



DE LA SALLE UNIVERSITY- DASMARIÑAS

“THE LEVEL OF AWARENESS OF TOURISTS ON THE EXISTENCE OF THE ORCHIDARIUM IN NAYONG PILIPINO IN PASAY CITY: A BASIS FOR THE PROPOSED PROMOTIONAL PROGRAM”

DE LA SALLE UNIVERSITY – DASMARIÑAS

Dasmariñas, Cavite

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ABSTRACT

Title: “The Level of Awareness of Tourists on the Existence of the Orchidarium in Nayong Pilipino in Pasay City: A Basis for the Proposed Promotional Program”

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Purpose of the Study

The purpose of this study was to determine the level of awareness of tourists on the existence of the Orchidarium in Nayong Pilipino in Pasay and its proposed promotional program.

Specifically, it aimed to answer the following questions that had a relation to the profile of the respondents with respect to age, gender, and educational attainment. In



addition, the perception of the tourists regarding the Orchidarium and if there is a significant difference in the perception of the respondents regarding the attraction when grouped according to the demographic profile. Lastly, to determine the possible proposed promotional program that can be implemented for the Orchidarium in Nayong Pilipino in Pasay.

Methodology

The researchers used the descriptive method of research in this study because it complimented with the aims and purposes of this study. A survey questionnaire was formulated by the researchers and was then passed to their thesis adviser for checking and approval. It was used as the sole and major instrument to gather the data needed to support and make this study credible and factual.

The data that was used in the study was taken from fifty (50) selected respondents. These participants were the tourists that visited or went to the Orchidarium. The study was conducted during the first semester of the academic year 2011-2012.

The weighted mean, frequency and ranking, analysis of variance, and t-test were employed as the statistical instruments in order to present and interpret the data gathered by the researchers.

Summary of the Findings

Based from the data collected, the following important findings were uncovered and revealed in this study.



1. Demographic profile of the respondents

Among the age bracket, the highest was 13 years old to 17 years old who make up 86 percent of the total number of tourist inside the Orchidarium. The lowest was 23 to 27 years old who make up 6 percent of the total number of tourist. All in all, the tourists with an age bracket of 13 to 17 years old were that usually visit the attraction.

Among the two (2) items on the gender checklist, the highest in terms of ranking were the females who make up 52 percent of the tourists in the Orchidarium. The least in terms of ranking were the males who make up 48 percent of the tourists in the Orchidarium. It showed that females are more interested in visiting this type of attraction than males.

Among the six (6) items on the educational attainment checklist, the highest in terms of ranking were high school students who make up 70 percent of the total number of tourists. The lowest in terms of ranking were the master's degree and vocational who each make up two percent of the total number of tourists. It showed that the younger individuals are more attracted in visiting this type of attraction.

2. Perception of the respondents

The weighted mean of all the products and services range from 2.10 to 2.68. Based on the likert scale, this meant that the tourists were slightly aware to aware about the products and services in the Orchidarium. The highest was five houses of orchids which had a weighted mean of 2.68. The lowest was seminars about propagation of orchids which had a weighted mean of 2.10.



The weighted mean of the convenience to tourists range from 2.70 to 2.86. Based on the likert scale, this meant that the tourists are aware of the attraction's convenience in terms of accessibility, travel time, visibility and convenience. The highest was accessibility which had a weighted mean of 2.86 while the lowest was travel time which had a weighted mean of 2.70.

The weighted mean of the prices in the Orchidarium range from 2.20 to 2.46. Based on the likert scale, this meant that the tourists are slightly aware of the different prices of products and services inside the Orchidarium. The highest was souvenirs which had a weighted mean of 2.46. The lowest was the golden tilapias which had a weighted mean of 2.20.

3. Is there a significant difference in the perception of the respondents when grouped according to the demographic profile?

The age was solved using the formula for analysis of variance and the result showed a significance value of 0.9350. Since the significance value is greater than 0.05, there is no a significant difference in the perception of respondents when they are grouped according to age.

The gender was solved using the formula for t-test and the result showed a significance value of 0.758. Since the significance value is greater than 0.05, there is no significant difference in the perception of the respondents when grouped according to gender.

The educational attainment was solved using the formula for t-test and the result showed a significance value of 0.4000. Since the significance value is greater than



0.05, there is no significant difference in the perception of the respondents when grouped according to educational attainment.

Based on the result of the study, the hypothesis “there is no significant difference between the profile variable of the respondents to their perception regarding the Orchidarium in Nayong Pilipino” was accepted.

4. Proposed promotional program that can be implemented for the Orchidarium

The proposed promotional program was based on the different marketing tools like advertising, sales promotion, public relations, and direct marketing. These tools consist of print advertising, outdoor advertising, broadcast advertising, covert advertising, public service advertising, and campaigns.

Print Advertising –Magazines (Candy Mag and Total Girl that caters most of the respondents which is Female Teenagers, Republic of 7, 107 Island Travel Magazine), Newspapers (Manila Bulletin, Philippine Daily Inquirer, People’s Journal), Brochures, Fliers, Pamphlets for possible tourists.

Outdoor Advertising – Billboards along highways going to around Manila and Pasay City, Kiosks, Tradeshows and Events: Travel Mart Philippines, this kind of promotional program is effective for it caught the attention of possible tourist especially near the Naia Terminal 1, 2 and 3.

Broadcast advertising – Television Commercials, Radio Announcements and the Internet by Facebook Page, Twitter, Multiply, and Official Website for the



Orchidarium. This would serve as a promotion not only in our county but also to the near countries that has the possible tourist.

Covert Advertising – Commercial of the Orchidarium in Movie Theaters of all SM and Robinson Branches nationwide.

Public Service Advertising - Advertising for Social Causes like green tourism, ecotourism, environmental awareness programs in which the Orchidarium will be featured as one of the cleanest place in Pasay City.

Campaigns - to the nearest schools that may be possible to conduct their educational trip in the Orchidarium of Nayong Pilipino, Pasay City.

Conclusions

Based on the findings revealed in the study, the following conclusions were drawn:

1. Most of the respondents are 13 to 17 years old which corresponds to 86 percent of the total number. It is because most of the tourists are students who are conducting educational field trips with their respective schools. The number of male and female respondents corresponding to 48 percent and 52 percent of the total respondent. The Orchidarium is neutral attraction. But mostly, women are more interested in orchids and plants rather than men. The respondents are mainly high school students which correspond to 70 percent of the total number. This is because they have subjects in school like General Science, and Biology that can increase their knowledge when it comes to visual learning.



2. The respondents are slightly aware about the products and services and price that the Orchidarium has to offer.

3. The hypothesis “there is no significant difference between the profile variable of the respondents to their perception regarding the Orchidarium in Nayong Pilipino” was accepted.

4. The proposed promotional program that can be implemented for the Orchidarium of Nayong Pilipino is the Advertising the Orchidarium Program.

Recommendations

Arising from the conclusions drawn from the findings, the following recommendations were offered:

1. The next study to be conducted under the same topic should not only be conducted among the local tourists, but also to foreign tourists. More so, conducting the same study in other places aside from Manila and Cavite may also be considered.

2. To practice the expertise that future researcher has, there should be additional studies, research, observation, and analyzing of data's to fully be aware of the topic.

3. The researcher should also pursue to engage in learning other studies so that added information will be used and serve as a pattern to a study that they would want to come up with.

4. Interview the people engaged in the nature of the study is also recommended to have more ideas that would assist the study to make it more justified.

5. Advance study should also be done to increase the awareness of the researchers.