De La Salle University - Dasmariñas

"TOURISM PRODUCTS OF PAGSANJAN, LAGUNA, AS PERCEIVED BY THE TOURISTS"

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TABLE OF CONTENTS

		PAGE
Title page		**i**
Approval Sheet		**ii**
Panel of Examiners		**iii**
Certification of Grammarian		**iv**
Acknowledgment		**v**
Dedication		**vii**
Table of Contents		**viii**
Abstract		**xiii**
Chapter 1	**THE PROBLEM AND ITS BACKGROUND**	**1**
	Introduction	1
	Background of the Study	5
	Statement of the Problem	7
	Hypothesis	8
	Significance of the Study	8
	Scope and Limitations of the Study	9
	Definition of terms	10

Chapter 2 REVIEW OF REATED LITERATURE 14

Conceptual Literature 14

Syntheses 29

Research Literature 31

Syntheses 38

Conceptual Framework 39

Conceptual Paradigm 41

Chapter 3 METHODOLOGY 42

Research Design 42

Participants of the Study 43

Instrumentation 45

Data Gathering Procedure 46

Statistical Treatment of Data 46

Chapter 4 PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA 48

Chapter 5 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION 57

Summary of Findings 58

Conclusion 63

Recommendations 64

Promotional Plan 66

Rationale 67

Vision 68

Mission 68

Objectives 68

Promotional Plan 69

Bibliography 72

Appendix A Letter of Request to the Municipality 75

Appendix B Letter for the Respondents 76

Appendix C The Questionnaire 77

Appendix D Tables of Computation 81

Appendix E Vicinity Map 97

Appendix F Pictures of Pagsanjan, Laguna 98

Appendix G Sample Brochure 99

Appendix H Tarpaulin Layout 100

CURRICULUM VITAE 101

List of Figure

1. Research Paradigm 41

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List of Tables

1. Distribution of Number of Respondents in Pagsanjan, Laguna 44

2. The Frequency of Socio-Demographic Profile of the Respondents 48

3. The Average Rating of Tourism Products in Pagsanjan, Laguna in terms of Attractions 50

4. The Average Ranking of Tourism Products in Pagsanjan, Laguna in terms of Activities 51

5. Relationship of Tourism Product in Pagsanjan, Laguna with the Respondents Profile 53

6.Specific Objectives 71

ABSTRACT

Title: "Tourism Products of Pagsanjan, Laguna as Perceived by the Tourists"

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Purpose of the study

The main objective of this study was to assess the tourism products in Pagsanjan, Laguna based on the respondents' point of view. Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of:

    a. Age

    b. Civil status

c. Educational Attainment

d. Gender

e. Geographical Origin

2. How do the respondents rate the tourism products of Pagsanjan, Laguna in relation to:

a. Activities

b. Attractions

3. How does the respondents' profile relate to their rating of tourism products?

4. What promotional plan can be proposed base on the findings?

Methodology

The researchers gathered data regarding different tourism products offered by Pagsanjan, Laguna in terms of attractions and activities as perceived by the tourists. The tourists served as the respondents for this study. The researchers used Convenience and Quota sampling to come up with the specific number and group of respondents. The researchers wanted to gather appropriate information to seek the answers for the problem indicated on the study. The researchers used two sampling techniques in order to have a general statement out of the small portion of participants from the tourists who visit the area.

Summary of findings

Based on the analysis of data, the following were the findings:

1. **The Socio-demographic Profile of the respondents**
   a. Majority of the respondents were between 15-25 years old, comprising thirty three percent of the total number of respondents. Twenty seven percent of the respondents were between 26-35 years old. Respondents with the age of 36-45 and 46-55 comprised sixteen percent of the total number of respondents. Completing the total number of the respondents was the eight percent comprised of respondents aged 55-56.
   b. Majority of the respondents were female, which is fifty two percent of the total. The male respondents comprised with the forty eight percent. This showed that majority of the tourists visiting Pagsanjan, Laguna are female.
   c. Ninety percent of the total respondents, which were dominant are married and single. Only six percent are separated and four percent are widowed from the 100 respondents.
   d. Seventy percent of the 100 selected tourists in Pagsanjan, Laguna were college graduates; eight percent took vocational courses and eight percent took post graduate courses. Seven percent of the total numbers of respondents graduated from high school.
   e. Majority of the respondents were from Asia with sixty five percent. Twelve percent were from North America, eight percent were from Australia/ Oceania, seven percent were from Europe, and six percent

were from Europe. The least number of respondents came from Africa completes with the two percent.

