

ASSESSMENT ON THE UNDERUTILIZED FACILITIES OF BOSSING FARM: BASIS FOR IMPROVEMENT PLAN

ABSTRACT

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This study aimed to assess the challenges, opportunities, and strategies related to the utilization of facilities at Bossing Farm, serving as the foundation for a proposed improvement plan. The evaluation will encompass all existing facilities within the farm, located in Mt. Balagbag, Rodriguez, Rizal. The study sought to identify underutilized areas and determine the underlying factors contributing to their inefficiency. The research will be conducted over one year, spanning from 2024 to 2025. This study adopted a quantitative approach using a descriptive research design to collect numerical data and provide a detailed evaluation of the underutilized facilities at Bossing Farm. The researcher employed purposive sampling—a non-probability sampling technique—where respondents were deliberately selected based on specific criteria and the researcher's judgment to ensure relevance and accuracy in addressing the study's objectives. The assessment of Bossing Farm's underutilized facilities underscores considerable potential for development and optimization. The analysis reveals that key amenities—such as cottages and service areas—are not being fully used, which diminishes their ability to contribute to the farm's overall functionality and attractiveness. By identifying the factors contributing to this underutilization, the study provides a foundation for targeted improvements that can enhance visitor satisfaction, boost operational performance, and support the long-term sustainability of the farm as a recreational and eco-tourism destination. The challenges identified—including limited marketing efforts, outdated amenities, and persistent maintenance concerns—underscore the need for a well-structured enhancement plan. It is recommended that Bossing Farm implement a comprehensive facility upgrade, prioritizing the modernization of amenities, the renovation and functional improvement of cottages, and the expansion and organization of parking spaces to accommodate more guests. These initiatives will not only boost guest satisfaction but also improve overall operational efficiency and increase the farm's appeal as a tourist destination.

RECOMMENDED CITATION

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