



**THE LEVEL OF AWARENESS OF STAKEHOLDERS TOWARDS
THE PARU-PARO FESTIVAL OF DASMARIÑAS CITY: BASIS FOR A
PROMOTIONAL PLAN**

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Thesis Abstract

**THE LEVEL OF AWARENESS OF STAKEHOLDERS TOWARDS
THE PARU-PARO FESTIVAL OF DASMARIÑAS CITY: A BASIS FOR A
PROMOTIONAL PLAN**

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Purpose of the Study

This study was designed to determine the level of awareness of the stakeholders towards the Paru-Paro Festival. The result of the study serves as basis for a proposed promotional plan. The participants of the study were the stakeholders of Dasmariñas City.



.Methodology

The researchers identified the study as a quantitative research. Quantitative method is a scientific research design which involves observing and describing the behavior of the subject.

Descriptive method describes data and characteristics about the population or phenomenon being studied. Since the researchers were measuring the level of awareness, the descriptive method of research was the most applicable. It was used by the researchers because the study's primary concern is to find out what is the level of awareness of Paru-Paro festival and creating a Promotional Plan.

The study involved data gathering through survey questionnaires. The researchers utilized the survey technique and collected the demographic profile of the respondents. Survey method is a technique in data collection in which information of the randomly selected respondents are gathered through oral or written questioning.

Summary of Findings

This study aimed to determine the level of awareness of the stakeholders of Paru-Paro Festival with an end view of proposing a promotional plan. Specifically, it answers to the following questions:

1. What is the respondents' profile in terms of:
 - 1.1 gender;
 - 1.2 age;
 - 1.3 occupation;



- 1.4 educational attainment; and
- 1.5 place of residence?
- 2 What is the respondent’s level of awareness in the categories of :
 - 2.1 price;
 - 2.2 product;
 - 2.3 promotion;
 - 2.4 place;
 - 2.5 programming;
 - 2.6 partnership;
 - 2.7 people; and
 - 2.8 packaging?
- 3 Is there a significant difference between the profile variables of the respondents and their level of awareness on the celebration of Paru-Paro Festival in terms of:
 - 3.1 gender;
 - 3.2 age;
 - 3.3 occupation;
 - 3.4 educational attainment; and
 - 3.5 place of residence?
- 4 Based on the findings of the study, what promotional plan may be proposed for the enhancement of Paru-Paro Festival?

This study tested the hypothesis: There is no significant difference between the profile variables of the respondents and their level of awareness on the celebration of



Paru-Paro Festival in terms of gender, age, occupation, educational attainment and place of residence.

The researchers used the descriptive survey method of research to answer the problem and a set of self-structured questionnaire in obtaining the data needed regarding the level of awareness of the stakeholders on the celebration of Paru-paro Festival. Respondents of this study were a total of one hundred (100) people selected through random sampling. Percentage, weighted mean, independent t-test and one-way analysis of variance (ANOVA) were used as statistical treatment of data.

The following significant findings were revealed in this study:

1. Profile of the Respondents

1.1 Gender

Of the one hundred (100) respondents, 51 percent are female and 49 percent are male.

1.2 Age

47 percent of the respondents belong to the age bracket between 36 to 55 years. Close to it or 46 percent, are those within the age bracket between 18 to 35 years while the 7 percent belong to 56 and above age bracket.

1.3 Occupation

As shown in Table 3, entrepreneurs comprise 33 percent of the population, followed by students, 25 percent, then of government employees, 23 percent while others comprise the remaining 19.



1.4 Educational Attainment

According to the table above, 39 percent of the respondents have finished vocational education, 26 percent are college undergraduates, 22 percent have post-graduate studies, and others comprise 7 percent while only 6 percent are college graduates.

1.5 Place of Residence

Majority or 98 percent of the respondents lives within Dasmariñas while 2 percent lives outside the city.

2. Level of Awareness on the Celebration of Paru-Paro Festival

2.1 Price

The respondents were aware of the transportation expenses during the festival as evidenced by its weighted mean of 2.55. However, they were slightly aware of the awards given by the organizers to the winners, the funds used for the celebration of the festival, the affordable souvenir items and the products being sold during the festival due to weighted means of 2.37, 2.31, 2.2 and 2.2 respectively.

2.2 Product

The respondents are aware of who are the participants and the activities of the festival at 2.85 and 2.69 weighted means respectively. However, they are slightly aware



of the symbolism of paru-paro as a festival and the food stalls featuring variety of products with weighted means of 2.43 and 2.41 respectively.

2.3 Promotion

The respondents are slightly aware in the promotion activities of Paru-paro Festival such as use of promotional materials, social media and online promotional activities, being featured in a newspaper and distribution of invitation letters from the government to join the aforementioned festival as evidenced by weighted means of 2.47, 2.38, 2.36 and 2.21 respectively.

