



**THE LEVEL OF AWARENESS OF SELECTED RESIDENTS
OF CAVITE ON THE CELEBRATION OF IROK
FESTIVAL IN INDANG, CAVITE**

A THESIS PRESENTED TO
THE FACULTY COMMITTEE OF
TOURISM MANAGEMENT DEPARTMENT
COLLEGE OF INTERNATIONAL HOSPITALITY INDUSTRY
DE LA SALLE UNIVERSITY - DASMARINAS

IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE COURSE
TOURISM RESEARCH, METHODS & TECHNIQUES

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MARCH 2012



THESIS ABSTRACT

Purpose of the study

The research aimed to assess the level of awareness of selected residents of Cavite on the celebration of Irok Festival in Indang, Cavite. The research is focused on the level of awareness of selected residents of Cavite and the promotional program for Irok Festival in Indang, Cavite.

Methodology

Descriptive method was used by the researchers to find out the level of awareness of the residents and the significant relationship between the profile variable of the respondents. Survey questionnaire was used for instrumentation.

The participants of the study were the local residents of selected residences of Cavite specifically Amadeo, Imus, Dasmariñas, Trece Martirez and Tagaytay. Cluster sampling was used since the respondents were from different cities and municipalities of Cavite. A total of 100 respondents were needed in the survey and 20 participants within each residence. With the technique used, each resident has an equal chance of being selected as a respondent. The statistical treatments used were Percentage Distribution, Ranking, Weighted Mean, Spearman Rho and Chi square.

Summary of Findings

The purpose of the research was to assess the level of awareness of the residents of Cavite and a proposed promotional program for the celebration of irok festival.

The research aimed to answer the following questions:



1. What is the profile of respondents in terms of:
 - 1.1 Age?
 - 1.2 Gender?
 - 1.3 Place of Residence?
2. What is the level of awareness of the respondents on the celebration of Irok festival in terms of:
 - 2.1 Objectives?
 - 2.2 Activities?
 - 2.3 Products?
3. Is there a significant relationship between the profile variable of the respondents and their level of awareness on the celebration of Irok Festival ?
4. Based on the findings of the study, what promotional program can be proposed for Irok festival?

Summary of the Findings

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

1.1 Age

In the age range of the respondents, twenty percent of the respondents belong to the age group 21 to 24. This is followed by seventeen percent of the respondents each in the age bracket of 21 to 25 and 26 to 30. There were twelve percent whose ages belonged to the age



bracket of 31 to 35, followed by nine percent in the age bracket of 51 to 55. Six percent of the respondents in the age bracket of 46 to 50. Three percent of the respondents were in the age bracket of 61 and above and only one percent had an age of 56 to 60 years.

1.2 Gender

The dominating gender among the respondents is male. About sixty percent of the respondents were males and only forty percent were females. The data implied that gender division is not a significant finding in the study.

1.3 Place of Residence

Twenty percent of every residence of Cavite specifically Imus, Dasmariñas, Trece Martirez, Amadeo and Tagaytay had the same number of respondents.

2. Level of awareness of the residents on the objectives, activities and products of Irok festival

The study assessed that all of the objectives and activities stated on the survey questionnaire which has 1.97 and 1.91 mean respectively falls on the slightly aware category of the level of awareness. The study also showed that only one of the stated products which is kaong vinegar was the most popular among the respondents. Overall, the level of awareness of the respondents on other products of Irok fell on the category of slightly aware.



3. Significant relationship between the profile variable of the respondents and their level of awareness on the celebration of Irok Festival?

a. Relationship of age to the objectives, activities and products.

