



**STAKEHOLDERS AWARENESS ON CASA HACIENDA OF TEJEROS
CONVENTION IN ROSARIO, CAVITE: BASIS FOR
A MARKETING PLAN**

**An Undergraduate Thesis Presented to the Faculty of Tourism
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ABSTRACT

The study focused on determining the assessment of the stakeholders' awareness on the aspects of Convenience, Objectives, and Activities in Casa Hacienda of Tejeros Convention which aimed at proposing a marketing plan that would be beneficial to Rosario, Cavite. This study involved the stakeholders of the site such as the visitors, barangay official, and tourism related establishment whereas the researchers' used quantitative research method to analyze the awareness of the respondents. As part of this phase, the researchers' created a survey questionnaire as the main instrument to gather information about respondents' profile and assessment produce summaries and quantitative descriptions. The researchers' used descriptive statistics: specifically, the weighted mean, ranking, analysis of variance and T-test for hypothesis. In this research, data were represented numerically and representation of the findings was shown on statistical tables and through graphical representation. The results show that there is no significant difference on assessment when the respondents are grouped according to their age, gender, and educational attainment. There is also no significant difference when the stakeholders' assessment on their level of awareness where grouped according to their profile. Thus, the researchers' conclude that the awareness can help the community realize and be aware about the history of the site and market the convention to attract more people to visit the site. The researchers' propose a marketing plan of Casa Hacienda of Tejeros Convention that will enhance the strengths and address the weaknesses of the site through coordination between local and tourism officers organize conference between LGU and tourism officers of the site, creation of traffic development plan, audio visual presentation for the visitors and proper evaluation and implementation by the institution.

Keywords: Marketing Tourism, Convenience, Objectives, Activities



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