2.4 Place

The weighted means of 3.16 and 2.69 signify that the respondents are aware of the location of the festival and the safety and security of the area. However, weighted means of 2.47, 2.43 and 2.23 signify that they are slightly aware of the route of the parade, the roadmap activities and the availability of the parking area for the guests.

2.5 Programming

The respondents are aware of the celebration day and the number of years of Paru-paro Festival as evidenced by weighted means of 2.92 and 2.64. On the other hand, they are slightly aware of the effectiveness of the organizers and the program flow of the event as evidenced by weighted means of 2.44 and 2.38.



2.6 Partnership

The weighted means of 2.81, 2.80 and 2.65 signify that the respondents are aware of the participation of institutions and schools to the festival, support that the festival gets from the local government and from the local community of the City. However, the weighted mean of 2.26 signify that they are slightly aware of the sponsorship of the leading malls in the city.

2.7 People

According to the data gathered, the respondents are aware of the participation of the schools, local government and local residents in the festival as evidenced by weighted means of 2.88, 2.81 and 2.75 respectively. However, they are slightly aware of the participation of the entrepreneurs and tourists at 2.43 and 2.39 respectively.

2.8 Packaging

The 2.61 weighted mean signifies that the respondents are aware of the effectiveness of Paru-paro as a festival in Dasmariñas. However, weighted means of 2.17, 2.11 and 2.07 signify that they are slightly aware of the implementation of the celebration, span of preparation and planning process for the festival.

3. Significant difference on the level of awareness of the respondents on the celebration of Paru-Paro Festival in terms of:



3.1gender

3.2 age

3.3 occupation

3.4 educational attainment

3.5 place of residence?

The computed p-values of 0.94, 0.78, 0.77, 0.66, 0.61, 0.54 0.38, and 0.32 was found to be not significant at .05 level of significance. This indicates that there is no significant difference between the respondents' gender and their level of awareness on the celebration of Paru-paro Festival.

The computed p-values of 0.99, 0.94, 0.87, 0.85, 0.84, 0.81 0.76, and 0.62 was found to be not significant at .05 level of significance. This indicates that there is no significant difference between the respondents' age and their level of awareness on the celebration of Paru-paro Festival.

The computed p-values of 0.02, 0.02, 0.006, 0.004, 0.002, 0.001, 0.001, and 0.000 were found to be significant at .05 level of significance. This indicates that there is a significant difference between the respondents' occupation and their level of awareness on the celebration of Paru-paro Festival.

The computed p-values of 0.04, 0.04, and 0.005 were found to be significant at .05 level of significance. This indicates that there is a significant difference between the respondents' educational attainment and their level of awareness on the celebration of Paru-paro Festival in the categories of price, product and promotion.



The computed p-values of 0.38, 0.18, 0.14, 0.12 and 0.054 was found to be not significant at .05 level of significance. This indicates that there is no significant difference between the respondents' educational attainment and their level of awareness on the celebration of Paru-Paro Festival in the categories of place, programming, partnership, people and packaging.

The computed p-values of 0.51, 0.36, 0.34, 0.33, 0.27, 0.25, 0.22, and 0.10 was found to be not significant at .05 level of significance. This indicates that there is no significant difference between the respondents' place of residence and their level of awareness on the celebration of Paru-paro Festival.

4. Proposed promotional plan for the enhancement of Paru-Paro Festival

Promotional activities should be carefully planned and implemented by the local government of Dasmariñas if it wanted to push the tourism industry in the area through the festival. During these times where the world is connected by electronic gadgets, said gadgets should be used for promotion. Information about the Paru-paro Festival should be included in the city's website. It should be registered with the Department of Tourism as an official festival of Dasmariñas so that the department can help in its promotion not only in the country but also in abroad. Facebook and Twitter should also be utilized for promotion as well as print media. Advertisements on radio and television should be also being considered.



Conclusion

Based on the findings, the researcher arrived at the following conclusions:

1. Profile of the Respondents

Most of the respondents are female, within age bracket of 36-55, entrepreneur, vocational graduate and living within Dasmariñas.

2. Level of Awareness of Stakeholders on the Celebration of Paru-paro Festival

Based on the results of the study, the respondents are slightly aware of the price or monetary equivalent of the festival, its promotion and packaging as a tourism product of the city. On the other hand, the respondents are aware of the festival as a tourism product offering of the city, aware of the place where the festival is held, aware that the celebration of the festival has been programmed by the local government, aware of the partnerships created by the festival and the participation of the people in this festival.

3. Significant difference between on the level of awareness of the respondents on the celebration of Paru-Paro Festival in terms of the respondent's profile

There is no significant difference between the respondents' gender, age and place of residence and their level of awareness on the celebration of Paru-paro Festival. There is also no significant difference between the respondents' educational attainment and their level of awareness on the celebration of Paru-paro Festival in the categories of place, programming, partnership, people and packaging. Hence, the study failed to reject the hypothesis.