In order to accept the hypothesis p-value should be greater than 0.05. On the relationship between age and level of awareness of the respondents stated objectives number 1 and 4 has no significant relationship while the rest of the objectives were significantly related and since majority of the objectives were significantly related therefore age and level of awareness of the respondents to Irok Festivals' objectives were dependent. For the activities, all of the stated activities have a greater p-value therefore age and level of awareness of the respondents on the activities of Irok festival is significantly not related and independent. The study found out those 3 out of 11 products had a greater p-value, those products are the kaong tuba wine, kalamay-buna and pawid made of kaong, therefore the decision is rejected hypothesis. Still majority of the stated products had a lower p-value therefore the age and the level of awareness of the respondents to the products of Irok Festival was not significantly related, meaning the two variables were independent.

b. Relationship of gender to the objectives, activities and products

There were no significant relationship between gender and the level of awareness of the respondents regarding the objectives of Irok festival in terms of promoting Irok tree as an indigenous plant of Indang and giving additional income opportunities for the locals of Indang. In contrast, there was a significant relationship on the following objectives: Making Irok festival as one of the well-known festivals in Cavite, promoting the native products of Indang made from Irok plant and attracting of local/foreign tourists from different residences.



The result showed that there was no significant relationship between gender and the level of awareness of the respondents regarding the activities during Irok festival which were Indangños talent search, hanging of lanterns from different barangays in the plaza, kubol ng mga barangay, blood donation, chess tournament and indakan sa Indang.

In the relationship of gender to the products of Indang, there was a significant relationship in gender and the level of awareness of the respondents to some products of Indang such as kaong sweet meat and pawid made of kaong and that awareness to majority of the products like kaong vinegar, kaong sugar, kaong starch, kaong tuba wine, Kalamay-buna, Aguinaldo blend coffee, rope made of kaong and brush made of kaong were not significantly related to gender.

c. Relationship of place of residence to the objectives, activities and products.

There was no significant relationship between the places of residence in Cavite in terms of objectives. Majority of the objectives had a rejected decision which meant that they were less than the p-value 0.05 therefore the two variables were dependent. Two of the stated activities had no significant relationship to the place of residence. Majority of the activities which were the Indangenos talent search, hanging of lanterns from different barangays in the plaza, kubol ng mga barangay and chess tournament were found out to be significantly related to the place of residence. Therefore, the two variables were dependent. The data also showed that 3 out of 11 products had a rejected hypothesis meaning these 3 products which were the kaong vinegar, kaong tuba wine and kalamay-buna were significantly related to the place of residence. Still majority of the stated products were significantly not related products therefore the place of residence and the level of awareness regarding the native products of Irok Festival were two independent variables.



4. Based on the findings of the study, what promotional program can be proposed for Irok festival?

The proposed promotional program was “Irok Festival Rebirth”. Different activities were to be conducted that will highlight Irok. The activities were Da da Dance! Irok Street Dancing Competition, Fireworks Display, Irok Cooking King, Irok Fashion Show, and the first provincial lantern competition. In promoting the festival, we also patterned our promotional program to Uva’s promotion program. She stated that a successful promotion program should include all the communication tools that can deliver a message to a target audience. A promotion program can include five components: advertising, sales promotion, public relations, sales force, and direct marketing.

Conclusions

Based on the findings, the researchers came up with the following conclusions:

1. Majority of the respondents’ who actively participated to the survey ranged in age from 16-20 years old, which corresponded to 20% of the total number of respondents.
2. Most of the respondents who answered the survey were males, comprising 60%, while females made up 40%.
3. The overall assessment of the level of awareness of respondents was that they were slightly aware of the objectives, activities and products of Irok Festival.
4. Majority of the respondents’ ratings on objectives, activities and products of Irok festival had no significant relationship.
5. A promotional program is advised in order to increase awareness among tourists.



Recommendations

Based on the conclusion, the following are being recommended:

1. The private and public sectors should work together in order to achieve the objectives, which are to make the Irok Festival as one of the well-known festivals in Cavite, to promote the Irok tree as an indigenous plant of Indang, to promote the native products of Indang made from Irok, to attract local/foreign tourists from different residences, and to give additional income opportunities to the locals of Indang.
2. Make the Irok Festival a provincial event.
3. A budget should be provided and divided among all barangays to boost local participants in the festival.
4. Conceptualize new programs that promote products made of Irok.
5. Increase linkages among stakeholders to promote the Irok Festival.
6. Develop a promotional program to increase awareness among tourists.
7. The group recommended that future researchers should conduct a study on assessing the impact of Irok festival or other festivals in Cavite.



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EXHIBIT

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