

The Future of Tourism in Dasmariñas City

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ABSTRACT: *This study was conducted to explore the future status of the tourism industry in Dasmariñas City, Specifically the study aimed to (1) determine the present tourism attractions in terms of cultural attractions, manmade, and superstructures (2) determine the assessments of the tourist in the present development of tourism attractions (3) explore the perception of local tourism official and (4) discover the tourism strategies that can be proposed in the city of Dasmariñas. The study utilized descriptive quantitative and a narrative qualitative method. In this study, the researchers included two hundred (200) total number of tourist participants using quota sampling. On the other hand, purposive sampling technique was used by the researcher in qualitative part; there were two (2) selected participants for the study. Frequencies, percentages, and standard deviation were the statistical measures employed in the analysis of data. Thematic analysis was used for qualitative part.*

In the statistical findings, majority of participants are highly aware in the tourism attractions and rate the tourist attractions attribution indicators of Tourism of Dasmariñas, Cavite as “very satisfied”. In qualitative part, medical tourism, promotion of festival, promotion of products, historical and resort development were the significant findings in the study analyzed through thematic coding. While in the tourism strategies, government tourism policy and tourism planning, empowering employment work opportunities, development of infrastructures, and crime readiness were the main point of strategies to implement in Dasmariñas city, Cavite.

***Keywords:* tourism attractions, tourism development, future tourism of Dasmariñas**

I. INTRODUCTION

Tourism development of the vibrant City of Dasmariñas in the historic Province of Cavite holds the future of the tourism industry in the city. The travel and tourism industry were placed among the largest industries in the world (Zolfani,

Sedaghat, Maknoon & Zavadskas, 2015). The province of Cavite had been making efforts in bolstering its tourism industry. It established its own provincial department for tourism in 2018, the Provincial Tourism and Cultural Affairs office (PTCAO), tasked with developing the tourism industry in Cavite, from planning to

implementation and regulation (Philippine News Agency, 2018). Despite the Province of Cavite being one of the most frequently visited places (Manila Bulletin, 2013), few notes Dasmariñas City as a tourist destination. The study was novel because there had been no published studies on tourism in Dasmariñas City, despite being the largest City in Cavite in terms of population. It had been observed by the researchers that promotion of local tourism in the city benefit both local tourists and communities given the economic and social impact it makes.

The objective of this research is to promote tourism development in Dasmariñas City that is competitive and sustainable, in line with the National Tourism Development Plan of the Philippines for 2016 – 2022. Local governments are mandated by the Local Government Code (1991) otherwise known as R.A. 7160 to develop and promote tourism and the general welfare in their respective jurisdictions. Likewise, DILG Memorandum Circular (MC) No. 95-162, encouraged Local Chief Executives (LCEs) to organize Tourism Councils in their jurisdictions, composed of government and private sector representatives to formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds. Review and analysis of its past and present conditions and local tourism development plan is expected to pave way in foreseeing its future in the tourism industry.

Dasmariñas, officially the City of Dasmariñas, (Tagalog: Lungsod ng Dasmariñas), or simply known as City, is a 1st class city in the province of Cavite, Philippines. According to the

2015 census, it had a population of 659,019 people (PSA, 2019). It is the second most populous city in the region, with Salawag being the 9th most populous Barangay overall. Nicknamed “Dasma”, it has a land area of 90.1 square kilometers (34.8 sq mi) and is located 30 kilometres (19 mi) south of Manila. The growing congestion and outward urban expansion of the Metropolitan Manila Area had led to rapid development of the city. This inevitable growth was manifested by the influx of industries, the presence of large educational and health institutions, and the growing number of subdivisions accommodating its growing population (City of Dasmariñas, 2013).

Dasmariñas Cavite had propelled itself as one of the country’s most industrialized provinces, evident in the growing number of local and foreign companies setting up shop here (Antonio, 2019). With competitive labor costs and the availability of skilled manpower, more businessmen have put their trust and confidence in this province, investing mainly in outsourcing and manufacturing facilities. The City of Dasmariñas had benefited from the congestion and outward urban expansion of the metropolis, paving the way for the city’s rapid development. Moreover, the improvement of growth corridors and road linkages to Metro Manila and within the area had changed the city’s outlook from a humble agricultural town into an industrial and educational hub.

Dubbed as “The Industrial Giant of the CALABARZON”, Dasmariñas City was the wealthiest local government unit in the province of Cavite according to the 2006 Commission on Audit report. It was also the only municipality in

the entire Philippines that had both SM and Robinsons Mall, before it became a city (philippinescities.com, 2019).

Dasmariñas, served as a catalyst for major economic development and sustained growth for the Metro Manila urban area since the 1990s. The influx of industries, academia, and real estate developments is significant of in a town outside of a major financial district. Located at Dasmariñas are the First Cavite Industrial Estate with 81 foreign and domestic corporations employing 20,000. The city also hosts one of the largest universities in Cavite, the De La Salle University- campus, which serves more than 25, 000 students.

City is a key player to Cavite's economic growth catering to several industrial establishments—which include export, logistics services, facilities and information technology and ranking third highest among the seven provincial districts in 2017; it also has eight economic zones and industrial estates, the highest among the four cities in Cavite. The city had more yet to offer and potential to progress further especially in the field of tourism.

The Philippine News Agency (2018) reported that a PHP336-million “Pamantasan ng” (city-run university) is projected to rise at the Burolo main village in the city's bid to further strengthen its education program and provide access to quality tertiary education for residents here. The Pamantasan ng Dasmariñas – College Building 1 is targeted for completion by March 2020 and will offer a collegiate degree to financially constrained residents, according to the Office of City Mayor Elpidio Barzaga Jr. The public university is expected to open doors of

opportunities to city folks to become professionals and self-reliant individuals who will contribute to the progress of the city and nation. The city, known as melting pot of great minds and exceptional talents, is home to bemedaled athletes.

City's tourism plan includes the construction of Dasmariñas City Arena as a venue for local, regional, and national sporting and entertainment events (Pino, 2018). Recent opening of Promenade des Dasmariñas, a public park that is “instagrammable” according to Red Robins Alano, the head of city tourism and information office. City hosts its own cultural festival. The Paru-Paro Festival was first celebrated in 2011. Slated every November 26, it was created to commemorate the incorporation of the city of Dasmariñas with people dancing and parading in the streets in butterfly costumes.

In their study of tourism in Batangas, Ylagan & Laguador (2014) noted the importance of having a tourism development plan in every municipality to support that of the province. While Alejandria-Gonzalez (2016) explored the status of Philippine cultural tourism and assesses the challenges and orientations that pervade in its practice which could be developed to attain the developmental goals of the Department of Tourism in 2011 which highlights an increase in Tourist influx in the country through (1) diversification of tourism-related products, (2) development of infrastructures, and (3) professionalization of the service providers.

The Tourism industry is considered as a major contributor to the economic growth of emerging economies (Pedrana, 2013; Meyer &

Meyer, 2015). Indeed, the 2018 data shows that the tourism industry contributed 12.7% to the Philippine's gross domestic product (PSA, 2019). Pedrana (2015) identified four key areas in tourism development which were local firms, inward investment, infrastructures, and labor skills. The researcher noted the importance of partnerships between private and public sectors, specifically about public policies and institutions. The researcher also notes the importance of infrastructures and transport systems that grant accessibility to target tourism areas. Tourism infrastructures serve as enablers for tourism development. The political climate in the city of interest is also important to consider (Hernderson, 2011), as instability could deter potential investors and tourists. Development of tourism infrastructure is vital; this includes transportation, accommodations, and attractions. Moreover, a sound marketing strategy is also needed.

