



**De La Salle University- Dasmariñas**

**PROPOSED DEVELOPMENT PLAN FOR MALIBIKLIBIK FALLS IN  
GENERAL EMILIO AGUINALDO, CAVITE**

**De La Salle University – Dasmariñas**

**A Thesis presented to the faculty of  
College of Tourism and Hospitality Management**

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Bachelor of Science in Tourism Management for the subject  
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**ABSTRACT**

**Title:** “PROPOSED DEVELOPMENT PLAN FOR MALIBIKLIBIK FALLS IN  
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### **PURPOSE OF THE STUDY**

The researchers conducted the study to assess the 3a's in tourism (Attraction, Amenities and Accessibility) of Malibiklibik Falls in General Emilio Aguinaldo, Cavite towards developing a proposed development plan that will develop and enhance the falls for tourism in the future.

### **METHODOLOGY**

The study is a quantitative type of research to assess the 3A's in tourism (attractions, amenities and accessibility) of Malibiklibik Falls in General Emilio Aguinaldo, Cavite. The survey respondents are the local residents of Barangay Lumipa I of Bailen in Malibiklibik Falls. Simple random sampling was used to gather data and the respondents in the study, to avoid bias that could negatively affect the result of the study. Survey method was also used and considered as an appropriate tool to gather the response of target respondents because it clearly assess the 3a's in tourism (attraction, amenities and accessibility) in proposing a development plan for Malibiklibik Falls in General Emilio Aguinaldo, Cavite. The survey method was considered as an easy way to gather data. Also a statistical treatment of data was used to combine and interpret the results of the survey using the range of interpretation table.



## SUMMARY OF FINDINGS

This study assessed the attractions, amenities, and accessibility of Malibiklibik Falls in Gen. Emilio Aguinaldo Cavite. Specifically, this research sought to answer the following research problems:

1. What is the demographic profile of the respondents in Brgy. Lumipa I which Malibiklibik Falls is located, in terms of:

### 1.1 Age

The result showed that 22.2 of the total respondents were 48 to 57 years old; 21.6 percent were 18 to 27 and 38 to 47 years old; 18.3 percent were 58 years old and above; and 16.3 percent were 28 to 37 years old. It indicated that the majority of respondents were from 48 to 57 years old or 22.2 percent.

### 1.2 Gender

The profile of respondents in terms of gender showed that 58.8% are female while 41.2 percent were males.

### 1.3 Highest Educational Attainment

Results showed that 57.5 percent of the respondents were the high school graduate; 20.3 percent were college graduate; 17.6 percent is elementary



graduates; 4.6 percent finished vocational courses; while there were no masteral graduate among the respondents.

2. How do the respondents assess the needs of Malibiklibik Falls as tourist destinations in terms of:

### 2.1 Attractions

For the assessment of attraction walking trails got a mean of 5.39; bamboo rafting got a mean of 5.28; river boarding got a mean of 5.06; fish feeding got a mean of 5.05; tarzan swing got a mean of .92; rappelling got a mean of 4.79; kayaking got a mean of 4.45; floating restaurant got a mean of 4.37; cultural show got a mean of 4.27; and diving board got a mean of 4.25.

### 2.2 Amenities

For the assessment of amenities, comfort room got a mean of 5.84; garbage bin got a mean of 5.77; lifeguard area got a mean of 5.74; cottages got a mean of 5.71; safety protection e.g. life jackets and life buoy got a mean of 5.73; carparks got a mean of 5.47; kiosk e.g. sari-sari store got a mean of 5.39; grilling stations in the falls got a mean of 5.11; souvenir shops got a mean of 5.03; and playground in front of the parking area got a mean of 4.46.



### 2.3 Accessibility

For the assessment of accessibilities road development going to the falls got a mean of 5.84; street lamps going to the falls got a mean of 5.79; road signs going to the falls got a mean of 5.70; vicinity map got a mean of 5.41; flyers got a mean of 5.10; brochures got a mean of 4.92; jeepney going to the falls got a mean of 4.77; bicycle sidecar going to the falls got a mean of 4.76; private van going to Bailen got a mean of 4.44; and public mini bus or baby bus going to Bailen got a mean 4.44.

3. Is there a significant relationship between the profile variables of the respondents and their assessment on the needs of Malibiklibik Falls as Tourist destinations in terms of attractions, amenities and accessibility (3A's)?

Based on the profile of the respondents, the hypothesis was accepted and there was no significant relationship between the respondents' profile and their assessment of the needs of Malibiklibik Falls in terms of attractions, amenities and accessibility.

