

Promotion of Cultural Heritage in Batangas and Cavite

Dr. Dexter R. Buted, Sevilla S. Felicen, Amita Inah Marie B. Bancoro, Mc. Eroll C. Maligaya, Jheny Rose P. Panaligan, Mary Ann L. Reyes, Ross John R. Sandoval
inahbancoro@yahoo.com

Bachelor of Science in Travel and Tourism Management, College of International Tourism and Hospitality Management, Lyceum of the Philippines University
PHILIPPINES

Abstract – *The study aimed to identify the commonly visited cultural heritage sites in Batangas and Cavite; to assess the cultural heritage sites in Batangas and Cavite in terms of physical, social and economic aspects; and to determine existing promotional patterns of Batangas and Cavite. Descriptive type of research was utilized in the study. Results showed that the most visited cultural heritage attraction in Taal, Batangas was Basilica of St. Martin de Tours while in Maragondon, Cavite the most visited was Andres Bonifacio Trial House . Blogs, Websites and Facebook are mostly used by the municipality of Taal in promoting their cultural heritage sites. While Cavite sticks to always using leaflets/flyers, brochures as their promotional materials. Cultural heritage sites in both Taal and Maragondon were perceived to have positive results in the assessments based on different aspects such as physical, social and economic aspects. The promotional materials of Taal and Maragondon are often used. A proposed plan of action was made to promote cultural attraction in Maragondon, Cavite and Taal, Batangas.*

Keywords – Cultural Heritage, Batangas, Cavite

I. INTRODUCTION

People visiting cultural and historical resources are one of the largest, most pervasive, and fastest growing sectors of the tourism industry today. In fact, heritage tourism appears to be growing much faster than all other forms of tourism, particularly in the developing world, and is thus reviewed as an important potential tool for poverty alleviation and community economic development (UNWTO 2005).

Boasting of having 7,100 islands, the Philippines could be the best tourist destination in the world. It has rich culture and blessed with natural wonders waiting to be explored. The Philippines is an archipelago blessed with a wealth of resources, from a range of natural resources up to the rich history and a unique culture. Its attractions are as many as they are diverse with each island offering something different something special to the most discerning visitor. Philippines is a world itself. Within terms of cultural attractions, Philippines is not lagging behind by any other countries in Asia.

Cultural tourism covers all aspect of travel whereby people learn about each other's ways of life and thought. Tourism is thus an important means of promoting cultural relations and international cooperation. Conversely, development of cultural factors within a nation is a mean of enhancing resources to attract visitors. In many countries, tourism can be linked with a "cultural relations" policy. It is used to

promote not only knowledge and understanding but also a favorable image of the nation among foreigners in the travel market (Goeldner, 2006).

The Congress of the Philippines passed the National Cultural Heritage Act of 2009 or Republic Act. no. 10066 to further the protection of the cultural treasures of the country which include houses under Built heritage. Ancestral homes that have figured in an event of historical significance like the Bonifacio Trial House in Maragondon, Cavite.

The historic and legendary Town of Taal, Batangas is a "Heritage Village" by the virtue of the declaration of a portion of Taal as a National historical landmark by the National Historical Institute (NHI) thru its Resolution No. 02 dated September 30, 1987.

In line with these different cultural heritage sites present in both places, the researchers became interested to conduct comparative study on their promotional strategies to make their attractions well-known to the tourists. . Taal and Cavite both offers cultural attractions such as the ancestral houses and church mentioned. Talking about the different attractions of Taal and Cavite, it both had the potential and in order to utilize these potentials proper promotions should be implemented. The researchers want to compare the strategies used by the two and provide suggestions for whatever improvements can be contributed to enhance their promotional strategies.

The researchers found it advantageous to study the promotional strategies used in Taal and Cavite. The researchers have a big self urge in valuing the cultural heritage sites of each province and as a tourism student part of their duty is to be able to promote tourism industry in this manner, and the researchers could fulfil that.

II. OBJECTIVES OF THE STUDY

The study generally aims to conduct a study on the promotion of heritage sites in Batangas and Cavite. Specifically, to identify the commonly visited cultural heritage sites in Batangas and Cavite; to assess the cultural heritage sites in Batangas and Cavite in terms of physical, social and economic aspects; to determine existing promotional patterns of Batangas and Cavite and; to propose plan of action to maintain and uplift the cultural heritage sites of Batangas and Cavite.