Nagarjuna (2015) noted that sustainable tourism means the involvement of all stakeholder's policymakers and tourism businesses must involve the local community in the development of their plans for tourism. Muganda, Sirima, and Ezra (2013) also noted that tourism development program must involve the local community. It is important to understand the opinions of members of the local community regarding the programs and policies being implemented in their area. Their study showed the perspective of the locals that they do want to be involved in program policy making and decision making. Likewise, Mamimine and Muranda (2017), also notes that policymakers must consider the locals, not just as hosts, but also as local tourists.

Meyer and Meyer (2015) studied the role and impact of tourism in local economic development. They concluded that tourism was an industry that aids in the development of a community. It affords a wide range of job opportunities ranging from unskilled to skilled labor. This opening of job opportunities for locals from all walks of life could realistically translate to poverty alleviation. The need for workers in the industry means jobs as well as opportunities for opening small businesses. Effective tourism strategies to boost local economy also involves training, funding, incentive plans for small businesses, infrastructure development, partnerships, information dissemination about tourism developments, and marketing.

Buted, Ylagan, and Mendoza (2014) studied the emerging tourism industry in Calatagan, Batangas. They first identified the most popular attraction, and had locals and tourists rate the attractions in the area. They then proceeded to have the locals identify hindrances to the development of tourism in Calatagan. They noted that one of the hurdles faced by the community is a lack of promotion of the tourist areas in Calatagan. They also identified perceived benefits of promoting tourism in Calatagan. They identified social and economic benefits. Social benefits include improved security, hospitality, and lifestyle. The economic benefits are notably job opportunities, trade, added income for the local government, economic growth for the municipality, improvement of the area. This somehow resonates with the observations of Notario, Mandigma, Designano, Buenviaje, and Mejia (2016) when they noted that to develop the local tourism industry, first the need to address

the support systems such as infrastructures, waste management, security, etc.

The researchers aimed to publish this paper at the Journal of Quality Assurance in Hospitality & Tourism, the International Journal of Management Sciences, and the Tourism Management Journal.

The researchers hypothesized that the City of Dasmariñas had a great potential in the tourism industry. This study is significant for it will help policy makers in assessing tourism development in the city and address issues and concerns raised by the residents. This study aimed to explore the future status of the tourism industry in Dasmariñas City. Specifically, it will answer the following questions:

- 1) What are the present tourism attractions in the City of Dasmariñas in terms of?
 - a. Cultural attractions
 - b. Man-made attractions
 - c. Superstructures
- 2) What are the assessments of the tourist in the present development of tourism attractions in the City of Dasmariñas?
- 3) How does the Local Tourism Government perceive the future of tourism in Dasmariñas Cavite?
- 4) What are the tourism strategies that can be proposed in the City of Dasmariñas?

II. METHODOLOGY

This chapter presented the discussions of the research designs, participants of the study, sampling method, data gathering procedure, data and statistical analysis, and research instrument used in the study.

Research Design

The study utilized an explanatory sequential design, wherein the researchers used descriptive quantitative and narrative qualitative method.

Descriptive research describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where when and how. It is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. In this study, the participants were observed in a completely natural and unchanged natural environment. With the nature of the present study, descriptive research design shall be used. Descriptive research is a valid method for researching specific subjects and as a precursor to more quantitative studies. Whilst there are some valid concerns about the statistical validity, as long as the limitations are understood by the researcher, this type of study is an invaluable scientific tool.(Shuttleworth,2008)

In Qualitative part, this study incorporated a narrative research design because: (a) narrative is one, if not fundamental, unit that accounts for human experience (McAlpine, 2016); (b) the study encouraged the

people to share stories about their past experiences in a way that it fits what we wanted to know and understand; and lastly, (c) narrative can give the participants the freedom to share whatever thought he/she might have for their own story.

Participants of the study

The participants in the selected barangays in Dasmariñas Cavite classified as prime tourism areas was obtained from the official records of Tourism Office of Dasmariñas, City.

Due to the selected persons of the research, two hundred (200) tourists were selected to be the research participants. Participants were between the ages of 18 to 60. The inclusion criteria for the selection of the participants must be: (a) He/she must *not* be a resident of Dasmariñas Cavite (b) above 18 years of age; (c) willing to participate in the survey (d) regardless of gender and two (2) Local tourism government official were interviewed to explore the future of tourism at Dasmariñas, Cavite

Sampling method

The researcher used purposive and quota sampling technique to determine the participants. A purposive sampling which is also known as judgmental, selective, or subjective sampling is a type of non-probability sampling technique. Purposive sampling relies on the judgment of the researcher when it comes to selecting the units that are to be studied. Usually, the sample being investigated is quite small, especially when compared with probability sampling techniques. The main goal of purposive sampling is to focus on characteristics of a population that are of interest (Laerd Dissertation, 2012). In this study,

purposive sampling was the sampling method for narrative qualitative part.

Quota sampling technique is a nonprobability sampling technique wherein the assembled sample had the same proportions of individuals as the entire population with respect to known characteristics, traits, or focused phenomenon. The technique used to collect the data is a tourism attraction attribution self-made questionnaire that contains the test for the tourism infrastructures and superstructures. The researchers utilized statistical tool to identify the mean, frequency distribution and percentage. Using quota sampling, the researchers can go anywhere in the city to collect the questionnaires until they reach the quota of 200 participants. (Babbie, E. 2010). In this study, quota sampling was the sampling method for descriptive quantitative part.

Data Gathering procedure

First, the researchers forwarded formal letter to selected residents of Dasmariñas Cavite and Tourism Office. Participants were asked to submit their reply slip or consent to participate in the study. Also, as part of their initiative to ensure that the study conformed to the highest ethical standards of research, the participants were initially informed of the nature and goals of the research. The researcher informed them that their participation allows the researchers to expound on this experience and it will help to understand, from a psychological lens, the possible implications, and interventions in this condition. The researcher presented to them a consent form that, if signed, it was confirmed their voluntary participation in the research. Part of the form also narrates that the transcriptions of the interview

and most especially their identities were kept confidential and that the participants are free to back out of the study at any time they feel the need to do so. In data management, the researcher ensured the confidentiality of the information gathered.

Before the informed consent was handed to the participants the researcher explained the risks and benefits that they may get as they voluntarily participate in the study. The participants also feel a sense of freedom in disclosing their experiences. And lastly, as a gratitude for participating in this study they were given a token of appreciation.

The risks for participating in this study were minimal. During the interview, if the participants encountered some questions that they may find disagreeable or disappointing or if they feel uncomfortable at any time, they may choose to skip questions, or they may ask to withdraw. The participants were given a couple of days to think and decide whether will participate or not. After the couple of days, the participants signed a contract of agreement which includes their voluntary participation or the freedom to withdraw anytime they want.

Research Instrument

The adapted instrument of the researcher is divided into two sections, with each one focusing on the variables of the study: present attractions in Dasmariñas, Cavite and the assessments about the present tourist attractions; moreover, the questions are limited only to the stated objectives of the study to best serve the purposes of the study and prevent unnecessary information.

As validity of the survey questionnaire is aimed to measure how suitable one variable is to the other. The researcher searched for experts who can translate the survey questionnaire into a Filipino version if the research participant was not able to be understood English language. Furthermore, a registered psychometrician and a subject matter expert will approve the survey questionnaire.

To test the instrument reliability along with the sampling techniques and statistical treatment procedures, the study underwent a pilot testing with approximately 30 tourists for it to be thoroughly examined to be suitable with the study's statement of the problem and aim.

