De La Salle University - Dasmariñas
COLLEGE OF TOURISM AND HOSPITALITY MANAGEMENT

TOURISM RESOURCES OF MARAGONDON, CAVITE

TOWARDS TOURISM DEVELOPMENT

De La Salle University- Dasmariñas

A Thesis presented to the faculty of

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TOUR 411- Tourism Research, Methods and Techniques

Proponents:

Binauhan,Winnie L.

Azaña, Mary Edelaine H.

De Jesus, Jeremie Ann L.

Encarnacion, Jemerie C.

Estolloso, Gleness P.

Genuino, Krizia Gayle V.

Gonzales, Mara Victoria R.

Ms. Irene S. Gueco, MBA-TM

Thesis Adviser

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ABSTRACT

Title: "TOURISM RESOURCES OF MARAGONDON, CAVITE TOWARDS

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Research Adviser: Ms. Irene S. Gueco, MBA-TM

Research Professor: Mr. Paul Anthony C. Notorio, MBA-TM

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Purpose of the Study

The study aims to develop a tourism development plan as a basis that could be used to transform economically, environmentally, socially and culturally viable tourism the municipality of Maragondon. It shall also serve as a framework plan for the local government as their progress escalates in the future.

Methodology

The study is a quantitative type of research for assessing the adequacy of the tourism resources in Maragondon. To be able to gather the essential data, Slovin's method was used to determine the sample out of the given population. The respondents of the survey were the residents of Maragondon. Survey method was also used and considered as the most appropriate tool to gather the response of the target sample because it clearly assesses the adequacy of the tourism resources in Maragondon and was considered as the most practical way to gather the data. A statistical treatment of data was used to compile and generalize the results of the survey and interpreted the results using the range of interpretation table.

Summary of Findings

With regards to the profile of the respondents, the total number of respondents from the age bracket of 18-20 is 14% second from the 36-39 years old with a total of 14.9%. Residents coming from barangay Bucal1 had a total of 8.9% out of the overall number of respondents.

The respondents assessed the tourism resources according to their own knowledge, the overall mean of the natural resources is 3.37 , cultural resources is 3.00, capital and human resources has a mean of 3.29 and 2.52 respectively. Lastly, 3.55 is the total mean of the tourism resources. All of the resources are interpreted as slightly inadequate except in the tourism organizations which is adequate

The null hypothesis was accepted. There was no significant relationship between the age of the respondents and their assessment on the tourism resources except the natural resources. The place of residence and the length of residency do not have any significant relationship with the assessment of the tourism resources.

The proposed tourism development plan for Maragondon consists of the initiation of appropriate theme of tourism, establishment of tourism council, tourism framework and creation of programs and activities that is in line with the chosen theme. Furthermore, the existing tourism resources will be utilized and ensure that the goals of each activity are met and falls under the 3M (Man, Means, and Mother) framework of the tourism council.

Conclusion

Based on the foregoing findings, the following conclusions were derived:

Based on the foregoing findings, the following conclusions were derived:

1. The respondents are composed of mostly 18-20 years old while the least age bracket responded is the 56-59 years old. Majority of the respondents came from barangay

Bucal 1 and Pinagsanhan B. 20 years and above were the length of residency of most respondents. It is because those barangays has the most number of populations.

2. Maragondon has slightly inadequate tourism resources except in the aspect of tourism organizations. All other resources are slightly inadequate.

3. The null hypothesis was accepted. Therefore, there is no significant relationship between the profile of the respondents and their assessment in the tourism resources of Maragondon.

4. The tourism development plan that is proposed by the researchers is a plan that focuses on the five components of tourism.

Recommendation

Given the foregoing information and analysis of data, the researchers consider formulating a tourism development plan on a municipal level. The plan will serve as a framework for the future development of tourism industry. The plan is composed of the following components:

1. Creation of a development plan that will aid in the effective utilization and enhancement of existing tourism resources.

2. Development of a theme for tourism in Maragondon that will be appropriate for the amount of present resources. It is practical to have eco-adventure tourism in the area because it is what their existing tourism resources can support and sustain.

3. Organization of the local tourism council. An effective tourism council will harness the local government and private sector. It can be composed of people knowledgeable of the industry and have the intellectual capacity to become innovative and adaptable to the changing environment of tourism. The tourism council will then manage tourism in the municipality.

4. Development of activities which are in line with the tourism theme. The activities to be proposed and be developed shall fall under the triple bottom line namely: man, means and mother earth which means that benefits shall be contributed to them.

5. Implementation of skills training for the community so that they can be involved in the development of tourism.

6. For future researches, a study about the impacts of eco-adventure in Maragondon should follow. This is meant to assess the effects of the tourism development in the municipality and address the same. Furthermore, it is also recommended to do a study about the tourism resources in other municipalities of Cavite to determine what type of tourism can be developed in that certain area.

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