



THESIS ABSTRACT

Purpose of the Study

This study focused on the destination image of the Municipality of Tanza and Cavite City. The researchers assessed the perceived images of Municipality of Tanza and Cavite City through the adopted frequently used attributes in establishing a destination image. Furthermore, each town will be promoted using its perceived image. This promotion aspires to contribute to the improvement of tourism industry in the province of Cavite.

Methodology

This study is a quantitative research which specifically used the Delphi technique wherein the researchers gathered and assessed data from the respondents. This was the most suitable method since this study aimed to identify the status of Tanza and Cavite as a tourist destination based on the knowledge of experts about Tanza and Cavite City. The study used a self completion survey questionnaire with a semantic differential scale. The survey questionnaire was based from the attributes determined by Etchner & Ritchie (2009) that were used in determining a destination image.

Summary of Findings

1. Based on the result of the survey, the Municipality of Tanza was perceived as a destination with natural attractions, attractive tourist sites, as well as exciting tourist activities and night-time activities. It was also perceived as a place with dull wildered activities, insignificant museums and collections yet it was protected



historical sites. The beaches in Tanza were seen as dark and sandy. Events in Tanza were seen as small-scale and common. Local customs and local cuisines were seen as both unique. The opportunities for adventure and to increase knowledge were seen abundant. The town also offers excellent quality of service.

The economic development was perceived as local-led with poor local status and cheap commodity price levels. The municipality is considered as urban and commercialized with stable political status as well as famous and credible reputation. Based on the results, the municipality has a warm climate with a relaxing and familiar atmosphere.

The municipality was perceived as a place with exciting sports facilities and activities but still with incomplete facilities. It has good road condition with plenty choices of transportation, but it was perceived as a place with heavy flow traffic. The architecture was perceived to be more traditional with limited shopping facilities. Accommodation facilities are only average between adequate and inadequate while facilities for information and tours are inadequate. Tanza was also perceived to be crowded, safe, clean and accessible. For the locals of the municipality, based on the result of the study, it was perceived that they were friendly, open-minded and family oriented.

Based on the results of the study, Cavite City was perceived as a place with appealing man-made attractions, has attractive tourist sites and exciting tourist activities particularly day-time activities. It was perceived that Cavite City possessed dull wilder activities, but with protected historical sites and highly-



significant museums and collections. In terms of beaches, their beaches were perceived as dark and rocky. Events are large-scale and has both unique and typical in their own way. Local customs and cuisine are recognized as exceptional. The city was perceived as a place with no opportunities for adventures but with plenty of opportunities to increase knowledge. Cavite City was also seen- as a place offering excellent quality of service.

The economic development of Cavite City is local-led with cheap commodity price levels and wealthy local status. It was also perceived as a place that is urban and commercialized and with stable political status and famous and credible reputation.

Based on the results, it shows that Cavite City has warm climate, as well as a relaxing and familiar atmosphere.

Cavite City was seen as a place with dull and incomplete sports facilities and activities. Good road condition, plenty choices of transportation, and heavy traffic was also evident in the results of the study. In terms of architectural designs, Cavite City is more-on modern types of designs. Shopping areas are few while facilities for accommodation and information and tours are adequate. Cavite City was also seen as crowded, clean, safe, and accessible. For its locals, they carry the impression of being friendly, open-minded, and family oriented.

2. As per the results of the gathered data, there is no significant difference on the image between Tanza and Cavite City. This could also mean that the respondents



perception on Tanza and Cavite City as tourist destination did not differ significantly.

Conclusion

The researchers answered the statements of the problem through the gathered data:

1. Generally, the overall rating of the respondents on the perceived image of Municipality of Tanza and Cavite City as a tourist destination has been determined.

The Municipality of Tanza is a famous town with a good reputation. It is more known for its natural attractions like dark and sandy beaches. It was perceived as a destination with attractive tourist sites, traditional architectures and protected historical sites but their museums and their collections were seen to be insignificant.

The town offers exciting sports activities though there are still incomplete facilities, particularly those covering the night-time and tourist activities. The town also organizes small-scale and common events from time to time. On the other hand, the municipality has dull wildered activities, and has an average facilities for accommodation, few shopping facilities, and inadequate facilities for information and tours.

Moreover, the town is accessible with plenty choices of transportation. Tanza also has good road condition, hence, experiencing heavy flow of traffic.



In terms of their environment, it is presently observed to be clean, safe with a relaxing and warm climate as well as familiar atmosphere. The town is also deemed to be urban and commercialized. It is also the home of friendly and open-minded locals, who are more family oriented. Its political status is stable and their economic development is led by locals although they have poor local status.

The Municipality of Tanza has plenty opportunities for adventure, to increase knowledge and it also takes pride in its unique cuisine and excellent quality of service.

On the other hand, Cavite City is also perceived to be famous and reputable. It has superb man-made attractions, attractive tourist sites, modern architecture, protected historical sites, and museums and collections that are highly significant. The cuisine is also viewed exceptionally. Tanza similarly has dark and rocky beaches.

There are exciting tourist activities, delightful day-time activities, large-scale events that are regularly conducted in the city. However, there are also dull wildered activities and sports facilities. Other facilities such as accommodations, information and tours and shopping facilities are few.

Locals are friendly, open-minded, and more family oriented. As for the economic development, it is local-led with wealthy status. The city constantly delivers an excellent quality of service.



The environment in Cavite City is clean and safe with a relaxing and familiar atmosphere. They also have good road conditions and accessible paths. Hence, the city is considered urban, crowded, and commercialized with stable political status.

2. The result of the gathered data shows that there is no significant difference on the destination image between the Municipality of Tanza and Cavite City, therefore, the null hypothesis was accepted.
3. Based on the respondents' perception, the researchers proposed a promotional plan from the established destination image of the Municipality of Tanza and Cavite City. The destination image was identified first in order to understand the complete plan in promoting each tourism destinations. There were 5 promotional mixes that have been used by the researchers in accomplishing the promotional plan for the Municipality of Tanza and Cavite City. These 5 promotional mixes are advertising, personal selling, sales promotion, public relations, and direct marketing.

Recommendations

Based on the conclusion, the researchers recommend the following:

1. Researchers recommend to each town, to create websites which contains the determined image based on the study.
2. It is recommended to use promotional tools such as producing brochures, print ads, providing membership cards and discount coupons that will help spread and show the positive attributes of each town.
3. The Municipality of Tanza and Cavite City should make a collaboration of their



resources to promote their tourism attractions.

4. It is imperative that each town's development should be anchored on the determined image (e.g. museums and sports and information for tours' facilities).
5. Tanza and Cavite City must be involved in as many promotional platforms (e.g. tour expo and exhibits) that will help in promoting each town.
6. For future researchers, it is recommended to conduct the same study in different towns of the Province of Cavite using other concepts to determine a specific destination image.
7. For future studies the scope of the study may be widen like focusing on determining the destination image of each District in the Province of Cavite.

