



De La Salle University = Dasmariñas

GRADUATE PROGRAM

**LOCAL TOURISM DEVELOPMENT STRATEGIES
FOR CAVITE**

**A Research Paper
Presented to
The Faculty
Graduate School of Business
De La Salle University – Dasmariñas
Dasmariñas, Cavite**

**In Partial Fulfillment
of the Requirements for the Degree
Master in Business Administration**

**Ma. Aoida Gerarda M. Par
May 2001**

22 AUG 2001

AKLATANG EMILIO AGUINALDO ARCHIVES



Acknowledgement

I am greatly indebted to:

The Cavite Provincial Tourism Council (PTC), the Tagaytay City Tourism Council, Philippine Convention and Visitors Corporation (PCVC), and Department of Tourism (DOT) for their materials that I have used in this paper;

Ms. Annie Quirap from the Planning and Development Office of the Cavite Provincial Office, Ms. Liberty Herrera, Tourism Council Officer, and Mr. Roberto Laygo for helping me secure some of the materials and information needed;

Ms. Bel Narvaez for pushing me to finish this;

Ms. Jing Ilano, Ms. Mary Anne Ga, Ms. Wilma Sayas, Ms. Maribeth Reyes and Ms. Yoly Dayrit for their assistance in inputting the contents of this report;

The people who have generously shared their ideas and the needed information through the interviews;

Dr. Maribet Campos, my very patient adviser, for all the support and assistance;

My parents, our family and my friends especially Veron for the inspiration and moral support;

And my fiancé, Mr. Avelx B. Cueto, for the inspiration and a future to look forward to.

To God be the glory.



TABLE OF CONTENTS

Acknowledgement

CHAPTER 1: The Problem and Its Background

Introduction	1
Statement of the Problem	4
Objectives	6
Scope and Limitation of the Study	6
Significance of the Study	6
Definition of Terms	6

CHAPTER 2: Review of Related Literature

Impacts of Tourism	
Economic Aspect	10
Social Aspect	12
Cultural Aspect	13
Environmental Aspect	15
Cavite	16
Travel Motivators	16

CHAPTER 3: Methodology

Research Design	20
Sources of Data	21
Research Instruments	21
Administration of the Research Instrument	21
Conceptual Framework	22

CHAPTER 4: Presentation, Interpretation and Analysis of Data

Provincial Profile	26
Strengths	
Proximity to Manila	28
Tourism Resources in Cavite	
Natural Tourism Resources	31
Cultural and Historical Tourism Resources	32
Festivals and Events	33
Widely Distributed Accommodation Facilities	34
Provincial Government's Support to Develop Tourism	38



De La Salle University – Dasmariñas

GRADUATE PROGRAM

Weaknesses	
Traffic Congestion	38
Cavite's Negative Image	38
Lack of Budget for Tourism	39
Low Occupancy Rate of Accommodation Facilities	39
Constraints in Tourism Development	40
Opportunities	
Volume of Tourists Visiting the Province	42
Government Incentives to Develop Tourism	43
Threats	
Growing Popularity of Competitors	44
Ecological Problems	45
Trends in the Tourism Industry	45
Seasonal Demand for Tourist Services	46
Participation of the National Government in Promoting the Tourism Industry	
Domestic Tourism Marketing Planning and Promotions	48
Festival Assistance or Sponsorship of Events	48
Tourism Brochures and Other Informational Materials	48
Accreditation of Facilities	49
Proper Coordination	49
Attendance to Trade Fairs	49
Thematic Calendar	49
Dream Vacations for Sale	50
Tourism Master Plan	53
Participation of the Provincial Government in Promoting the Tourism Industry	54
Tourist Information and Assistance	54
Cavite's Development Plans and Programs	54
Participation of the Private Sector in Promoting the Tourism Industry	57
Prospects for the Local Tourism Industry	
Prospective Tourism Centers and Activities	61
Recommended Development Strategy	
Employment Generation and Poverty Alleviation	
Image Building	63
Familiarization Tour	65
Participation in the Local Trade Fairs	65
Wider Distribution of Maps and Brochures	65



De La Salle University – Dasmariñas
GRADUATE PROGRAM

Festival Assistance or Sponsorship of Events	66
Use of Collapsible Displays	66
Development of Modules or Lecture Guides	66
Recruitment and Training of Guides And Lecturers	66
Redistribution of Wealth	
Tapping Other Tourism Areas	66
Promoting Special Interests	68
Segmenting the Market	70
Indicators of Economic Development	78
Regional Targets	79
CHAPTER 6: Summary of Findings, Conclusions and Recommendations	
Summary of Findings and Conclusions	80
Recommendation for Further Study	83
Appendices	86
Resume	103
Bibliography	104



LIST OF TABLES

Table	Title	Page
1	Maslow's Needs and Motivations Listed in Travel Literature	18
2	Bus Company, by Route, Frequency and Travel Time	28
3	Top Ten Other Places Visited by the Regional Tourist	28
4	Distribution of Rooms in Respondent Accommodation Establishments by Type Of Accommodation, by Province, Region IV, 1997	36
5	Distribution of Tourist Arrivals in Respondent Accommodation Facilities, Cavite, 1997	37
6	Average Room Occupancy Rates by Type of Accommodation, by Province, 1997	39
7	Distribution of Tourist Arrival by Province, Region IV, 1997	42
8	Quarterly Percent Distribution of Tourist Arrivals, Region IV by Province, 1997	47
9	Expanded Analysis on Maslow's Hierarchy of Needs and Motivations Listed in Travel Literature	72
10	Plans for the Implementation of the Different Strategies, The Corresponding Offices-In-Charge of Implementation and the Target Date	73



