

CORPORATE SOCIAL RESPONSIBILITY OF TWO RESORTS IN RIZAL PROVINCE¹

By Pompeyo C. Adamos II

INTRODUCTION

The trend of globalization and Corporate Social Responsibility² includes the Philippines especially its resort industry. With the Philippines having more than 7100 islands, many resorts have grown into tourism spots all over the country. Companies which own these resorts earn more from both foreigner and local tourists during the peak seasons, i.e. the months of April to June and December to January. These companies have benefited from these scenic sites and natural resources of the country. The question now is what do they do to give back to society? In what ways does the community benefit from the existence of the resort facilities in the area? Since the researchers are residing in Rizal province, the researchers would like to focus on the tourism companies in Rizal and their Corporate Social Responsibility as seen in their CSR programs and activities.

Rizal province or Region 4-A is composed of a land area of 308, 122 hectares and a population of 1.7 million (NSO 2000). The province has no official capital but at present the provincial capitol is located at its lone city of Antipolo. It is composed of Antipolo City and thirteen (13) municipalities: Angono, Baras, Binangonan, Cainta, Cardona, Jalajala, Morong, Pililla, Rodriguez (formerly Montalban), San Mateo, Tanay, Taytay, and Teresa. Politically, the province is divided into two congressional districts: 1st district (Antipolo, Angono, Binangonan, Cainta, and Taytay) and 2nd district (Baras, Cardona, Morong, Jalajala, Pililla, Rodriguez, San Mateo, Tanay, and Teresa).

In an interview (2 May 2011) with Ms. Jenny Sumulong-Ledonio, officer-in-charge of the Rizal Provincial Tourism Department, she rated the ten most popular resorts in the province as the following: 1) Thunderbird Resorts Rizal Branch (Angono); 2) Meralco Management and Leadership Development Center (Antipolo); 3) Villa Cristina (Antipolo); 4) Club Manila East (Taytay); 5) Las Brisas Resorts (Antipolo); 6) Loreland Farm Resorts (Antipolo); 7) Gems (Antipolo) and Pranjetto (Tanay); 8) Callospa and Resort (Antipolo); 9) Bosay Resort (Antipolo); and 10) Kuhala Bay (Cardona). Out of these top ten resorts in Rizal, the researchers attempted to particularly examine the two resorts located in the city of Antipolo, namely, the Las Brisas Resorts Corporation, and the Loreland Farm Resorts.

This study argues that the observation in the 2007 Philippine CSR report that Filipino executives are aware of CSR could be true even in tourism companies in Rizal. However, there could be differences as to how they implement CSR in their own companies.