



ABSTRACT

Title: “CULTURAL TOURISM: AN APPROACH TO DEVELOP MARKETING STRATEGIES FOR TAAL HERITAGE VILLAGE”

Proponents:

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Purpose of the study

The purpose of this study is to create a marketing strategy for Taal Heritage Village that could serve as a guide to the municipality of Taal, Batangas as well as its Tourism Office, in promoting and marketing Taal Heritage Village.

Methodology

This study assessed the marketing mix of Taal Heritage Village. Through descriptive type of research the information about the marketing mix of Taal Heritage Village was determined. Survey method was used as a data gathering instrument and the chosen respondents of the study were the foreign and local tourists who visited Taal Heritage Village. Slovin’s method was used for determining the sample size of the respondents. Statistical treatment of data was used in analysing and interpreting the data gathered by the researchers.



Summary of Findings

Generally this study aimed to assess the marketing of cultural attractions in Taal Heritage Village in order to come up with marketing strategies.

Specifically this study aimed to answer the ff. questions:

1. What is the profile of the respondents in terms of:

1.1 Age

Based on the results, 29 percent of the respondents were 18-25 years old, 26 percent were 26-35 years old, 25 percent were 36-45 years old, 13 percent were 46-55 years old and 7 percent were 56 years old and above.

1.2 Gender

In terms of gender, there were more male respondents than female respondents at 53 percent and 47 percent, respectively.

1.3 Type of tourist

Based on the findings, there were more local tourists at 70 percent than foreign tourists which only fall at 30 percent.

1.4 Highest educational Attainment

Most of the respondents were college graduates at 57 percent, second in rank were high school graduate respondents at 13 percent, then masteral graduate respondents at 12 percent while 10 percent of the respondents were post-graduate, 6 percent of the respondents took up vocational course and 2 percent of the respondents were elementary graduates.



1.5 Monthly Income

Based on the results, 38 percent of the respondents have a monthly income of P15,999 and below, 27 percent of them with P32,000 and above monthly income, respondents with an income of P20,000 to P23,999 fall at 12 percent, those with P24,000 to P27,999 at 11 percent, while 8 percent of the respondents have a monthly income of P16,000 to P19,999 and 4 percent of the total respondents have a monthly income of P28,000 to P31,999.

2. How do the respondents assess the marketing mix of Taal Heritage Village in terms of:

2.1 Product

For the respondents' assessment on product, the statement the churches portrays religious atmosphere, got the highest mean at 4.36 while the statement the Cultural Centre features cultural activities and events concerning the past of Taal got the lowest at 3.66.

2.2 Place

For the respondents' assessment on place, the statement the design of the establishments is consistent with the theme of the heritage town, had the highest mean at 4.15 while the statement the place has enough space for parking got the lowest at 3.53.

2.3 Promotion

The respondents' assessment on promotion are as follows: word-of-mouth is effective to encourage friends, relatives, and other people to visit



Taal, got the highest mean at 3.91 while promotional materials are eye catching, had the lowest at 3.32.

2.4 Price

The respondents' assessment on prices are as follows: the local products such as Barong Tagalog, balisong, placemats, table cloth, etc. are affordable and the restaurants and other food establishments offer reasonable prices for food and beverage, both got the highest mean at 4.09 while the payment of wearing national costume for picture taking is reasonably priced, got the lowest at 3.6.

3. Is there a significant relationship between the profile of the respondents and their assessment on the marketing mix of Taal Heritage Village?

The results show that there is no significant relationship between the profile of the respondents and their assessment on the marketing mix of Taal Heritage Village. However, there is a significant relationship between some of the demographic variables of the respondents to the assessment of marketing mix such as gender to their assessment of product and type of tourists to their assessment of promotion.

4. Based on the findings, what marketing strategies can be proposed?

Based on the findings, marketing strategies for Taal Heritage Village was proposed.



Conclusion

1. Most of the respondents are 18-25 years old and mostly male; majority of them are local tourists and college graduates; most of them have a monthly income of P15,999 and below.

2. The respondents' overall assessments on product, place and price is high while their overall assessment on promotion is undecided. Nonetheless, for product, the number which states that the Cultural Centre features cultural activities and events concerning the past of Taal got the lowest mean, for place, it is the statement the place has enough space for parking, for promotion it is the statement promotional materials are eye catching and for price the statement which states that the payment of wearing national costume for picture taking is reasonably priced got the lowest mean.

3. Overall, the null hypothesis is accepted; therefore, there is no significant relationship between the demographic profile of the respondents and their assessment of the marketing mix of Taal Heritage Village.

4. Based on the findings, the researchers propose marketing strategies for Taal Heritage Village.

Recommendations

Based on the findings, the researchers recommend the following:

1. Conduct a cultural exhibit that would showcase the culture, history and heritage of Taal inside the Cultural Center. The exhibition of the different Balisong will be a primary highlight in one of the cultural exhibits.



2. Designate parking area just outside the heritage village in order to minimize parking problems. Walking tour (guided or not) would be very efficient for tourists inside the heritage village.
3. Make an attractive brochure and flyer with corresponding directions for locals going to Taal Heritage Village and create a Facebook page.
4. Provide flexible options for the photo package in the wearing of Philippine national costume, each option varies in price depending on its quality.
5. Conduct a study on the sustainable aspects of Taal Heritage Village.