III. METHODS

Research Design

This study utilized the descriptive method of research. Descriptive research is also known as statistical research that describes data and characteristics about the population or the phenomenon being studied. Descriptive research answers the question who, what, where and how. This kind of research also deals with the present existing condition and data gathering (Murray, et.al., 2005). Descriptive method will be used to show comparison on the promotional patterns used by municipality of Taal and Cavite in promoting their cultural heritage sites.

Participants of the Study

The researchers selected only five heritage site in each place. The selected heritage sites were based on the recent tourist arrivals of Maragondon, Cavite and Taal, Batangas. The respondents of the study were fifty residents each from Taal, Batangas and Maragondon, Cavite including the caretakers of each heritage sites and twenty from the municipal officers. The researchers selected only five heritage site in each place. The respondents were chosen through random sampling.

Instrument

Questionnaire was the main gathering instrument. The questionnaire was patterned from previous studies of similar topics and had been modified. There were two sets of questionnaire. The first one was given to the residents, the tourists and the caretakers of each of the heritage sites. The questionnaire has two parts. Part I

discusses which among the destinations included in the study was the most visited both in Taal and Cavite. Part II on the other hand, discusses the assessment of the respondents on the physical, social and cultural aspects of the heritage sites. The second set of questionnaire is for the municipal officers in each province. It is about the effectiveness of the advertising patterns used to promote the heritage sites in Taal and Cavite.

Data Gathering Procedure

In order to obtain information about the heritage tourism in Taal and Cavite and their promotional strategies, the researchers utilized library, resources online and data searching online. After the approval of the questionnaire the survey was conducted. The questionnaire was used to obtain information from the participants. The researchers personally distributed the questionnaire and retrieved it immediately.

Data Analysis

All data was tallied and interpreted using descriptive statistics. Frequency distribution was used to identify the commonly visited cultural heritage sites in Taal and Cavite; weighted mean was used to know the assessment on the physical, cultural and social aspects of cultural heritage sites in Taal and Cavite.

IV. RESULTS AND DISCUSSION

Table 1. Most frequently visited tourist attractions in Taal, Batangas

Tourist Attractions	Mean Rank	Over-all Rank
Basilica of St. Martin of Tours	1.36	1
Don Gregorio Agoncillo	3.26	2
Doña Marcella Agoncillo	3.36	3
Don Leon Apacible Museum	3.42	4
Villavicencio Ancestral House	3.58	5

Table 1 shows the ranking of the most visited cultural heritage site in Taal. The Basilica of Saint Martin de Tours ranks first in the survey (1.36). For people who have already visited the church, it is indeed a beautiful one. With its magnificent structures and decorations that are very detailed and related to baroque style. It is situated in front of the municipal hall, located at the heart of the town itself. The town is dotted with several ancestral houses, school buildings and other heritage structures. The Basilica of San Martin de Tours has the title of being the biggest church in the country and even in Asia (Laygo et al., 2007).

On the other hand, Villa Vicencio Ancestral House ranks 5th among the cultural heritage sites included in

the study. This house is privately owned and has a corresponding fee to be paid in order to get inside the house. Villavicencio House is also called the Gift House, being a gift of husband, Eulalio Villavicencio, to his wife on their wedding (Sangoyo, 2011).

Table 2. Most frequently visited tourist attractions in Cavite

Tourist Attractions	Mean Rank	Over-all Rank
Our Lady of Assumption	2.12	2
Riego de Dios Ancestral House	3.38	3
Don Vicente Somoza House	3.69	4
Andres Bonifacio Trial House	1.74	1
Punzalan House	4.06	5

Table 2 shows the most visited cultural heritage site in Cavite. Andres Bonifacio Trial House ranks first as

the most visited. This place contains a historical view of the past which has been the primary purpose of tourists. Andres Bonifacio Trial House, at the Tejeros Convention, a Revolutionary Government was established with Aguinaldo as President and Bonifacio as Minister of the Interior (Trial of Bonifacio) (www.maragondon.com). However, Punzalan House was rank as 5th most visited. It is a privately owned house as of today. In history, it is the place where General Mariano Noriel gave the document of sentence to the Bonifacio brothers to Lazaro Macapagal.

As seen from the Table 3, the over-all assessment of the respondents which agree with composite mean value of 2.83 and 3.00 respectively. With regards to the assessment of the respondents from Taal, preserve culture, heritage, arts and environment ranked first with a weighted mean of 3.78.

