

ERLINDA'S INLAND RESORT

A Feasibility Paper presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University-Molo, Inc.
Iloilo City
In Fulfillment
of the Requirements in T106
(Tourism Planning and Developing)

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Executive Summary

Erlinda's Inland Resort is a resort located in Barangay Signe, Igaras Iloilo Since 2011, presently owned and being managed by Ms. Maria Erlinda Esteba. The resort offers a pleasure and enjoyment where tourists can seize its natural and eco-friendly ambiance afar from the hustle and bustle city life. Currently, tourism establishments in the city of Iloilo are growing in numbers, as well as, Inland resort in nearby municipalities are sprouting to provide relaxation and pleasure for guests who would like to escape the hectic city life. In cooperation with Ms. Maria Elinda Esteba, the project development of Erlinda's Inland Resort is the second phase development to the existing resort. The project is all about the development of Erlinda's Inland Resort's recreational activities, facilities and amenities to attract more tourists as well as to determine the feasibility improvements in terms of marketing, technical, financial and organizational aspects. The construction and development will cost twenty million eighty-six thousand one hundred fifty pesos and fifty-four centavos (Php20,086,150.54).

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The development includes the construction of the following structures: (1)

Entrance/Gate (2) Guard House (3) Reception Area/Souvenir Shop (4) Function Hall (5) Comfort Rooms (6) Shower Rooms (7) Life Guard Post (8) Swimming Pool (10) Mini Playground (11) Landscape (12) Open Cottages (13) Overnight Rooms (14) Power House/Generator.

The payback period will be more or less three years of operations from the resort's reopening, hence, the proponents of this study highly recommend this as a reference in developing Erlinda's Inland Resort. The proposed enhancements and developments of Erlinda's Inland Resort are favorable feasible in marketing, financial, technological and organizational aspects, consequently, the proponents recommend this to the investors. Those who will invest on this development will surely enjoy the fruits of their investments once the payback period enters the picture.