



ABSTRACT

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TITLE:

**“SWOT ANALYSIS OF THE HISTORICAL SITES IN MARAGONDON,
CAVITE: BASIS FOR PROPOSED STRATEGIES”**

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The purpose of this paper is to present a SWOT analysis of the three selected historical sites in Maragondon such as Our Lady of the Assumption Parish Church, Bonifacio Trial House and Gat Andres Bonifacio Memorial Shrine. The result of the study will be a basis for proposed strategies of the historical attractions in Maragondon. The participants of the study were composed of the locals, parish secretary, caretakers of the trial house and shrine, and the tourism officer of the municipality.



Methodology

The researchers assessed and analyzed the data gathered in a case study approach method. In conducting the research study, the researchers observed and analyzed the tourism condition of the historical sites and interviewed selected respondents.

Summary

The purpose of the study is to determine the SWOT analysis of the historical sites in Maragondon, Cavite which will serve as a basis for a proposed marketing plan.

Particularly the research attempted to answer the following questions:

1. What are the strengths and weaknesses of the historical sites in Maragondon, Cavite in terms of the following 8 P's:
 - 1.1 Product
 - 1.2 Price
 - 1.3 Place
 - 1.4 Promotion
 - 1.5 Packaging
 - 1.6 Programming
 - 1.7 People
 - 1.8 Partnership
2. What are the opportunities and threats of the historical sites in Maragondon, Cavite based on the proponents data gathered?
 - 2.1 Competitive Forces



- 2.2 Political
 - 2.3 Economic
 - 2.4 Socio-cultural
 - 2.5 Technological
3. Based on the results of the study, how can the proposed strategies help the historical sites of municipality of Maragondon, Cavite?

Study approach method was used in this study. The respondents were the locals of the municipality, care takers of the trial house and shrine, parish secretary and the tourism officer of the municipality. The sole instrument used in gathering data was interview and the date treatment that was used is deductive analysis.

Findings

The strengths and weaknesses of the historical sites in Maragondon, Cavite in terms of the following 8 P's:

Product

As for the strengths, the Our Lady of the Assumption Parish Church which is 385 years old is accredited by the National Museum as Historical and Cultural site. This recognition can attract tourist at the same time can attract pilgrims. Bonifacio Trial house is educational and historical at the same time by which the tourist gain learning and experience the traditional way ambience of the place.

As for the weakness, having limited number of workers, the parish will be less likely to be approachable by which people may go to the parish and look for assistance.



Another is the exhibits found inside the Bonifacio Trial house. Limited artifacts and scriptures may affect the expectations of the tourists seeking for new historical knowledge.

Price

Having an entrance fee at the Bonifacio Shrine that is very affordable is considered strength by which tourist get to experience the good ambience. However having a very low entrance fee, it would be hard on maintaining place.

Place

The parish church is very accessible because it is located in the town proper. The ambience of the place once you arrived is very classical and historical. And the absence of parking lot at the trial house is a weakness since vehicles cannot be accommodated.

Promotion

Having websites, brochures and word of mouth is the most common way of promotion that they have. There are no directional signs that lead to the Bonifacio Shrine.

Packaging

Most of the time Maragondon is not included in tour packages. It is only included to specific types of guests who seek to know the history of Cavite and Maragondon itself.

Programming

Constructing a souvenir shops along with the historical sites so that tourist will tend to buy the products offered by the historical sites, she also mentioned that there are no existing recreational facilities available to support the historical sites, because according



to Ms. Gonzales, their municipality is still under development. Even their festival, the Dagundong festival is not enough to attract tourists to visit Maragondon.

People

The local people will sustain the value of the place and entertain tourist for them to come back for more. The tourism office offers a quick tour together with their trusted local tourist guide to accompany the tourist in visiting the historical sites.

Partnership

There is a limited partnership with other public and private sectors. The Our Lady of Assumption Parish Church is accredited by the National Museum as a Historical and Cultural Site, for being a 385 year old church and one of the oldest in the country. The Andres Bonifacio Trail House and the Gat Andres Bonifacio Memorial Shrine are both supported by the National Historical Institute (NHI) or formerly known as National Historical Commission of the Philippines, its mission is the promotion of history and cultural heritage through research and conservation.

The opportunities and threats of the historical sites in Maragondon, Cavite based on the proponents data gathered.

Opportunities

An opportunity to boost the municipal's economy together with an opportunity to create jobs for the locals that will sustain their stability and to attract tourists and be one of the top historical sites in the Philippines that offers both historical and cultural sites. Through the attractions that the municipality of Maragondon offers, they have an



opportunity to attract both domestic and foreign investors to build an establishment, like, lodges, hotels, souvenir shops, resorts, recreational establishments and malls that can also serve as tourism destination together with Maragondon's attractions. To have an opportunity to have an Organized Group for the purpose of Tourism Development – Members of which shall come from the different concerned sectors such as owners of the establishments, historical sites, ancestral houses, resorts and others.

