ABSTRACT

Development of Pilgrimage Tourism in Selected Towns in Cavite

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Purpose of the Study

The purpose of this study was to assess the selected churches and come up with a development plan that could be used to build them up as pilgrimage destination. The main focus was on the different churches in Cavite. It was also envisioned that the province would also be known for its magnificent churches.

Moreover, the study intended to assess and identify the following:

1. What is the demographic profile of the respondents based on their:
   1.1 Age
1.2 Gender  
1.3 Marital Status  
1.4 Place of Residence?

2. How do the respondents assess the marketing mix of selected churches in terms of:  
   2.1 Place  
   2.2 Product  
   2.3 Price  
   2.4 Promotion?

3. Is there any significant relationship between the respondents' demographic profile and the marketing mix of the selected churches in Cavite?  

4. Is there any significant difference among the assessment of the management, the visitors and the parish priests on the selected churches in Cavite?  

5. What development plan can be proposed for pilgrimage tourism in Cavite?

**Methodology**

In this study, the researchers used the descriptive research design to obtain first hand data from the respondents. This was also meant to create rational and sound conclusions along with viable recommendations for the study. The proponents also used the quantitative method. Purposive Quota Sampling Technique was preferred since the precise population of visitors of the churches
could not be identified. The proponents set a sample size of 20 respondents from every church as well as five parish priests in Cavite. The respondents of the study were visitors and administrators from Our Lady of Candelaria Parish Church in Silang, Our Lady of Assumption Parish Church in Maragondon, Our Lady of Immaculate Concepcion Parish in Naic, Saint Gregory the Great Parish Church in Indang, St. Mary Magdalene Parish Church in Kawit, and Our Lady of the Pillar Cathedral in Imus, and Parish priests in Cavite.

The researchers constructed survey questionnaires which sought to assess and identify the demographic profiles of respondents, evaluate the marketing mix variables in each church, identify significant relationship between respondents’ demographic profile and marketing mix. The survey was also meant to pinpoint any difference in the assessment of the management, visitors and parish priests regarding the selected churches in Cavite and the proposed development plan for pilgrimage tourism in Cavite. The Likert scale which is composed of typical five-level Likert items was used in the questionnaire. Several statistical treatments were used to analyze the data. These were Percentage Frequency Distribution, Weighted Mean, Chi Square, and ANOVA.

**Summary of Findings**

The six churches in Cavite were evaluated through a structured questionnaire distributed to the visitors, management, and parish priests. The
proponents used Purposive Quota Technique to identify the respondents and selected twenty respondents in each church. All in all, there were one hundred twenty five respondents who participated in the data gathering. This was completed in the second semester of the school year 2012-2013. The following are the results:

1. The demographic profile of the respondents based on their:

   1.1 Age

   The distribution of the respondents in terms of their age showed that 31.2 percent of them are 18-23 years old, 16.0 percent are 24-29, 20.0 percent are 30-39, then 11.2 percent are 40-49, 12.8 percent are 50-59, and 8.8 percent are 60 years old and above.

   1.2 Gender

   The distribution of the respondents based on their gender showed that 48.8 percent of them are male and 51.2 are female.

   1.3 Marital Status

   The distribution of the respondents in terms of their marital status showed that 54.4 percent of them are single, 40.0 percent are married, and 4.8 percent are widowed. Only .8 percent of the respondents are separated.
1.4 Place of Residence

The distribution showed that the place of residence of the respondents includes 97.6 percent who live within Cavite specifically in Naic, Maragondon, Silang, Indang, Imus, Kawit, Bacoor, Noveleta, Amadeo, Tanza, Ternate, Trece Martires, and Tagaytay. The remaining 2.4 percent reside outside the province particularly in Laguna, Manila, and Bulacan.

2. The assessment of the respondents on the marketing mix of the selected churches in terms of:

2.1 Place

The table also showed that the management, visitors and the parish priests strongly agree that churches can be easily found with a weighted mean of 4.75, 4.60, and 4.80 respectively. The churches are located near the town proper. Each church is situated where people usually go. The three sets of respondents also strongly agree that there are available modes of transportation with a weighted mean of 4.50, 4.53, and 4.80. Many jeepneys and tricycles pass along the road where the churches are and terminals are found near the place. The management and visitors strongly agree that the places are safe and secured with a weighted mean of 4.69, and 4.55 because as what the proponents have observed, most of the churches are near the police station of the town and hall of justice, while the Parish priests agree with a weighted mean of 4.40. The three sets of respondents
agree that there are enough restrooms within the vicinity with a weighted mean of 4.03, 3.85, and 4.40 because there are available restrooms within the vicinity that can accommodate the visitors at a time. The management and visitors agree that there are enough parking spaces in the place with a weighted mean of 4.31, 4.19, and the parish priests strongly agree, with a weighted mean of 4.80 because there is allotted parking space in each church. Parking spaces are usually located in front of the church. The management and visitors also agree that the road leading to the churches are in good condition with a weighted mean of 4.25 and 4.2, while the parish priests strongly agree, with 4.60 weighted mean. The results are acceptable as the proponents observed on their way to the churches that the roads are smooth and concrete. The three sets of respondents agree that there are visible road signs leading to the churches with weighted mean of 3.97, 3.88, and 3.80 because road signs are installed along the way.