To measure the variables presented, the researchers administered the following research instruments:

Present tourist attractions profile in Dasmariñas Cavite. It is a pencil-and-paper instrument in which the participants will answer a checklist consisting cultural attractions and man-made attraction in Dasmariñas, Cavite

Tourism Attraction Questionnaire. It is a pencil-and-paper instrument partially adapted tourism attraction evaluation. It is composed of 40- item questions format with five (5) responses, be based on extremely poor to excellent as guide.

Scoring

The scoring for Tourism Attraction Scale is composed of five responses:

0 – Extremely poor, **1** – Poor, **2** – Neutral, **3** – Good, **4** – Excellent

The number of scores on each sub scale was counted and sum up. The highest score

represents the assessment of tourist attraction in Dasmariñas, Cavite

To interpret the perception of the participants assessment on the tourism attraction in Dasmariñas, Cavite, the following scale parameter was used:

Weighted Mean Range	Scale	Interpretation
4.20 – 5.00	4 = Excellent	4 = Extremely satisfied
3.40 – 4.19	3 = Good	3 = Very satisfied
2.60 – 3.39	2 = Neutral	2 = Moderately satisfied
1.80 – 2.59	1 = Poor	1 = Slightly satisfied
1.00 – 1.79	0 = Extremely poor	0 = Not at all satisfied

In Qualitative part, the researchers conducted semi-structured, in-person interviews with the participants to collect the needed data. Semi-structured interviews are in depth interviews wherein the participants answered predetermined open-ended questions. Semistructured interviews are conducted only once, employed within an individual or with a group, with a duration of 15 minutes to 30 minutes.

These interviews are based on a semistructured interview guide. The interview guide comprises the core question and other associated questions needed for the interview. Recording the interview is one of the most effective ways to capture the data. It makes it easier for the researcher to focus on the content

and verbal prompts, that enables a transcriptionist to generate a “verbatim transcript” of the interview.

Handwritten notes were applicable, but very unreliable because the researcher might miss some important key points (Jamshed et. al, 2019). In-person interviews were utilized to give the interviewer more control of the interviewing process. The interviewer can observe the demeanor of the participants, monitor certain aspects to give more benefits and make note of any apparent confusion or distraction. The data collected by interviewers may be recorded via pencil-and-paper or laptop computer. With the latter, questions on sensitive topics that participants may be reluctant or uncomfortable to discuss with an interviewer, such as illicit drug use and sexual behavior, quality of the data may be enhanced by giving the computer to the participant for direct entry of responses (McDonald, Burnett, Coronado, & Johnson, 2003). Before conducting the interviews, the questionnaire was subjected to reliability and validity test done by a licensed psychometrician.

Statistical Treatment

The following statistical analysis method were utilized for the analysis of data gathered. For the analysis of raw data, the researcher used frequency distribution, percentage distribution and weighted mean.

The researcher shall employ the following statistical tool in the analysis of the data gathered in the study

Mean. This was utilized in the study to know the average scores of the selected participants in the tests administered to them.

Frequency. This was utilized to know the total population of the selected participants in the study.

Percentage. This was utilized in this study to present the data in a condensed manner and instead of showing an actual number of occurrences of values within an interval as a percentage of the total number of occurrences in the set.

$$p/o = \frac{f}{n} \cdot 100$$

Weighted Mean. This was used in answering the statement of the problem and objectives of the study

$$\bar{X} = \frac{\sum x}{n}$$

Data Analysis

In the process of data analysis, narrative analysis was used to identify, analyze, and report themes and concepts within qualitative data. This data analysis plan is perfect for both novice and expert qualitative researchers because the steps were easy to follow but rigorous enough to generate meaningful findings from the data.

Since the study incorporated a qualitative approach, data were gathered through proper observation and interview. Recordings through audio and visual were present to provide accuracy for data analysis. After the interview, the researchers transcribed all the recorded data given by the participants. Content analysis will then be used as a method to analyze the content of the data that were gathered from the participants. a conventional approach was used so coding categories were derived exactly from the text data. (Hsieh & Shannon, 2005) The research will also apply Datt's (2016) 8-step procedure for conducting a content analysis:

Step 1: The first and foremost process for this analysis were collecting and preparing the data for analysis.

Step 2: Defining the themes of analysis. This phase will involve the classification of content into potential themes that is in line with the research objective and may answer the research question being addressed. Moreover, the researchers carefully reviewed and assess every data that the researchers may be needing.

Step 3: The next step was involving the researchers to develop categories and coding scheme. This were derived from three (3) sources such as the primary data, theories on similar topic, and empirical studies. However, on an inductive approach (conventional content analysis) were evaluating on secondary sources.

Step 4: Pre-testing was done by the researchers to ensure consistency. In this phase, the researchers coded the sample of existing data. If the level of consistency is low, then re-coding had to be done again.

Step 5. When the consistency is assured. It is important to apply the coding process to the data.

Step 6. After coding, validity and reliability of the whole data set were checked by the Participants.

Step 7. The researchers had drawn inferences based on the coding or themes. It is important to explore the properties, dimensions and identify the relationship and uncover patterns to present the analysis.



Step 8. The final process for the analyzation is the presentation of results. To present the results under each theme with conclusions the results was supported by secondary data and quotes from the developed code. The results were presented in

such a way that the reader can understand the basis of interpretations.

III. RESULTS AND DISCUSSION

This chapter presents, analyzes, and interprets the data gathered from the survey conducted by the researchers about the future of tourism. Data were analyzed and significant findings were interpreted. The data were presented according to the sequence of the questions raised in the statement of the problem and in the form and tables and textual descriptions.

3.1 Present Tourism attractions in the City of Dasmariñas.

Table 1. Percentage distribution of respondents according to present Cultural attraction

Cultural Attractions	Frequency	Percentage
Paru-Paro Festival	146	73.37%
Dasmariñas Town Fiesta	83	41.71%

Table 1 presents the frequency and percentage distribution of the participants awareness in terms of present cultural attraction that 146 (73.37%) out of 200 participants were aware of the Paru-Paro festival of Dasmariñas Cavite, and 83 (41.71%) were aware of the Town Fiesta in Dasmariñas, based on the above data, most of the participants were aware the present cultural festival specifically the Paru-paro festival in Dasmariñas, Cavite.

Festivals had been long part of different cultures. It reflects societal beliefs. Therefore, it is important to understand every aspect behind the extravagant festivities. With this same reason, Stettler (2011) listed some recommendations about sustainable event management of festivals from the event organizer’s perspective. The first strategy proposed for improved sustainable event management of festivals is the use of sustainability framing and long-term planning. The results showed that festivals may not be using short- or long-term goals which are very important in the early stage of organizational change for sustainability.



Table 2. Percentage distribution of respondents according to Man-made Attractions (Touristic Purposes)

Man-made Attractions (Touristic Purposes)	Frequency	Percentage
1. Promenade des Dasmariñas	45	22.61%
2. Qubo Qabana Resort	37	18.59%
3. Tubigan Resort	89	44.72%
4. Coco Valley Resort	78	39.20%
5. Saniya Resort	86	43.22%
6. Volet’s Resort	120	60.30%
7. Fisher’s Farm Resort	33	16.58%
8. Double V Resort	49	24.62%
9. Swiss Resort	31	15.58%
10. Blumen’s Resort	12	6.03%
11. Med’s Resort	11	5.53%
12. Kalipayan Resort	74	37.19%
13. Museo De La Salle	51	25.63%

Table 2 presents the frequency and percentage distribution of the participants awareness in terms of present man-made attraction (touristic purposes) that 120 (60.30%) out of 200 participants were aware of the presence of Volet’s resort, 89 (44.72%) Tubigan Resort, 86 (43.22%) Saniya Resort, 78 (39.20%) Coco Valley Resort, 74(37.19%) Kalipayan Resort, 51 (25.63%) Museo De La Salle, 49 (24.62%) Double V Resort, 45 (22.61%) Promenade des Dasmariñas, 37(18.59%) Qubo Qabana Resort, 33 (16.58) Fisher’s Farm Resort, 31 (15.58%) Swiss Resort, 12(6.03%) Blumen’s Resort, 11 (5.53%) Med’s Resort. Based on the above data, Majority of the participants were aware the presence of Volet’s resort, while the other resorts are less aware.