2. **Rating of the Respondents with the Attractions and Activities in Pagsanjan, Laguna**

   a. The study of tourism products in Pagsanjan, Laguna has a wide range of activities and attractions. The respondents were asked which they would likely visit in the future. The rating was done by respondents choosing from likely, more, and most likely. The researchers indicated eight activities which were swimming, kayaking, boating, biking, rafting, rapelling, caving and the city tour. According to the results, the researchers found out that the respondents rated swimming as the most favorable activity amongst the eight activities with the total of fifty to be most likely done. Swimming also has the highest mean (4.45), while the least activity having the lowest mean (3.99) is bikng.

   b. As for the attractions the researchers identified different attractions that can be found in Pagsanjan such as the Pagsanjan Falls, Ancestral homes, Our Lady of Guadalupe Parish, Puerto Real, Pagsanjan Arch, Devil's Cave, Bumbungan River, Monkey Hill Picnic Ground, Buried Bell of Kawa-kawa, Lagaslas Rapids, Palakang Bato, Tubernakulo Falls, Bridal Veil Falls and Kalay Falls. As perceived by the tourists, 82 respondents chose Pagsanjan Falls to be most likely visited since it is the main

attraction Pagsanjan is known for. Pagsanjan Falls got the highest mean of 4.76 while having the lowest (3.97) is the Buried Bell of kawa-kawa.

3. The relation of the profile of the respondents to the rating of the tourism products

Based on the overall result of the hypothetical question, how does the Respondents Profile Relate to the Rating of the Tourism product in Pagsanjan, Laguna.

The age of the respondents is highly correlated at .298 and has a probability value of .003. Age as well is slightly correlated at .202 and has a probability value of .063 with the Buried bell of Kawa-Kawa. Age is also slightly correlated at 10 percent with boating/canoe riding with a correlation value at.198 and probability value of .056. This means that the older the respondent, the more likely he visit and engage in such tourism products. Therefore the age of respondents has a significant relationship to above mentioned attractions and activity. However, it did not meet the critical value of probability at 0.05 therefore accepting the hypothesis statement –there is no significant relationship between the perception of the respondents to tourism products of Pagsanjan, Laguna.

On the other hand, gender has no significant relationship to any tourism activities offered by Pagsanjan, yet is correlated to Ancestral Homes at .238 and has a probability value of .019. Gender is slightly correlated at .174 to

Bumbungan River at a probability value of .104. Therefore the gender of the respondents has a significant relationship to above mentioned attractions and activity. However, it did not meet the critical value of probability at 0.05. This indicates that males are more likely to visit ancestral homes and Bumbungan River. Therefore the hypothesis statement – there is no significant relationship between the perception of the respondents to tourism products of Pagsanjan, Laguna - is accepted. Marital status of the respondents is correlated to Pagsanjan falls at .223 and has a p-value of .025. It is also correlated to Kalay Falls at correlation value of .256 and probability value of .018. Marital status of the respondents is correlated to city tour at 5 percent with the probability value of .040. This result indicates that married respondents are more likely to visit Pagsanjan Falls and Kalay falls while single respondents are more likely to engage in City tour. Therefore, the marital status of the respondents has a significant relationship to above mentioned attractions and activity. However, it did not meet the critical value of probability at 0.05 therefore, accepting the hypothesis statement – there is no significant relationship on the perception of the respondents pertaining to tourism products of Pagsanjan, Laguna.