Table 3. Assessment of Social Aspects

Indicators	Taal			Cavite		
	WM	VI	Rank	WM	VI	Rank
1. Creates better cultural understanding to promote peace	3.66	Strongly Agree	2	3.66	Strongly Agree	1
2. Production of native crops, and art for souvenirs	3.62	Strongly Agree	3	3.48	Agree	2.5
3. Preserve culture, heritage, arts and environment	3.78	Strongly Agree	1	3.44	Agree	4
4. Introduces of undesirable activities (gambling, prostitution, drunkenness and other exercises)	1.32	Strongly Disagree	10	2.40	Disagree	8
5. Establishes and molds the social personality	3.42	Agree	4	3.48	Agree	2.5
6. Increases pride in local culture and area	3.26	Agree	6	3.40	Agree	5
7. Upgrades social condition	3.30	Agree	5	3.26	Agree	6
8. Loss of identity through standardization of roles	2.12	Disagree	7	2.62	Agree	7
9. Increase chance of disease	1.70	Disagree	9	2.12	Disagree	10
10. Erosion of culture pride	2.08	Disagree	8	2.16	Disagree	9
Composite Mean	2.83	Agree		3.00	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The significant of these cultural heritage sites was mainly to provide the local community the mirror of the past life in the town of Taal. On the social benefits, the respondents agree in colonial brought by tourism which means Taal boasts of numerous well preserved historical landmarks and cultural treasures dating back to pre – Spanish colonial period (De Villa A.M. et. al, 2013).

Creates better cultural understanding to promote peace and production of native crops, and art for

souvenirs followed respectively. Shopping for Taal's souvenirs and local products, visitors recognize the quality and reasonable price of the merchandise. Some of the products produced in the town are: Burdang Taal (embroidered cloth made out of pineapple fiber and other natural weaves), balisong (fan knife) and various food treats such as the panutsa (peanut brittle candy) and suman salehiya (sweet sticky rice). Popular Filipino dishes that originated from Taal are: Adobo sa Dilaw

(Yellow Adobo) and Sinaing na Tulingan (Bonita Fish Soup)

These products are produced at the back-yards of homes with mastery and skill handed down through generations of experience and craftsmanship.

However, loss of identity through standardization of roles, erosion of culture pride and increase chance of disease obtained a rating of disagree Tourist often unconsciously influence the community they visit, especially if there is a large gap in living standards between the two. This is also known as the demonstration effect. Similarly, tourist who takes an active interest on their host community may well end up changing their own views and attitudes. Introduces undesirable activities (gambling, prostitution, drunkenness) got the lowest mean rating of 1.32 and verbally interpreted as strongly disagree. As stated in the Municipal Ordinance no. 3 Section 2, prostitution dens, posing as message and sauna parlors, burlesques theaters, casinos, gambling houses, drug dens which encourage harmful activities which adversely affect the morals and health of the citizenry, are prohibited in the town of Taal.

As to the assessment of Cavite, creates better cultural understanding to promote peace got the highest mean value of 3.66 and rated strongly agree. From an interview conducted with the Provincial Tourism Officer of Cavite, Mrs. Herrera, it was stated that through tourism industry in Maragondon, Cavite the people was able to value, embrace, and imbibe their own culture. Other items were assessed as agree only and introduce of undesirable activities (gambling, prostitution, drunkenness and other exercises) got 2.40, Erosion of culture pride got 2.16 and increase chance of disease 2.15 got the lowest mean score. Although, the culture of tourism is new to the local community of Maragondon, Cavite, the municipal tourism office had never recorded any incident of undesirable activities and diseases.

The assessment on the social aspects of the cultural heritage sites in Taal, Batangas and Maragondon, Cavite agrees with the positive effects of these sites on the local community as it preserves cultural heritage site, creates better cultural understanding and increase the production of native crops. Both got disagree about the negative effects.