Some researchers had pointed out that residents’ support for tourism is fundamental to the success of community participation, which only happens if their level of understanding of tourism development process is like other stakeholders (Reid, 2003; Saarinen, 2010). Otherwise, if local communities had little knowledge of tourism systems and do not understand the importance of sustainable tourism, this can be a barrier to participation, especially in areas where tourism is new to a community (Aref and Redzuan, 2009). As Simons (1994 in Dyer et al. 2007) says that the possible limited knowledge and awareness of tourism among community makes substantial efforts essential to encourage them to participate in the process of tourism development.



Table 3. Percentage distribution of respondents according to Man-made Attractions (NonTouristic Purposes)

Man-made Attractions (Non-touristic Purposes)	Frequency	Percentage
1. Kadiwa Park and Gov. Mangubat Avenue	122	61.31%
2. Immaculate Conception Parish Avenue	103	51.76%
3. Parokya ng Mabuting Pastol Church	32	16.08%

Table 3 presents the frequency and percentage distribution of the participants awareness in terms of present man-made attraction (non-touristic purposes) that 122 (61.31%) out of 200 participants were aware of the existence of Kadiwa Park and Gov. Mangubat Avenue in Dasmariñas Cavite, and 103 (51.76%) were aware of the presence of Immaculate Conception Parish Avenue, and 32 (16.08%) were aware of the presence of Parokya ng Mabuting Pastol Church. Based on the above data, most of the participants are aware on the present man-made attraction (non-touristic purposes) specifically the Kadiwa Park and Gov. Mangubat Avenue in Dasmariñas, Cavite.

Moreover, previous studies had focused on measuring awareness and attitudes of residents in areas where tourism is already an important aspect of the local economy (Cardenas et al., 2015). Indeed, there remains limited research examining awareness and knowledge of residents at the inception stages (Sirakaya et al., 2002). Regarding this matter, Saarinen (2010) argued that it is important to first assess the level of local communities' awareness and knowledge through communities' perceptions of tourism development in their areas. Not only it will help to identify gaps in the community's understanding of the concept, but also to develop programs and policies that can be guidance for community to better understand the process and importance of tourism development (Byrd et al. 2008). Subsequently, this will lead to meaningful community participation and sustainable tourism (Cardenas et al., 2015).

Therefore, this study expands on the notion that before residents can fully participate in tourism, they need to have a basic understanding of conceptual ideas of community participation and sustainable tourism. Specifically, this exploratory study investigates the information about community's awareness and knowledge of sustainable tourism in rural tourism development.



Table 4. Percentage distribution of respondents according to Superstructures

Superstructures	Frequency	Percentage
1. SM Dasmariñas	170	85.43%
2. Robinsons Dasmariñas	122	61.31%
3. De La Salle University Medical Center	144	72.36%
4. Emilio Aguinaldo College Medical Center	90	45.23%
5. Dasmariñas City Medical Center	80	40.20%

Table 4 presents the frequency and percentage distribution of the participants awareness in terms of present superstructures that 170 (85.43%) out of 200 participants were aware of the presence of SM Dasmariñas, while 122 (61.31%) were aware of the presence Robinsons Dasmariñas, and 144 (72.36%) were aware of the presence of De La Salle University Medical Center, and 90 (45.23%) were aware of the presence of Emilio Aguinaldo College Medical Center and 80 (40.20%) were aware of the presence of Dasmariñas City Medical Center. Based on the above data, most of the participants are aware of the present superstructures exclusively the SM Dasmariñas and Robinsons Dasmariñas.

Several authors had also explained that limited knowledge and awareness can lead to some issues, such as a widening of the knowledge gap between local communities and decisionmakers (Butler and Hinch, 2007), wrong expectations about the benefits of tourism, a lack of preparation for the change correlated with tourism (Cole, 2006), and increasing exclusion of residents’ involvement in decision-making process.

By making the local communities aware of tourism, not only they will accept tourism in their area, but also could help them become agents in tourism development rather than objects as still often happens in rural communities in developing countries (Saarinen, 2010). Other researchers have also argued that when local communities are aware of the significance of tourism, potential conflicts arising from the interaction between tourism activities and the local cultures can be avoided (Suntikul et al., 2010). It is therefore important to investigate the residents’ knowledge and awareness of tourism development in their area in the pursuit of sustainable tourism.

3.2 Assessments of the tourist in the present development of tourism attractions in City.

Table 5. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Safety and Security)



Category: Security and Safety	Weighted Mean	Standard Deviation	Interpretation
1. Law and order of country	3.31	0.67	Moderately satisfied
2. Safety of females	3.14	0.90	Moderately satisfied
3. Discipline in the City	3.26	0.83	Moderately satisfied
4. Safety of family	3.40	0.66	Very satisfied
5. Political stability	3.26	0.82	Moderately satisfied
Overall Mean	3.27	0.78	Moderately satisfied

Based on the shown data above in Table 5, five statements were used to measure the assessment of tourists in the present development of tourism attraction in terms of security and safety in the city of Dasmariñas. Participants agreed on all the five indicators with mean scores ranging from 3.40 to 3.14 with the overall mean grade of 3.27. The highest rated tourist attraction attribution in terms of prices was the safety of family with mean of 3.40 while the lowest tourist attraction attribution was safety of females of 3.14. On the other hand, Majority of the five tourist’s attraction attribution indicators of *Tourism of Dasmariñas Cavite* to the local community were “Moderately satisfied” since participants showed agreement on the five items.

Safety and security have always been indispensable condition for travel and tourism. But it is an incontestable fact that safety and security issues gained a much bigger importance in the last two decades in tourism (Istvan, et al., 2011) They also characterized that security is a fundamental condition of hosting tourists. In the condition of Dasmariñas as potential Tourist destination, safety and security should be the topmost priority of the city. Additionally, Political situation always had a crucial effect on the tourism security and safety issue.

Table 6. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Tourism Appeal)

Category: Tourist Appeal	Weighted Mean	Standard Deviation	Interpretation
6. Uniqueness	3.46	0.60	Very satisfied



7. Historical Value	3.58	0.70	Very satisfied
8. Socio-cultural Value	3.63	0.56	Very satisfied
9. Natural Aesthetic	3.54	0.65	Very satisfied
10. Presence of Visitor Traffic	3.39	1.07	Moderately satisfied
Overall Mean	3.52	0.72	Very satisfied

Based on the data above in Table 6, five statements were used to measure the assessment of tourists in the present development of tourism attraction in terms of tourist Appeal in the city of Dasmariñas. Participants agreed on all the five indicators with mean scores ranging from 3.63 to 3.39 with the overall mean grade of 3.52. The highest rated tourist attraction attribution in terms of prices was the socio-cultural value with mean of 3.40 while the lowest tourist attraction attribution was the presence of visitors traffic of 3.39. Nevertheless, Majority of the five tourist’s attraction attribution indicators of *Tourism of Dasmariñas Cavite* to the local community were “Very satisfied” since participants showed agreement on the five items.

