is their primary focus. A seaside resort is a resort town or resort hotel, located on the coast. Where a beach is the primary focus for tourists, it may be called a beach resort. The coast has always been a recreational environment, although until the mid-nineteenth century, such recreation was a luxury only for the wealthy.

Even in Roman times, the town of Baiae, by the Tyrrhenian Sea in Italy, was a resort for those who were sufficiently prosperous. In 1793, Heiligendamm in Mecklenburg, Germany was founded as the first seaside resort of the European continent, that successfully attracted Europe's aristocracy to the Baltic Sea. During the early nineteenth century, the Prince Regent popularized Brighton, on the south coast of England, as a fashionable alternative to the wealthy spa such as Cheltenham.

Later, Queen Victoria's long-standing patronage of the Isle of Wight and Ramsgate in Kent ensured the seaside residence was a highly fashionable possession for those wealthy enough to afford more than one home.

Nowadays, many beach resorts are available as far afield as Goa in India. It was in the mid-nineteenth century that it became popular for people from less privileged classes to take holidays at seaside resorts. Improvements in

transport brought about by the industrial revolution enabled people to take vacations away from home, and led to the growth of coastal towns as seaside resorts.

Recreational fishing and leisure boat pursuits can be big business these days, and traditional fishing villages are often well positioned to take advantage of this. For example, Destin on the coast of Florida, has evolved from an artisanal fishing village into a seaside resort dedicated to tourism with a large fishing fleet of recreational charter boats. The tourist appeal of fishing villages has become so big that the Korean government is purpose-building 48 fishing villages for their tourist drawing power.