Threats

Tourism ghetto, locals might be influenced by the tourists and might be the cause to lose their identity. Another threat and the most common threat, natural calamities, for the reason that Maragondon is composed by mostly agricultural lands that can cause road blocks and destruction for other attractions.'

Competitive Forces

Rivalry

The competitors that the researchers sited focused on the provincial level only in Cavite that offers the same product and service which are the historical sites.

These are the historical attractions found in Cavite that the researchers had observed that offers the same service and is related and connected to the historical sites found in Maragondon which are the Our Lady of Assumption Church, Andres Bonifacio Trial House and Gat Andres Bonifacio Memorial Shrine. Gen. Emilio Aguinaldo Shrine, Imus Cathedral, Dasmariñas Catholic Church and the Santa Cruz de Malabon Church, Tanza are the competitors chosen by which the researchers' reason on choosing these historical attractions is their participation in the history of the Philippines specifically in Cavite.



Based on the results of the study, how can proposed strategy help the historical sites of municipality of Maragondon, Cavite.

The strategy management play a big role on the tourism industry of Maragondon. Through the help of the formulation of strategies, historical sites in Maragondon where the study is focused can be maintained and restored. Cultural and historical resources can be preserved and at the same time be beneficial not only to the tourist but also to the locals.

Conclusion

Based on the findings of the study, the following conclusions were drawn; SWOT analysis of the historical attractions found in Maragondon can help in the formulation of strategies. A strategy is a large-scale action plans for interacting with the environment in order to achieve long term goals. Strategies are formulated strategies geared to optimizing strategic goal achievement given available internal and external conditions. The researchers therefore conclude that strategy management answers the problem relating the SWOT analysis. In terms of how strength eliminate the threats of the historical attractions and how the opportunities provide solution for weaknesses.

1. The researchers concluded that in relation with its product there are great possibilities than could come up if there will be enough budget to sustain its supply and demand.
2. In terms of pricing strategy the researchers concluded that the price of the historical sites such as its entrance fee is mainly not enough in sustaining the attraction even if the price was affordable.



3. In dealing with place the researchers concluded that the municipality of Maragondon is difficult to locate and its roads are not fully developed. In this circumstance the accessibility of place will make it hard for Maragondon to attract the visitors to visit the attraction.
4. In promotional strategies the researcher concluded that due to lack of promotional activities such as creating brochures, newsletter, banners and etc. will decrease their sales and will cause poverty to its provincial.
5. The researchers concluded that in terms of packaging strategy the municipality of Maragondon was unable to provide a fix package that will help them in giving information of the attraction. In this part it will be hard for the province of Maragondon to have a high increase of sales.
6. The researchers concluded that lack of programming strategy or what we call recreational activities that most tourist want to see will only decrease its customer satisfaction and happiness and a decrease of customer satisfaction and happiness is a lost of sales for the municipality of Maragondon.
7. In people strategy the researchers concluded that there is a shortage of manpower in the province of Maragondon.
8. In dealing with partnership the researchers concluded that Maragondon is having a hard time to attract investors to invest in its attraction due to its accessibility and lack of funds to present a good presentation for the investors to see the potential



of Maragondon though Maragondon has a a lot of good opportunities to offer in the public.

Recommendation

After a thorough analysis of SWOT and its 8P's, the following recommendations are shown below:

1. The researchers recommend that in terms of product they should enhance and extract the capability of the historical sites in Maragondon, building and maintaining the establishment and enhancing its structure that will attract the more tourists that will help them generate a higher income and a better livelihood for the locals of Maragondon.
2. The researchers recommend that in dealing of pricing they should increase its fee to be able to maintain and support its historical sites, though the price is affordable it is still not enough to keep up its expenses when it comes in maintaining the attraction.
3. Base on the researchers observation in terms of place the researchers recommended that there should be land development such as road development, putting up of signage and enlarging its parking lots for the betterment of the capacity of tourist that the place can accommodate. The bigger the place that the tourist can accommodate they more income they will generate.
4. In relations to promotional activities the researchers recommended that there should be further more development or changes in the brochures, newsletter, and online advertisements, for the site to attract more locals and foreign to come and visit the said place.



5. The researchers recommend that in terms of packaging they should create a good packaging strategy so that when there are foreign tourists browsing the site of Maragondon they will have an idea of what benefits they could get and if the package is worth the price and satisfaction.

6. Base on the researchers observation when it comes to programming, there is a need to add for recreational activities that will bring entertainment like festivals. In this way, creating a good recreational activities will help Maragondon build a good image to foreign tourists who visited the place and not only to foreign but will also bring entertainment to locals.

7. In recommending for the people strategy, based on the researchers point of view, the municipality should conduct more seminars and trainings for the staff and locals of Maragondon. It will enhance the potentials of the local people and it will bring their confident in handling the visitors from all over the world.

8. In partnership the researchers recommend that when it comes to investors they should invite the investors to visit the place by putting up a marketing presentation, that there is a great potential in developing Maragondon and there is a good source of income that they can guarantee if they will invest on the said province.