Tourism attractions and tourism motivation cannot be examined in isolation. In the same way, the reason to see the aesthetic beauty of the city of Dasmariñas will be its cultural significance and value. In as much as this discussion on attractions is ongoing and highly subjective in that, “Attractions do attract tourists because they do satisfy tourist needs and tourism attractions are products and tourists travel for various needs and wants” as contended by Benur and Bramwell (2015).

Table 7. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Maintenance and Cleanliness)

Category: Maintenance and Cleanliness	Weighted Mean	Standard Deviation	Interpretation
11. General cleanliness & sanitation	3.38	0.87	Moderately satisfied
12. Air, water, noise pollution	3.11	1.01	Moderately satisfied
13. Clean drinking water	3.42	0.82	Very satisfied
14. Availability of Healthy and hygienic food	3.68	0.69	Very satisfied



15. Healthy ambience	3.43	0.68	Very satisfied
Overall Mean	3.52	0.72	Very satisfied

Based on the data above in Table 6, five statements were used to measure the assessment of tourists in the present development of tourism attraction in terms of maintenance and cleanliness in the city of Dasmariñas. Participants agreed on all the five indicators with mean scores ranging from 3.68 to 3.11 with the overall mean grade of 3.52. The highest rated tourist attraction attribution in terms of prices was the availability of healthy and hygienic food of 3.68 while the lowest tourist attraction attribution was air, water, noise pollution of 3.11. However, Majority of the five tourist’s attraction attribution indicators of *Tourism of Dasmariñas Cavite* to the local community were “Very satisfied” since participants showed agreement on the five items.

Cleanliness is one of many other indicators that must be held by a tourism destination. It means that the tourism destination should be clean from garbage or any other dirty things. (Hasugian et al., 2016). The management of cleanliness and sanitation was one of the major factors of the tourists to visit the city of Dasmariñas. There are many activities that can be done by the tourist, such as sightseeing, pictures, eat and drink, or stay and other things. One thing that often be forgotten by travelers is to keep the environment clean. Although local officials provide rules and means for hygiene, sometimes there are tourists and residents who are hesitant to cooperate in terms of cleanliness.

Table 8. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Prices)

Category: Prices	Weighted Mean	Standard Deviation	Interpretation
16. Price of general commodities	3.49	0.53	Very satisfied
17. Price of Local Transport	3.54	0.51	Very satisfied
18. Accommodation Charges	3.53	0.46	Very satisfied
19. Food/other commodity prices at tourist spots	3.48	0.49	Very satisfied
20. Fee charged to see tourist spots	3.53	0.58	Very satisfied
Overall Mean	3.52	0.51	Very satisfied



Based on the data above in Table 8, five statements were used to measure the assessment of tourists in the present development of tourism attraction in terms of Prices of goods in the city of Dasmariñas. Participants agreed on all the five indicators with mean scores ranging from 3.54 to 3.48 with the overall mean grade of 3.52. The highest rated tourist attraction attribution in terms of prices was the price of local transport with mean of 3.52 while the lowest tourist attraction attribution was the general prices of commodities of 3.49. Nonetheless, all the five tourist’s attraction attribution indicators of *Tourism of Dasmariñas Cavite* to the local community were “Very satisfied” since participants showed agreement on the five items.

Pricing is one of the most important elements in the tourism marketing mix. Tourism customers rate the product at a price and without a price there is no indication of value. Pricing decisions are therefore essential for the profitability of the tourist establishment, as it had a tremendous impact on demand and sales volume. Pricing is also often considered an indication of quality. Although the pricing element is the most important one of the marketing mixes in terms of profitability, pricing cannot be seen in isolation from the other elements. Therefore, it must be viewed as an integral part of the marketing process, and the interrelationship with the other elements in the mix must also be taken into consideration (Milan et al., 2018)

Table 9. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Facilities)

Category: Facilities	Weighted Mean	Standard Deviation	Interpretation
21. Banking & financial system	3.66	0.53	Very satisfied
22. Accommodation Quality	3.57	0.48	Very satisfied
23. Medical facilities in the city	3.60	0.71	Very satisfied
24. Easy availability of desired Food	3.80	0.60	Very satisfied
25. Availability of goods and services	3.70	0.57	Very satisfied
Overall Mean	3.66	0.58	Very satisfied

As stated in Table 9, five statements were used to measure the assessment of tourists in the present development of tourism attraction in terms of Facilities in the city of Dasmariñas. Participants agreed on all the five indicators with mean scores ranging from 3.80 to 3.57 with the overall mean grade of 3.66. The highest rated tourist attraction attribution in terms of facilities was availability of food desired with mean of 3.80 while the lowest tourist attraction attribution was



the Accommodation quality of 3.57. Nonetheless, all the five tourist’s attraction attribution indicators of Tourism of Dasmariñas Cavite to the local community were “Very satisfied” since participants showed agreement on the five items.

To attract visitors’ destinations, develop facilities and services to enhance its attractiveness. The attractiveness of a destination diminishes in the absence of these attributes. Moreover, in the absence of destination attractiveness tourism would not exist and there could be little or no need for tourist facilities and services. (Sebastian et al., 2009)

Table 10. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Behavior of Residents)

Category: Behavior of Residents	Weighted Mean	Standard Deviation	Interpretation
26. Conduct of Local residents	3.49	0.58	Very satisfied
27. Friendliness of Local people	3.70	0.63	Very satisfied
28. General hospitality	3.61	0.66	Very satisfied
29. Openness in society	3.76	0.56	Very satisfied
30. Level of Education and training of service providers at tourist places	3.61	0.59	Very satisfied
Overall Mean	3.63	0.60	Very satisfied

As presented in Table 10, five statements were used to measure the assessment of tourists in the present development of tourism attraction in Dasmariñas, Cavite in terms of behavior of the residents. Participants agreed on all the five indicators with mean scores ranging from 3.76 to 3.49 with the overall mean grade of 3.63. The highest rated tourist attraction attribution when it comes to the behavior of the residents was the presence the openness of the residents in the society with mean of 3.76 while the lowest tourist attraction attribution was the conduct of Local residents with mean of 3.49. Nonetheless, all the five tourist’s attraction attribution indicators of Tourism of Dasmariñas Cavite to the local community were “Very satisfied” since participants showed agreement on the five items.

In accordance with Kerr & May (2011), it have been found that relationships are important on various levels and furthermore that each have a different value; the consumer and sponsorship relationships are undoubtedly very significant and require two-way communications to achieve a successful festival. On the other hand, the respondents expected to be able to share time with their



families, and to host family and friends, believing that the tourism "provides a magnet that brings groups of friends/family of residents to town".

Table 11. Mean Frequency and Standard Deviation of Tourism Attribution Performance of Dasmariñas, Cavite (Overall Assessment Tourist Attraction)

Category: Tourist Attractions	Weighted Mean	Standard Deviation	Interpretation
31. Shopper’s paradise	3.61	0.59	Very satisfied
32. Games & Activities	3.38	0.72	Moderately satisfied
33. Historical Monuments	3.45	0.81	Very satisfied
34. Museums and art exhibits	3.31	0.87	Moderately satisfied
35. Attraction of festivals	3.85	0.72	Very satisfied
36. Nightlife	3.54	0.87	Very satisfied
37. Uniqueness of local blend of multicultural heritage	3.56	0.61	Very satisfied
38. Climate and weather conditions	3.55	0.65	Very satisfied
39. Potential to be international destination	3.15	0.87	Moderately satisfied
40. Overall infrastructural facilities	3.52	0.57	Very satisfied
Overall Mean	3.49	0.73	Very satisfied

As shown in Table 11, ten statements were used to measure the Overall assessment of tourists in the present development of tourism attraction in Dasmariñas, Cavite. Participants agreed on all the ten indicators of Tourist Attraction Attributes with mean scores ranging from 3.15 to 3.85 with the overall mean grade of 3.49. The highest rated tourist attraction attribution was the presence of cultural festivals specifically “Paru Paru festival and Dasmariñas town Fiesta” with mean of 3.85 while the lowest assessment tourist attractions attribution was in the statement that “Potential to be international destination” with mean of 3.15. Nevertheless, seven out of ten tourist attractions attribution indicators of Tourism of Dasmariñas Cavite to the local community were “Very satisfied” since participants showed agreement on the ten items.