Educational attainment in relation to tourist attraction does not have a significant relationship yet is highly correlated at 1 percent to caving; slightly correlated with rafting; and is correlated at 5 percent to rappelling. This means that the lower the educational level of the respondent is, the less likely they involve in tourism activity. Therefore, educational attainment of the respondents

has a significant relationship to above mentioned attractions and activity. However, it did not meet the critical value of probability at 0.05 therefore accepting the hypothesis statement – there is no significant relationship on the perception of the respondents pertaining to tourism products of Pagsanjan, Laguna.

In terms of geographical origin of the respondents, significance is seen both in the tourism attraction and activities. Geographical origin is slightly correlated to both Our lady of Guadalupe Parish and Kalay Falls and is highly correlated to Pagsanjan Falls. On the other hand, it is correlated to kayaking at 5 percent. This result shows that respondents coming from North and South America is more interested in visiting Pagsanjan and Kalay falls while Asians would mostly visit Our lady of Guadalupe Church. More Europeans prefer kayaking as a tourism activity. Therefore, the geographical origin of the respondents has a significant relationship to above mentioned attractions and activity. However, it did not meet the critical value of probability at 0.05 therefore, accepting the hypothesis statement – there is no significant relationship on the perception of the respondents pertaining to tourism products of Pagsanjan, Laguna.

The study of (Ancheta, 2005), analyzes the tourist destinations in Intramuros based on the perception of the tourist, she found out that the reasons why respondents visit Intramuros regardless of socio demographic profile is that the tourism in Intramuros has a lot to offer. Researchers of “Tourism Products in Pagsanjan Laguna as Perceived by the Tourists” therefore concluded that there is

no significant relationship on the respondent's perception to the tourism products of Laguna therefore regardless of socio-demographic profile tourists visits the place because of the unique tourism products available in the area.

Conclusion

In the light of the above findings, the following conclusions were drawn from the study:

1. The respondents were mostly aged 15 to 25 years old; female; married and single; college graduates; and from Asia.
2. The researchers from identified Pagsanjan Laguna as a place for an Eco-Adventure type of tourism.
3. Based on the questionnaire, almost all of the respondents have visited Pagsanjan Falls while the least visited was The Buried Bell of Kawakawa. The Buried Bell of Kawa-kawa remained buried in the deep water of Kawa-kawa making it not visible to the tourists.
4. The activities usually enjoyed in Pagsanjan, Laguna is swimming, followed by boating. The least done is biking. Most of the attractions in Pagsanjan, Laguna require boats and rafts to be fully enjoyed, while other attractions like church and ancestral homes can be fully appreciated if tourists would stop by and go inside to observe. Majority of the attractions in Pagsanjan, Laguna require personal contact to greatly appreciate it, which makes biking not so interesting to do since it is usually appropriate for sightseeing.

5. There is no significant relationship between the socio-demographic profiles of the respondents and the tourism products in Pagsanjan, Laguna.
6. The researchers' output is to propose a promotional plan of attractions and activities in Pagsanjan, Laguna.

Recommendation

Based on the conclusion and information that were gathered, the following recommendations are considered:

1. The local Tourism Council of Pagsanjan should exert more effort in promoting the province as an Eco-Adventure destination showcasing the different tourism products of Pagsanjan, Laguna. There are various forms of promoting a destination. One of which is the recommended output promotional plan of this study formulated by the researchers.
2. The local community of Pagsanjan, Laguna should not be a stranger to their own place. Instead, they must know the potentials of their province as a good tourism destination and be responsible in promoting it using new ways.
3. There should be constant communication between the management of the Local Tourism Office of Pagsanjan, Laguna and the local government in order to identify the strengths and weaknesses of the destination and formulate ways to improve the tourism industry.
4. Pagsanjan Falls is very famous in Pagsanjan that people tend to disregard other attractions. The researchers recommend promoting all the attractions as a whole or

as a package. Through this, attractions like Buried Bell of Kawa- Kawa, which was rated as least likely to be visited will receive the same level of attention and promotion like that of Pagsanjan Falls, which was rated as the attraction that will most likely be visited.

5. Swimming was rated as the activity that will most likely to done by tourists and biking was the least. The researchers recommend that the Local Tourism Office of Pagsanjan, Laguna come up with innovative ideas on how to improve other tourism activities in the province.

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