

## **ABSTRACT**

This study was conducted to determine the challenges and coping strategies of beach resort owners during COVID 19 pandemic in the Municipality of Pilar. The aim and key specific objectives of this study were: 1. To find out the socio-demographic profile of the respondents in terms of age, gender, civil status, and educational attainment and monthly income, 2. To determine the challenges of beach resort owners during COVID 19 pandemic in the municipality of Pilar, and 3. To determine the coping strategies of beach resort owners during COVID 19 pandemic in the municipality of Pilar. The respondents of the study were 30 selected resort owners in the Municipality of Pilar selected using Universal sampling technique. The questionnaire was the instrument used in gathering data from the respondents composed of two parts. Part one (1) focused on the information of the socio-demographic profile of the respondents while Part two (2) dealt with challenges and coping strategies of the respondents during COVID 19 pandemic. Frequency, percentage and mean were the statistical tools used in analyzing data from the respondents.

Results revealed that most of the resort and beach owners in the municipality of Pilar were female, married, aging 47-57 years old, college graduates and with a monthly income of Php 10,000 and below.

The data also revealed that the respondents agreed with the statements on the challenges encountered by resort owners during COVID19 pandemic.

Respondents also agreed on the coping strategies of beach resort owners during COVID 19 pandemic.