Destination attractions are the fundamental tourism core assets that tourism destinations possess. These attractions define the framework within which visitors enjoy their vacations includes cultural, manmade and superstructures. The most ideal tourists’ attractions are those that are priceless, unique, and only available on a few destinations. In this way, the future of tourism in the city of Dasmariñas will be summed up to what extent will the residents, government and the tourist will provide to make the city valuable on its prime.

3.3 How does the Local Tourism Government perceive the future of tourism in Dasmariñas			
Thematic Analysis	Research Findings	Illustrative text	Proposed Strategies
Medical Tourism	The researchers found out that there is medical hospital in Dasmariñas, Cavite	<i>Mrs. SB: Si Dasmariñas kasi kung mapapansin mo marami tayong hospital, si Imus, si Bacoor konti si Tagaytay si Dasma ang pinakamaraming hospital which is tertiary level ibig sabihin pasok tyao sa ISO Cavite criteria so by that maisama na maging medical tourism tayo.</i>	Improved the medical facilities of Dasmariñas City, Cavite.
Paru Paro Festival	The researchers determined that paru paro festival is the future tourism in Dasmariñas, Cavite	<i>Mr. R: Malaki ang inambition ng makilala tayo sa buong pilipinas which is katulad nga nung sinusulong and paru paro festival para atleast isa tayo sa pinagmamalaki sa pilipinas.</i>	Awareness and promotion of the said festival in the country.
Historical Development	The researchers found out the locals and Historical Sites and Resort Development is essential to thrive the tourism of historical sites	<i>Mr. R: Meron tayong maipromote ang maipopromote natin dito maliban sa old church at museum is yung mga resort natin isa tayo sa pinakamaraming resort dito sa Cavite.</i>	Integration of sites and determined that city government, Resort promotion of business owner for the advancement of Dasmariñas, Cavite Reort.



	<p>Promotion of the researcher determined that the Dasmariñas City is essential for the growth of tourism.</p>	<p><i>Mrs. SB: Unang una is awareness sunod is iencourage and ating locals na bumili ng product at ipatronize ang meron tayo sa Dasmariñas and mainfluence natin yung mga foreigners na pumasyal sa Dasmariñas.</i></p>	<p>Livelihood plan products determined that the city promotion of products government of made by Dasmarineño.</p>
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In the aspect of medical tourism the demand of developing countries citizens is determined in principal by: the good level of quality of care, high level of medical technology and equipment’s, proficiency of medical staff, specialization in medical procedures or excellent medical infrastructure in this way continues improvement and planning will lead to as a future medical tourism in Cavite. In the emergence of Paru Paro Festival, according to Wang (2009), the festival is a festive event that people having a good time gathering, which offers both the residents and visitors joyful experience which has a great impact on the experience incurred by the foreign visitors. On the other hand, the restoration and conservation of cultural facilities in is needed for these cultural attractions of various sorts appear as components of packages put together for mass tourist, including visits to museums and heritage sites, outings to performing arts events, and participation in entertainments staged in tourisms areas. The participation of the local community is high encourage for the promotion of products in Dasmariñas, Cavite.

3.4 What are the tourism strategies that can be proposed in the City of Dasmariñas?

Thematic Analysis	Research Findings	Illustrative text	Proposed Strategies
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<p>Government tourism policy, and tourism planning</p>	<p>The researchers found out that there are tourism policies existing in Cavite</p>	<p><i>Mrs. SB: “Tourist arrival” bukod jan meron tayong “Tourist accreditation” hindi pwedeng magimpliment ang any establishment hangga’t wala tayong accreditation by DOT tapos yung mga policy ayun nga batay tayo lagi sa mga nakakataas.</i></p> <p><i>Mr.R: kung anu ang minamandate ng taas o ng DOT for example yung tourism establishment rinerequire naming ang establishment ng tourist arrival kasi isa yun sa mga kailangan naming para makita ng pinakamataas ng opisina kung anu talaga kung saan kung anu ang kailanagn nung city.</i></p>	<p>Strengthen the tourism policies and regulations that cover environmental protection, and strictly observe the carrying capacity.</p>
<p>Empowering employment work opportunities</p>	<p>The researchers determined that the tourism unit concentrates in widening the income opportunities of locals.</p>	<p><i>Mrs. SB: Unang una jan is more on employment opportunities kasi kapag si tourism booming maraming mga investor ang magiinvest mas dadami ang trabaho ng locals natin mababawasan ang unemployment natin.</i></p>	<p>Provide a parameter to identify to what extent the locals can participate in tourism-related livelihood</p>
<p>Development of infrastructures</p>	<p>The researchers found out that there are</p>	<p><i>Mrs. SB: maisama na madevelop yung bridge na natagpuan sa may zone 4 “si Don placido isa sya mga naghubog ng Dasmariñas isa sa</i></p>	<p>Improve our historical, manmade and</p>



	developments at the historical and discovered natural resource in Dasmariñas	<p><i>nagpakawala sa espanya ganun yun din yung programa natin iadd sa tourism”</i></p> <p><i>Mrs. SB: plano na since kilala tayo as butterfly city ganun every community or every school magkakakaroon tayo ng butterfly farms.</i></p> <p><i>Mrs. SB: magkaroon tayo ng forest sariling forest natin na parte ng dasma isa sya sa mga magiging evidence-based program.</i></p>	natural tourist attractions
Crime readiness	The researcher found out that a preparation is a must specifically in crime prevention when tourism at Dasmariñas grow.	<p><i>Mrs. SB: ang disadvantage niyan is crime dahil marami ng pupunta dito sa Dasmariñas ang crime rate natin lalong tataas magkakaproblema kung hindi tayo prepared tulad ng hostages, pedophile and sex trafficking.... tapos yung mga unfortunate one’s gusto nila easy money tapos magooffer sila ng sex.</i></p>	Establish affirmative strategies that would highlight the benefits of poor communities.

Develop effective tourism policies through meetings within the government and the community to focus on community empowerment. As well as practice quarterly or annual meetings with the local community regarding the development of new tourism policies and regulations in this way the local government of Dasmariñas ensure the welfare of its citizen. In parallel with the result, tourism work opportunities will alleviate the people who lived in the poverty line as well as contributing to the development of the city. The city government must maintain its relationship with tourism businesses and poor communities by conducting regular meetings so that they can voice out their concerns and find ways to resolve issues (e.g., financial, and technical support). Furthermore, the government monitors each barangay to make sure that tourism equally benefits the community and tourism businesses

Safety and security are essential to providing value in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Tourism leads to a temporarily increased number of people in a relatively small area and contributes to the introduction of 'strangers' to local communities which can lead to problems such as crime. Effective policing is of paramount importance when dealing with crime and tourism.