4. Based on the findings, what development plan can be proposed to Malibiklibik Falls?

The proposed development plan that the researcher would like to propose is to develop the Malibiklibik Falls as a tourist attraction in terms of attractions



which includes the walking trails, bamboo rafting, river boarding, fish feeding, tarzan swing, and the hiking and rappelling. In terms of amenities it includes the comfort rooms, trash bin, lifeguard area, cottages, safety protection, and carparks. And for the accessibility it includes the road development, installation of street lamps and road signs going to the falls. These will help the Malibiklibik Falls become a tourist attraction and to be known as an ultimate waterfall destination in General Emilio Aguinaldo, Cavite.

### **Conclusion**

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

1. The majority of respondents were composed of 48-57 years old while the least age bracket respondents is 28 - 37. The respondents were composed of 90 females and 63 males or a total of 153 respondents. The majority of the respondents were high school graduates and none of the respondents hold a masters degree.
2. The assessment of the respondents according to attractions, amenities and accessibility has been agreed because recreational activities that could be done, the needs and comfort of every tourist and lack of transportation improvement going to Malibiklibik Falls. The 3A's of development plan of Malibiklibik Falls were all agree.



3. For attraction, it is not significantly different. Therefore, the hypothesis of attraction is accepted in the assessment of Malibiklibik Falls. For amenities and accessibility it was noted that there was no significant difference between on the ratings given by the local residents. Therefore, there is no significant relationship between the profile variables of the respondent and their assessment on the needs of Malibiklibik Falls as tourist attractions.

4. Based on the survey questionnaire answered by the respondents, development plan has been proposed to enhance and improve the current Malibiklibik Falls.

### **Recommendations**

Based on the given conclusions the researchers suggest the following proposed recommendations:

1. Activities like walking trails, bamboo rafting, river boating, fish feeding, tarzan swing and hiking and rappelling shall be introduced to attract tourists by implementing it according to the plan, and help creation of job opportunities.
2. Malibiklibik Falls should provide amenities like comfort room, garbage bin, cottages, and safety protection (e.g life jacket). Lifeguards must be required for the safety and security of the visitors.

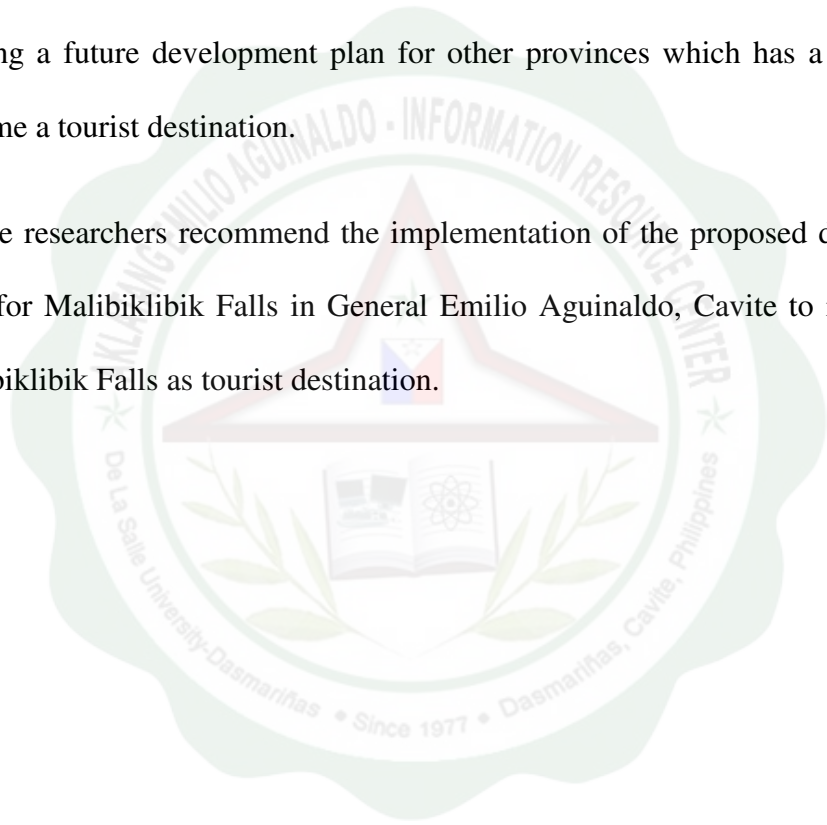




3. The local government should develop the Anuwang road going to the falls, They also need to provide road signs and street lamps for accessibility of the tourists going to the falls.

4. For future studies, the scope for conducting a research may be broadened by making a future development plan for other provinces which has a potential to become a tourist destination.

5. The researchers recommend the implementation of the proposed development plan for Malibiklibik Falls in General Emilio Aguinaldo, Cavite to improve the Malibiklibik Falls as tourist destination.





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