Table 4. Assessment of Economic Aspects

Indicators	WM	Taal			Cavite		
		VI	Rank	WM	VI	Rank	
1. Improvement in the standard of living	3.58	Strongly Agree	2.5	3.50	Strongly Agree	1	
2. Employment opportunities	3.52	Strongly Agree	4.5	3.46	Agree	2.5	
3. Economic growth or progression	3.58	Strongly Agree	2.5	3.46	Agree	2.5	
4. Contribution to regional development	3.44	Agree	7	3.24	Agree	9	
5. Investment plan for province	3.60	Strongly Agree	1	3.32	Agree	6.5	
6. A better development plan for province	3.46	Agree	6	3.32	Agree	6.5	
7. Additional income to the people	3.36	Agree	9	3.08	Agree	10	
8. Uplift tourism industry in our country	3.52	Strongly Agree	4.5	3.34	Agree	5	
9. Promotion of trading industry	3.32	Agree	10	3.36	Agree	4	
10. Promotes economic stability for the community and local government	3.42	Agree	8	3.30	Agree	8	
Composite Mean	3.47	Agree		3.34	Agree		

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

As seen from the table, the over-all assessment of the respondents was agreed with composite mean value of 3.47 and 3.34 respectively.

With regards to the assessment of the respondents from Taal, investment plan for province ranked first with a weighted mean of 3.60. The increasing tourist arrival in Taal, Batangasn brings numerous establishments in the town, contributing greatly to the economic aspects of the place as stated in the recent lists of establishments in Taal. It was followed by improvement in the standard of living and economic growth or progression.

However, contribution to regional development, promotes economic stability for the community and local government, additional income to the people obtained a rating of agree as one study shows that cultural/ heritage sites give a contribution to the growth of tourism industry in Taal. Through the actions of the municipality and local government, destinations attract more tourists and increase the demand/ tourist arrival wherein the revenue of those destinations also increased. This greatly contributes to the Taal's tourism industry economically and more

hospitality jobs for the residents in Taal will be conducted. (Laygo, et al., 2007) While promotion of trading industry got the lowest mean rating of 3.32 and verbally interpreted as agree, because through the products of the local people they impress the tourist for them to return and increase demand of products.

As to the assessment of Cavite, improvement in the standard of living got the highest mean value of 3.50 and rated strongly agree because the attractions provide employment. There is a project in Cavite called, “One Town – One Product” where by the people are making crafts out of bamboo. Such products are tables, chairs and souvenirs. The man powers are the local community which provides job employment. Also the local community is the ones providing food for the tourists. Other items were assessed as agree only and promotes economic stability for the community and local government got 3.30, contribution to regional development got 3.24 and additional income to the people got 3.08 which got the lowest mean score because the establishments in Maragondon, Cavite only focuses on the souvenir and food establishments. Their tourism industry is still on progress, this was according to the municipal officer of Cavite.

Economically speaking, cultural tourism industry in Taal and Maragondon contributes to the local community by improving their standard of living. As tourists arrivals increase, additional income for the local people also increases as consumptions for the basic necessities of the tourists that can be found on the destinations are being consumed. These establishments are mostly run by the local community.

Table 5. Assessment of Physical Aspects

Indicators	Taal			Cavite		
	WM	VI	Rank	WM	VI	Rank
1. Maintain in the present and bestowed for the benefit of future generations	3.62	Strongly Agree	2	3.58	Strongly Agree	1
2. Tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts)	3.64	Strongly Agree	1	3.30	Agree	7
3. Intangible culture (such as folklore, traditions, language, and knowledge)	3.40	Agree	6	3.18	Agree	10
4. Safe and firmly built	3.44	Agree	4	3.38	Agree	5
5. Consisting of physical and biological formations	3.36	Agree	7.5	3.44	Agree	4
6. Combined works of nature and man, and areas including archaeological sites	3.50	Strongly Agree	3	3.46	Agree	3
7. Value the point of view of science, conservation or natural beauty.	3.42	Agree	5	3.48	Agree	2
8. Function in the life of the community	3.36	Agree	7.5	3.20	Agree	9
9. Take appropriate legal, scientific, technical, administrative and financial measures necessary for the identification, protection, conservation, presentation and rehabilitation of this heritage	3.32	Agree	9	3.34	Agree	6
10. Homogeneity or their place in the landscape	3.20	Agree	10	3.26	Agree	8
Composite Mean	3.43	Agree		3.36	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 5 shows the assessment of physical aspects of the heritage sites in Taal and Cavite with a composite mean of 3.43 and 3.36 respectively and interpreted as agree.

Respondents from Taal strongly agree that heritage sites are tangible cultures (such as buildings, monuments, landscapes, books, works of arts and artifacts) which got 3.64. Maintain in the present and

bestowed for the benefit of future generations followed and got 3.62. Most of the ancestral houses that are mostly visited by the tourists in Taal have care takers and are all properly maintained since they have everyday operations if tourists will visit.