IV. Conclusion

Based on the above data, most of the participants were aware the present cultural festival specifically the Paru paro festival in Dasmariñas, Cavite. However, Majority of the participants were aware the presence of Volet’s resort, while the other resorts were less aware. Most of the participants were aware on the present man-made attractions (non-touristic purposes) specifically the Kadiwa Park and Gov. Mangubat Avenue in Dasmariñas, Cavite. Based on the above data, most of the participants were aware of the present superstructures exclusively the SM Dasmariñas and Robinsons Dasmariñas. As for the evidence man-made attractions will play a significant role in the improvement of tourism in Dasmariñas, Cavite, consequently it implores a massive impact in the economy and commerce of the city. Hence the guidance of local government and following the protocols of business owners to protect the environment will be the key element for the success of tourism at Dasmariñas Cavite.

In assessment part, Overall majority of participants rate the tourist’s attractions attribution indicators of Tourism of Dasmariñas Cavite was “Very satisfied” in terms of tourist appeal, maintenance and cleanliness, prices, facilities, behavior of residents, tourist attractions, however in security and safety the rate was moderately satisfied. Tourist satisfaction is crucial for destination loyalty in terms of revisit and recommendation. The significance of this study goes ahead of the fact that measuring tourists’ satisfaction provides valuable information for key players to identify tourists’ needs and interest which led to improvement products as well as forms the basis to achieve competitive advantages.

In the future of tourism in Dasmariñas, medical tourism, promotion of festival, promotion of products, historical and resort development were the significant findings in the study analyzed through thematic coding. Destination managers, local government of Dasmariñas are therefore encouraged to develop and manage destination attractions facilities and educate residents on the importance of tourism. They are also encouraged to persuade residents to be friendly to tourists if a destination is to remain attractive. This suggests a prioritization of the destination attractions development and management, when allocating resources.

While in the tourism strategies first is Government tourism policy, and tourism planning, empowering employment work opportunities, development of infrastructures and crime readiness were the main point of strategies to implement in Dasmariñas city, Cavite. Obviously, many tourists prefer safety and security as the supreme factor in every destination. In line with this with the help of each concerned bodies Dasmariñas will be truly a symbol of change in the nation.



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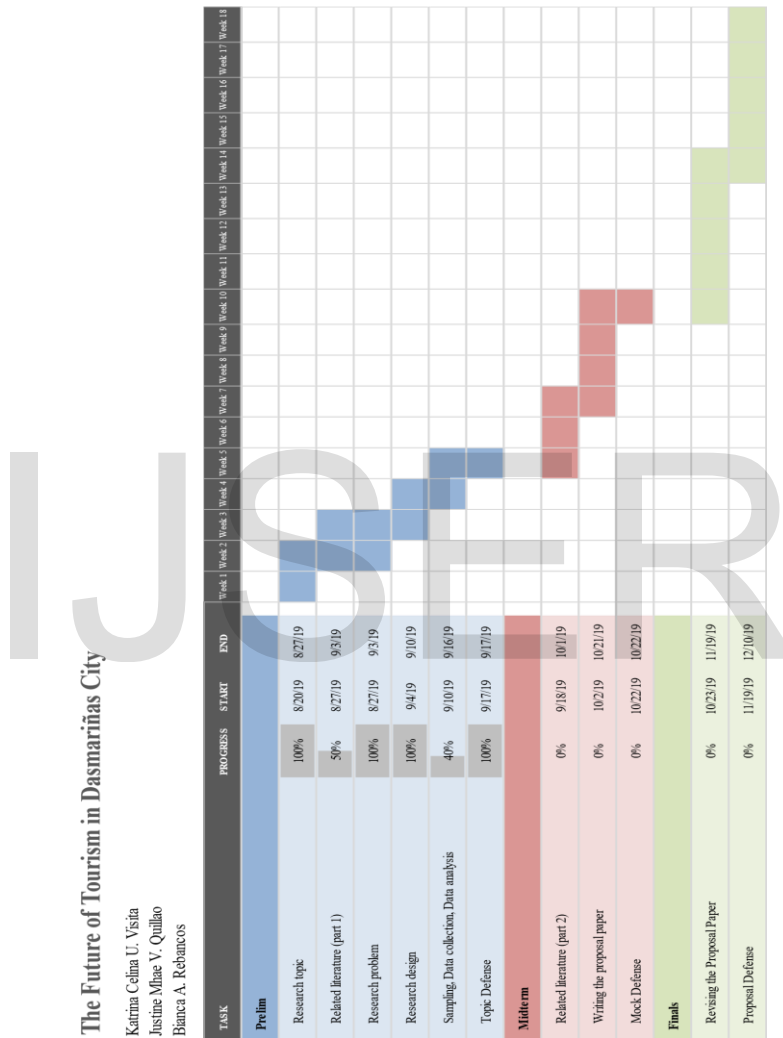
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Appendix A Intended Timeframe for Conducting the Study



Appendix B Tourism Attractions Questionnaire Tourism Attractions Attributes Interview Guide Questions Data Transcription



Tourism Attractions Questionnaire

Part I – Present Tourist Attractions in Dasmariñas, Cavite Kindly

check the following tourist attraction that you are aware of:

Are you a resident of Dasmariñas City, Cavite?

// Yes // No

a. Cultural attractions:

// Paru-Paro Festival //

Dasmariñas Town Fiesta

b. Man-made attractions: (touristic purposes)

// Promenade des Dasmariñas

// Qubo Qabana Resort

// Tubigan Resort

// Coco Valley Resort

// Saniya Resort

// Volet's Resort

// Fisher's Farm Resort

// Double V Resort

// Swiss Resort

// Bluemen's Resort

// Med's Resort

// Kalipayan Resort /

// Museo De La Salle

c. Man-made attractions: (non-touristic purposes)

// Kadiwa Park and Gov. Mangubat Avenue

// Immaculate Conception Parish

Church // Parokya ng Mabuting Pastol

Church d. Superstructures // SM

Dasmariñas

// Robinsons Dasmariñas

// De La Salle University medical center

// Emilio Aguinaldo College medical center

// Dasmariñas city medical center



Part II. Tourism Attractions Attributes

Please rate what you experienced in terms of performance from the following attributes.

Instruction: Check the appropriate choices applicable to you.

Category: Security and Safety	Extremely Poor	Poor	Neutral	Good	Excellent
1. Law and order of country					
2. Safety of females					
3. Discipline in the City					
4. Safety of family					
5. Political stability					

Category: Tourist Appeal	Extremely Poor	Poor	Neutral	Good	Excellent
6. Uniqueness					
7. Historical Value					
8. Socio-cultural Value					
9. Natural Aesthetic					
10. Presence of Visitor Traffic					

Category: Maintenance and Cleanliness	Extremely Poor	Poor	Neutral	Good	Excellent
11. General cleanliness & sanitation					
12. Air, water, noise pollution					
13. Clean drinking water					
14. Availability of Healthy and hygienic food					
15. Healthy ambience					

Category: Prices	Extremely Poor	Poor	Neutral	Good	Excellent
16. Price of general commodities					
17. Price of Local Transport					



18. Accommodation Charges					
19. Food/other commodity prices at tourist spots					
20. Fee charged to see tourist spots					

Category: Facilities	Extremely Poor	Poor	Neutral	Good	Excellent
21. Banking & financial system					
22. Accommodation Quality					
23. Medical facilities in country					
24. Easy availability of desired Food					
25. Availability of goods and services					

Category: Behavior of Residents	Extremely Poor	Poor	Neutral	Good	Excellent
26. Conduct of Local residents					
27. Friendliness of Local people					
28. General hospitality					
29. Openness in society					
30. Level of Education and training of service providers at tourist places					

Category: Attractions	Extremely Poor	Poor	Neutral	Good	Excellent
31. Shopper's paradise					
32. Games & Activities –golf, gym, sports, casino etc.					
33. Historical Monuments					
34. Museums and art exhibits					
35. Attraction of festivals					
36. Nightlife					



37. Uniqueness of local blend of multi-cultural heritage					
38. Climate and weather conditions					
39. Potential to be international destination					
40. Overall infrastructural facilities					

Interview Guide Questions for Local Tourism Official

Interview Guide Questions for Local Tourism Official

1. What is the evidence-based programs doing the local government has in Dasmariñas, Cavite?
2. What the local government policies in Dasmariñas, Cavite?
3. What will be the effect of tourism development in your community?
4. What are the advantages and disadvantages of tourism in your community?
5. What support does the local government has in residents of Dasmariñas Cavite?
6. What opportunity can we look at in tourism as basis for city development in the future?