2.2 Product

It showed that the visitors agree that the churches have welcoming atmosphere with a weighted mean of 4.44, while the management and parish priests strongly agree with weighted mean of 4.56, and 4.80 because the as it is observed, churches have solemn surroundings and the staff inside the church are courteous and willing to accommodate the visitors. The three sets of respondents agree that visitors are free to explore the place with a weighted mean of 4.38, 4.38, and 4.20 respectively because the churches are open for everyone. People
can visit and roam around the church. They agree that the churches and its facilities are open at convenient hours with 4.13, 4.05 and 4.40 weighted mean because visitors are free to go around the churches and its facilities anytime, the churches can accommodate large number of visitors with a weighted mean of 4.40, 4.47, and 4.0 because each church is equipped with enough chairs that are intended for the visitors and devotees, the churches and its surroundings are clean and organized with 4.47, 4.41, and 4.20 weighted mean since there is regular maintenance of each church which is usually done by sacristans and volunteers, the churches has remained authentic with weighted mean of 4.25, 4.47, and 4.20 because most of the churches maintained and preserved its structure and architecture since it was established, the direction signage around the churches and grounds are clear and helpful with a weighted mean of 4.03, 3.9, and 4.0 because signage are posted around the vicinity so visitors can easily locate the facilities around the churches. The management strongly agrees that the churches are well kept and maintained with 4.50 weighted mean while the visitors and parish priests agree with 4.48 and 4.20 because there is a continuous maintenance in each church. The management strongly agree that the over-all design and architecture of the churches are attractive with 4.56 weighted mean, while the visitors and the parish priests only agree with 4.43 and 4.20 weighted mean. The parish priests agree that the churches possess remarkable spiritual significance with 3.80 while the management and visitors strongly agree with 4.63, and 4.57 weighted mean. Lastly, the parish priests agree that the church helps contribute to
the spiritual needs of the visitors with a 3.80 weighted mean, while the management and visitors strongly agree with a weighted mean of 4.63, and 4.53 respectively and it is because of the churches’ significance and value.

2.3 Price

The table showed that the management and visitors has a neutral response on the affordability of the cost of transportation going to the church with a weighted mean of 3.28, and 3.43, while the parish priests agree with 3.30 weighted mean because the local authority also implements the mandatory price for the fare. Also, the management and visitors has a neutral response on the affordability of the costs of the rosary with 3.41 and 3.45 weighted mean while the parish priests agree with 3.60 weighted mean. The three sets of respondents agree that the cost of candles is affordable with weighted mean of 3.72, 4.05, and 4.40. The three sets of respondents also agree that the six churches offer affordable prayer booklet with a weighted mean of 3.97, 4.10, and 3.80. Finally, all of the three sets of respondents agree that the churches offer affordable cost of souvenirs with 4.28, 4.22, and 4.20 weighted mean because religious products sold inside the churches are way cheaper compared to other commercial shops.

2.4 Promotion

The table showed that management, visitors and parish priests agree that the provided information inside the six churches and its properties are detailed
enough with 4.25, 4.38, and 3.80 weighted mean. The information provided is clear and well disseminated. The churches use effective promotional tools such as brochure with 4.38, 4.31, and 4.0 weighted mean; tarpaulin with 4.31, 4.25 and 4.40 weighted mean; webpage with weighted mean of 4.19, 4.20, and 4.20 respectively because the churches also use social media to make the place known; word of mouth with 4.0, 3.98 and 4.20 weighted mean; and, announcements with 3.97, 4.08, and 4.0 weighted mean. The churches make announcements about its activities usually before and after the mass.

3. The significant relationship between the respondents’ demographic profile and the marketing mix of selected churches in Cavite:

3.1 Place

It showed that the gender and the place of residence of the respondents with P-values of .04 and .001 respectively are less than the level of significance of 0.05. The null hypothesis of no significant relationship is rejected. Therefore, there is a significant relationship between the gender and the place of residence of the respondents and their assessment on the marketing mix of the selected churches in terms of place. For the age and marital status of the respondents, their respective P-values of .40 and .10 are greater than the level of significance of 0.05, thus, the null hypothesis of no significant relationship is failed to reject. There is no significant relationship between the profile age and marital status of
the respondents and their assessment on the marketing mix of the selected churches in terms of place.

3.2 Product

The table shows that the age and place of residence of the respondents have P-values of .03 each which are less than the 0.05 level of significance. The null hypothesis of no significance is rejected, thus, there is significant relationship between the age and place of residence of the respondents and their assessment on the marketing mix of the selected churches in terms of product. The gender and marital status of the respondents have P-values of .07 and .73 which are greater than the 0.05 level of significance, hence, the null hypothesis is failed to reject. There is no significant relationship between the gender and marital status of the respondents and their assessment on the marketing mix of the selected churches in terms of product.

3.3 Price

As shown in the table, the profile gender, age, marital status, and the place of residence of the respondents have P-values of .54, .67, .16, and .67 correspondingly which are greater than 0.05 level of significance. The null hypothesis of no significant relationship is failed to reject. There is no significant relationship between the demographic profile of the respondents and their assessment on the marketing mix of the selected churches in terms of price.
3.4 Promotion

From the table, the place of residence of the respondents has a P-value of .01 which is less than the 0.05 level of significance; hence, the null hypothesis is rejected. There is a significant relationship between the place of the residence of the respondents and their assessment on the marketing mix of the selected churches in terms of promotion. The gender, age, and marital status of the respondents have P-values of .74, .21, and .24 respectively which are greater than the 0.05 level of significance which means that the null hypothesis is failed to reject. There is no significant relationship between the profile gender, age, and marital status of the respondents and their assessment on the marketing mix of the selected churches in terms of promotion.

4. The significant difference among the assessment of the visitors, management and the local Parish Priests in Cavite on the selected churches in Cavite

As indicated from the results, the marketing mix in terms of the place, product, price and promotion have P-values of .57, .29, .94 and .68 correspondingly are greater than the 0.05 level of significance. Therefore, the null hypothesis of no significant difference is failed to reject. There is no significant difference among the assessment of the management, visitors, and the parish priests on the marketing mix of the selected churches in Cavite.
5. Based on the findings, a development plan for pilgrimage tourism in Cavite was proposed.