Least of the respondents agree that cultural heritage sites in Taal have Homogeneity (3.20). Also, Taal respondents agree that the cultural heritage sites take appropriate legal, scientific, technical, administrative and financial measures necessary for the identification, protection, conservation, presentation and rehabilitation of this heritage. The historic town of Taal was a heritage village under the virtue of declaration by the National Historic Institute thru its Resolution No. 02 dated September 30, 1987. It says that Taal is under the legal scope of National Historical Institutes in terms of conservation and rehabilitation, particularly Marcella Agoncillo and Gregorio Agoncillo Ancestral House.

On the other hand, assessment of the respondents in Cavite in terms of the physical aspects of their cultural heritage site strongly agree and got 3.58 that it maintains the present and bestowed for the benefit of future generations. Most of the ancestral houses in Cavite are privately owned ensuring the maintenance of the place itself. It has lived a long time ago and through proper preservations up to now, ancestral houses are still available for public visit though it is privately owned.

The respondents also strongly agree (3.42) that the physical aspects of their cultural heritage sites value the point of view of science, conservation or natural beauty.

Restorations of cultural heritage sites value its original structure to preserve its natural beauty. Tourism combined with preservation has not always been a popular match. Still, it is not unusual that the old is being cast aside, ignored, or simply replaced by the new (Walker & Walker, 2010). Cultural heritage sites in Maragondon, Cavite are conserved accordingly to its natural beauty, to maintain homogeneity Furthermore, with a mean of only 3.20 the respondents agree that this aspects function in the life of the community. Ancestral houses and the church in this study functions in the life of the community. As some of these are privately owned and utilize by the community. The church encourages people to be more religious as perceived by Mrs. Herrera, tourism officer of Cavite.

Also, the respondents agree with the intangible culture (such as folklore, traditions, language, and knowledge) of the physical aspects of the sites. Most cultural heritage sites possess intangible culture as it mirrors the old traditions of the place. The social significance of heritage lies in its association with identity: it is fundamental in helping individuals, communities, and nations define who they are, both to themselves, and to outsiders (Anand, 2007).

Cultural heritage sites in Taal and Cavite, are maintain in the present and bestowed for the benefit of future generations. These destinations are one source of income of the municipality and the local community. Maintaining its physical attributes allow it to be available for the benefit of the future generations.

Table 6. Assessment of Promotional Materials

Indicators	Taal			Cavite		
	WM	VI	Rank	WM	VI	Rank
1. Magazines	2.70	Often	6.5	2.60	Often	8
2. Flyers / Leaflets	2.60	Often	8	3.60	Always	1
3. Brochures	2.85	Often	5	3.55	Always	2
4. Television	2.05	Sometimes	9	2.45	Sometimes	10
5. Radio	1.90	Sometimes	10	2.30	Sometimes	9
6. Social Networking Sites						
6.1 Facebook	3.60	Always	2.5	2.80	Often	6.5
6.2 Instagram	2.95	Often	4	3.00	Often	4
6.3 Twitter	2.70	Often	6.5	2.90	Often	5
7. Blogs	3.60	Always	2.5	2.80	Often	6.5
8. Websites	3.80	Always	1	3.40	Often	3
Composite Mean	2.88	Often		2.94	Often	

Legend: 3.50 – 4.00 = Always; 2.50 – 3.49 = Often – 2.49 = Sometimes; 1.00 – 1.49 = Never

The assessment of the promotional materials used in Taal and Cavite were both agree with a composite mean of 2.88 and 2.94 respectively. Promotion is any

form of communication used by a firm to inform, persuade, or remind people about its procedures, services, images ideas, community involvement, or

impact on society (Evans et al, 2008). Taal always used facebook (3.60), blogs (3.60) and website (3.80) in promoting their cultural heritage sites. In today's generation, people are really fond of using the internet. This lead to an easier access to information that people wants to know including the particular tourism attractions that they might wanted to visit. It can also be consider as the easiest way to inform people about a certain place.

Magazines, brochures are often used by the municipality of Taal in their promotions. These types of promotions are considered as print media. Usually these are personally distributed by the municipality and/or can be found in the tourism municipal office.

However, televisions and radios are sometimes used in their promotions. As we all know, among all the promotional materials these are some of the most expensive to used, considering the budget of a municipal office. It is indeed quite difficult to fund such kinds of promotions.