Transcription

Interviewer: So again, po good morning po mam magiinterview po kami about sa tourism research namin. First question po, what are the evidence-based program does the local government have in Dasmariñas city

Mrs. SB: Actually marami na tayong program na iniimplement dito sa Dasmariñas city ang pinakabago, recently lang para rin yun sa manila bay, na makatulong about sa manila bay pero aside din dun pero din tayong lugar na pwedeng pasyalan ng tao either foreigners or locals kasi ditto sa tourism natin yun nga wala tayong natural resources almost..... lahat is man-made sio meron tayong mga hindi nalalaman yung bagong ahm discover yung bridge..... isa yun sa ineeye ng local government natin ng dasma para maisama na madevelop yung bridge na natagpuan sa may zone 4 tapos si don placido isa sya mga naghubog ng Dasmariñas isa sa nagpakawala sa espanya ganun yun din yung programa natin iadd sa tourism, tapos meron tayong mga plano na since kilala tayo as butterfly city ganun ah.. pinupush through yun every community or every school magkakakaroon tayo ng butterfly farms ganun, tapos kung di ako nagkakamali si city planning ang parte ng department ang plano is magkaroon tayo ng forest sariling forest natin na parte ng dasma isa sya sa mga magiging evidence-based program.

Interviewer: so next question po is what are the tourism policy in Dasmariñas Cavite?

Mrs. SB: Nadiscuss n ani ni sir R na meron tayong tourist arrival bukod jan meron tayong tourist accreditation hindi pwedeng magimplement ang any establishment hangga't wala tayong accreditation



by DOT tapos yung mga policy ayun nga batay tayo lagi sa mga nakakataas.

Interviewer: so next question po what will be the effect of tourism development in your community?

Mrs. SB: Actually marami tayong ah maraming effect sa tourism development natin... pwede tayong, unang una is awareness sunod is iencourage ang ating locals na bumili ng product at ipatronize ang meron tayo sa Dasmariñas ah and mainfluence natin yung mga foreigners na pumasyal sa Dasmariñas kasi kung mapapansin mo si Dasmariñas is kilala asw historical place kung aaralin mo siya pero hindi tayo naisasama sa ah.. lugar na dapat pinupuntahan... pag ka sinabi kasi anu.. cavite ang pinupuntahan is Tagaytay so dapat pag sinabing cavite dapat ang nakikita is dasma, bukod kay imus at Bacoor ayun, ang effect is progressive magkakaroon tayo in income growth na magagamit natin sa pampaganda ng turismo pa lalo

Interviewer: What are the advantage and disadvantage of tourism in your community?

Mrs. SB: ayun advantage is commerce magkakaroon tayo ng maraming investor since na kilala kunwari si dasma as tourism na kilala.. magkakaroon tayo ng different either foreigner or investor para mas magboom pa ang commerce sa cavite, ang disadvantage niyan is crime dahil marami ng pupunta dito sa Dasmariñas ang crime rate natin lalong tataas magkakaprotekta kung hindi tayo prepared tulad ng hostages, pedophile and sex trafficking kasi kapag maraming foreigners sa lugar kasi kung tourism part na talaga siya dadami ang foreigners from different countries tapos yung mga unfortunate ones gusto nila easy money tapos



magoofer sila ng sex tapos ayun na magkakaroon na ng pedo. Sex trafficking ganun

Interviewer: What support does the local government has in the city of Dasmariñas?

Mrs. SB: Unang una jan is more on employment opportunities kasi kapag si tourism booming maraming mga investor ang magiinvest mas dadami ang trabaho ng locals natin mababawasan ang unemployment natin

Interviewer: What opportunity can we look at in the future of tourism as basis for development?

Mrs. SB: Si dasmarinas kasi kung mapapansin mo marami tayong hospitals si imus, so Bacoor konti si Tagaytay si dasma ang pinakamaraming hospital which is tertiary level ibig sabihin pasok tayo sa ISO criteria so by that maisama na maging medical tourism tayo.

Interviewer: So again, po good morning po sir may mga questions lang po kami na iaask about sa tourism research namin. First question po, what are the evidence-based program does the local government have in Dasmariñas city

Mr.R: sa local programs ang unang una sa city natin is syempre is to promote sabihin na lang natin kung anu na lang ang kaya for example kasi wala tayong natural resources na ipinopromote so sa atin more of anu tayo sa history specially jan sa lasallekasi meron tayo dung museum so yung museum isa sa mga tourist destination na pinupunatahan sa dasmarinas at isa pa ay yung lumang simbahan natin which is the immaculate Conception church isa sa pinakamatagal na simbahan na nagmula sa sa isang baryon a nagging parish church nga at municipality



Interviewer: so next question po is what are the local government policy in Dasmariñas Cavite?

Mr.R: kung anu ang minamandate ng taas o ng DOT for example yung tourism establishment rinerequire naming ang establishment ng tourist arrival kasi isa yun sa mga kailangan naming para makita ng pinakamataas ng opisina kung anu talaga kung saan kung anu ang kailangan nung city o kung anu ang kailangan iimprove malaman din ang pupuntahan at pinupuntahan ng tourist arrival sa establishment isa sa mga way kung paano mapromote yung tourism natin dito sa dasmarinas

Interviewer: ok po next question po what will be the effect of tourism development in your community?

Mr.R: nagawa nga yung festival ditto sa dasmarinas unang una nagtatanong sila at after nun naaware sila sa festival ng Dasmariñas atleast nagkakaroon ng kaisapan kung bakit nagkakaroon ng paru paro festival ditto yung cincebrate natin

Interviewer: follow up question lang po maaari po bang madagdagan ang festival natin sa Dasmariñas

Mr. R: Actually, sa ngayon pinagtutuunan natin ng pansin yung paru paro festival so ngayon every year hinihintay talaga yung paru pao festival di lang ng tagadasma kundi yung mga karatig lugar natin kasi nun una nacurious sila kung bakit paru paro festival tapos nalalaman nila ay ganun pala kaya paru paro festival kung paano nagkaroon ng metamorphosis na sinasabi nagsimula sa cocoon at nagging magandang baryo tulad ng dasmarinas

Interviewer: What are the advantage and disadvantage of tourism in your community?



Mr.R: Disadvantage is wala talaga tayong natural resources wala tayong maipromote, wala tayong maiaanu sa turista ang advantage naman nun gumagawa tayo ng paraan para meron tayong maipromote ang kauna unahan maipromote natin ditto maliban sa old church at museum is yung mga resort natin isa tayo sa pinakamaraming resort dito sa cavite

Interviewer: What support does the local government has in the city of Dasmariñas?

Mr. R: Malaki ang nagiging support naming sa mga owner ngestablish sa kanilang income para maimprove at isa pa is nakakapagprovide ng research

Interviewer: What opportunity can we look at in the future of tourism as basis for development?

Mr.R: Malaki ang inaambition ng dasmarinas na makilala tayo sa buong pilipinas which is katulad nga nun sinusulong ang paru paro festival para atleast isa tayo sa pinagmamalaki sa pilipinas.

IJSER