LIST OF FIGURES

Figure Number	Title	Page
1	Strategy Formulation Model	24
2	Map of the Province of Cavite	26
3	Map of The Towns and Cities Comprising Cavite	27
4	Percent Distribution of Tourist Arrivals by Quarter, Region IV, 1997	46
5	Breakdown of Endorsed Tourism Projects, 1996	53



LIST OF APPENDICES

Appendix	Title	Page
1	Businesses and Agencies Comprising the Tourism Industry	86
2	World Tourism Leaders' Meeting Manila Declaration on the Social Impacts of Tourism	88
3a	Minimum Requirements in the Classification of Hotels	89
3b	Minimum Requirements of the Different Classifications of Resorts	94
3c	Standard Requirements of the Different Accommodation Facilities	97



Chapter 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

The tourism industry is considered as the world's biggest industry. More importantly, it is still growing. To summarize the information presented in the previous chapters, the researcher came up with this strengths, weaknesses, opportunities and threats (SWOT) analysis. The strengths and weaknesses have been identified to assess the internal environment of the province while the opportunities and threats have been identified to gauge the external environment.

Summary of Findings and Conclusions

- Industry experts are optimistic that there will be a "favorable atmosphere for the lodging and food industry as well as vast opportunities and occasional challenges as well as trials over the next millennium."
- The cities and municipalities in the province are grouped into three modal tourism points: Tagaytay-upland area, Tagaytay is overlooking the world's smallest albeit still active Taal volcano. This area is composed of: Tagaytay City, Silang, Amadeo, Indang, Mendez, Alfonso, Gen. Aginaldo and Magallanes; Ternate-Corregidor-Naic area. This area boasts of its white sand beaches and blue waters with protected marine species and is composed of the towns of Maragondon, Ternate, Naic and the island of Corregidor; and, the Kawit- Cavite City area. This area focuses on Cavite's glorious history and is composed of the towns of Bacoor, Imus, Noveleta, Rosario, Tanza, Gen. Trias, Dasmariñas, and Cavite City.



The province is endowed with bountiful natural resources distributed to these different zones, rich historical and cultural resources and is the venue of some of the most noted festivals and major events as: the Puerto Azul Testimonial Golf Fellowship being held in the month of April at the Novotel Puert Azul Beach and Country Club; the Caracol being celebrated in Kawit during the last week of May wherein people perform a ritual dance to pay homage to their patron saint Mary Magdalene; the annual Philippine Independence Day celebration held in Kawit on June 12; the water festival celebrated in Cavite City in honor of the city's Patroness, Nuestra Senora de Porta Vega on June 24; the flower festival held in Tagaytay during the month of August; the month-long Christmas celebration characterized by parades, competitions and other activities are held in the country's Christmas capital during the Paskuhan sa Imus celebration; and the Maytins festival being observed in Kawit on December 24 which features a reenactment of the search for an inn by Mary and Joseph and the birth of Jesus.

- The trends in which the hotel and restaurant industry would probably continue to flourish in the next century will include the concern for environmental issues will continue to grow; resorts, conference centers and the like are finding it easier to offer their products directly to customers rather than going through intermediaries; and marketing vacation destinations will become much easier with the video and internet movies replacing printed brochures where such programs include current



detailed information on the accommodations, culture, currency, language and passport requirements. With the establishment of the Provincial Tourism Council (PTC), Cavite keeps abreast with these developments through its plans and programs for tourism development.

- Both the national and provincial governments have expressed their support to the development of the tourism industry through their projects and programs. On the part of the national government, these will include: festival assistance or sponsorship of events , provision of tourism brochures and other informational materials ,accreditation of facilities, proper coordination, attendance to Trade Fairs and the use of the thematic calendar; the promotional campaign "Dream Vacations for Sale" ; President Estrada's Tourism Highway Program and a number of laws and policies that provide incentives to encourage people to engage in tourism-related activities. On the part of the provincial government, this was evident with, first and foremost, the creation of the Provincial Tourism Council and highlighting tourism promotions as one of its top priorities. Among the strategies adopted by the PTC to promote the tourism industry include : grassroots participation and development, community – based initiative, renovation of historical sites, establishment of the Cavite Tourism Formation Center and the development of infrastructure facilities.
- For Cavite's part, the Cavite Chamber of Commerce takes the active role in providing assistance to promote the tourism industry.



- The projects of the NCC gave way to bring back the glories of the past which further strengthened Cavite's image of being a premier historical destination. This further intensified the feeling of nationalism that the government wanted to invoke among its constituents. The presence of these destinations which are very accessible to the Metropolis makes Cavite one of the most popular places to visit during school excursions.
- To keep up with the continuous development and flourishing demand to tourist facilities within the province, a number of private developers responded with projects in mind as: the Oriental Vacation Resort in Silang, the Saddle and Clubs Leisure Park in Naic, Tanza and Trece Martires, Dreamworld: The Coastal City in Naic and Splendido in Tagaytay.
- An economic development strategy geared at employment generation, poverty alleviation and redistribution of wealth was formulated. Under strategy, specific programs were identified as image building, tapping other tourism areas, promoting special interests and segmenting the market.



Recommendation for further study.

The researcher suggests the application of the concept of Sustainable Development to the tourism resources as mentioned in this research for further study. The researcher recognizes the necessity to ensure a sustainable future without compromising the ability of the future generations to conserve these historical resources. To attain this, further studies will have to be conducted for continuous development to take place and at the same time, maintain the historic image of the province even after specific plans and programs have been carried out and government support is pulled out.