The most effective promotional activities for Taal are website, town fiesta celebration and religious festivities. The Least effective are ABS-CBN and Hosting TV Shoot (Ante et.al., 2012)

On the assessment of promotional materials of Cavite, it is shown that they always use flyers/leaflets (3.60) and brochures (3.55). These promotional materials can be found in the tourism municipal office. In this kind of promotions people are able to carry and used to visualize the attractions being promoted. With these types of promotions, the municipality can reach all types of people internet users or not.

Social networking sites such as Websites (3.40), Instagram (3.00), Twitter (2.90), Facebook and Blogs (2.80) are often used by Cavite. Though these are the popular means of promotion, Cavite still sticks to promotions that are common and usual.

However, Television and Radio are sometimes used in Cavite since it is the most expensive form of promotions.

Table 4. Plan of Action

Objectives	Activities	Person Involved
Taal		
Increase involvement of local community in promoting tourism industry.	Coordinate with the Department of Trade and Industry to focus in producing local products.	Local Tourism Officer/ DOT, Local Community
Promote trading industry in Batangas	Coordinate with Trading Sector. Facilitate a seminar to encourage local people to produce more local products.	Local Tourism Officer/ DOT, Local people
Promote a heritage ambiance in building new establishment to provide homogeneity in the landscape.	Coordinates with government to implement a program where every new establishment should follow building instructions.	Local Tourism Officer/ DOT and Businessmen and Investors.
Promote tourism of Batangas	Encourage the Provincial Tourism Office to use radio as one of the promotional material to effectively promote their tourism.	Local Tourism Officer/ DOT
Cavite		
Decrease loss of identity caused by standardization of roles	Coordinate with the Bureau of Educational and Cultural Affairs. Seek support from the Provincial office.	Local Tourism Officer/ DOT
Increase additional income to the people.	Coordinate with Trading Sector. Introduce simple business related to the promotion in tourism in place such as handicrafts, souvenirs etc.	Local Tourism Officer/ DOT ,Trading Sector, Local people
Stimulate culture of the province (such as folklore, traditions, language, and knowledge.	Coordinates with Tourism Office to showcase the culture of the place in their annual festivities.	Local Tourism Officer/ DOT and Local people.
Promote the tourism of Cavite.	Encourage the Provincial Tourism Office to use television as one of the promotional material to effectively promote their tourism.	Local Tourism Officer/ DOT

V. CONCLUSION AND RECOMMENDATIONS

Most visited cultural heritage attraction in Taal, Batangas was Basilica of St. Martin de Tours while in Maragondon, Cavite the most visited was Andres Bonifacio Trial House . Blogs, Websites and Facebook are mostly used by the municipality of Taal in promoting their cultural heritage sites. While Cavite sticks to always using leaflets/flyers, brochures as their promotional materials. Cultural heritage sites in both Taal and Maragondon were perceived to have positive results in the assessments based on different aspects such as physical, social and economic aspects. The promotional materials of Taal and Maragondon are often used. A proposed plan of action was made to promote cultural attraction in Maragondon, Cavite and Taal, Batangas.

Government of Cavite and Taal may promote their cultural heritage sites through television and radio. Government of Cavite may involve their people in different community base tourism livelihood to provide additional income. Government of Taal may showcase the local community in festivities and other tourism projects to increase their involvement. Taal may also provide rules and regulations for arising establishments in the town to align their structure to the heritage

ambiance of the place. Proposed action plan may be implemented in Taal, Batangas and Maragondon, Cavite to enhance their promotional strategies. Future studies may also be conducted to further confirm the results of this study.

REFERENCES

- Anand, S.K., (2007), Tourism and Cultural Development, Sumit Enterprises, New Delhi
- Anand, S.K., (2007) Tourism Industry Today, Sumit Enterprises, New Delhi
- Ante, M. P. et al (2011) Status and Prospects of Taal as Tourist Destination: Basis for Enhanced Promotional Activities, Lyceum of the Philippines University – Batangas, Batangas City
- Goeldner, C. et al (2006), Tourism: Principles, Practices, Philosophies, John Wiley and sons, New Jersey
- Murray, J. M., Delahunty, C. M., Baxter, I. A. (2005), Food Research International, Elsevier,
- Walker, J. R., (2010), Tourism: Concept and Practices, Pearson Education South Asia, Jurong, Singapore
- Wanhill, S. (2005), Tourism Principles and Practice, Pearson Education Limited, England