There is a significant difference between the respondents' occupation and educational attainment and their level of awareness on the celebration of Paru-paro Festival in the categories of price, product and promotion. Hence, the hypothesis rejected.

4. Proposed promotional plan for the enhancement of Paru-Paro Festival

Promotional activities should be carefully planned and implemented by the local government of Dasmariñas if it wanted to push the tourism industry in the area through the aforementioned festival. During these times where the world is connected by electronic gadgets, said gadgets should be used for promotion. Information about the Paru-paro Festival should be included in the city's website. It should be registered with the Department of Tourism as an official festival of Dasmariñas so that the department can help in its promotion not only in the country but also in abroad. Facebook and Twitter should also be utilized for promotion as well as print media. Advertisements on radio and television should be also being considered.

Recommendations

The researchers humbly recommend the following:

1. There is a need to adopt a more relevant and more responsive program on the celebration of Paru-Paro Festival. Prepare the program flow of the celebration for more effectiveness of the festival. Creation of a Planning Committee that will focus on the Programming of the festival and allotting



adequate budget for the celebration of the festival. The proposed promotional plan may be considered.

2. The awareness of the community, as seen in the study, regarding the celebration of Paru-Paro Festival is quite limited. The participants should get involve with the activities and make them aware of its importance to the city and how it will boosts its tourism industry through the cooperation of the community. Therefore, massive information campaign about the importance and rationale of the festival should be done by the local government.
3. Creating a brochure specifically for Paru-Paro Festival may be considered since as a brochure, it may be viewed as the official and primary communication tool.
4. Appropriate communication channels should be used to make the people aware of the Paru-Paro Festival. Television and cinema are important sources of information. Throughout the country, television, radio and newspapers are the major available media at home. Radio airing on each college and universities and different radio stations. A 30 second commercial after television shows in TV5 and GMA7 must be done. These media have to be effectively used. There is need to build appropriate information, education and communication materials to achieve social mobilization. A year-round marketing activity should be considered.



5. Use of Print Advertisement such as tarpaulins, banners and flyers must be created. Tarpaulin must be posted in the municipality of Dasmariñas, schools and universities. Banners should be posted in all barangay outlet for the people to be able to see it easily and be more aware about the festival.
6. Contests related to the festival should be held and sponsored by educational institutions, the barangays and the city it.
7. There is a need to conduct additional researches on awareness and effectiveness of festivals so as to enhance tourism. The study of different festivals celebrated in Region IV must also be observe for the future research. The perception of the residents must be determine and how the level of awareness can affect to the festivals in the region.



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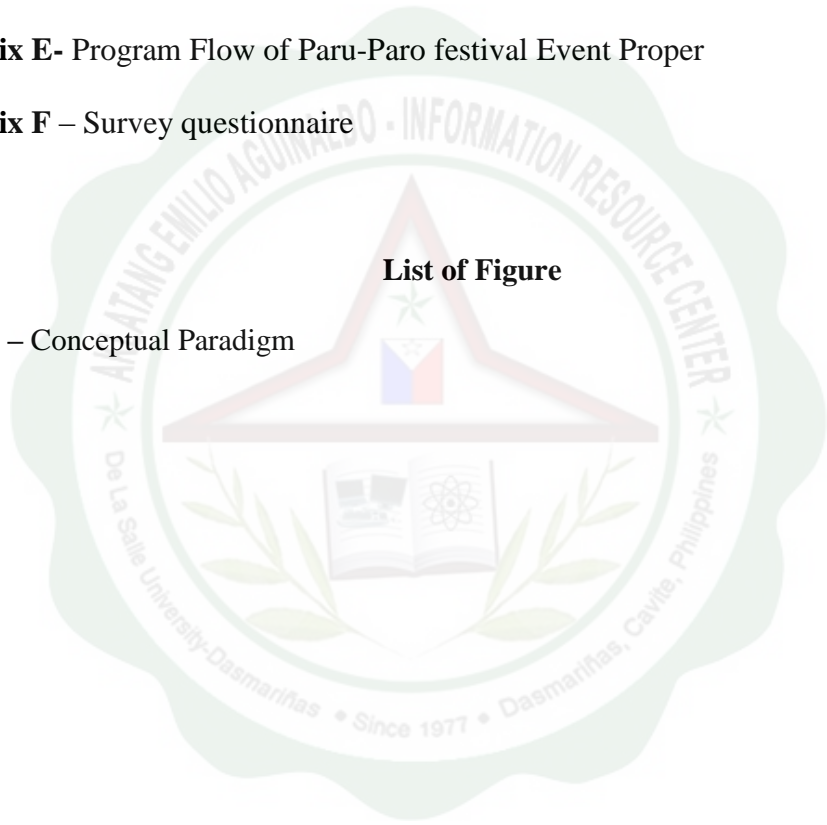


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