

# The Trend of Tourist Arrival in Taal from 2008 – 2012

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## ABSTRACT

This study aimed to determine the trend of tourist arrivals in Taal, Batangas in relation to tourist attractions, nationality of tourists and peak season; to identify the reasons for visiting Taal; to identify the frequently visited tourist attraction in Taal and propose an action plan to preserve the tourist attraction in Taal. The research was done through the use of descriptive method. The town of Taal is the most frequently visited, The tourists there are mostly Filipinos and the peak season is April. Moral, cultural, educational, transportation, accessibility and peace and order are the factors that affect the tourists' arrival in Taal. The municipality government of Taal must continue giving excellent service and continuing preserving their historical heritage and allowing public viewing of historical sites to explore the areas. This way, the sites are made available for many other future tourists who may enjoy them for many more centuries. The municipality must endeavor to give more assistance to the development of tourism industry in Taal, such as providing employment to the local residents and developing more infrastructures that will help invite more tourists.

## I. INTRODUCTION

Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another, from a country to another due to a specific task, or it is a visit to a place or several places in the purpose of entertaining. This leads to an awareness of other civilizations and cultures and increase of knowledge about certain countries, cultures, and history. In the study of Almanzor et.al (2007), the Batangas Provincial Tourism Office stated that the province of Batangas is best known for its tourist sites, historical, natural attractions and sceneries, top destination on diving sites that can accommodate foreign and domestic leisure

Looking back in the study of Laygo (2007), entitled "Taal: A Potential Tourist Destination", Taal is a promising Tourist destination. The primary attractions of Taal are mainly historical ones of which a perfect example is the Taal Basilica. People visit the place to have a glimpse of its age-old architectural designs and to see its magnificence and antiquity.

This research will be an eye-opener to the community of Taal and other researchers about the situation of Taal for the past 5 years. Researchers also believed that by conducting this study the local government of Taal will be aware on the aspect of the trend of the tourist arrivals that can help them to have a future plan relative to the improvement on enhancing promotional activities of Taal. This study will also be conducted to determine and prove the possibility and chances of Taal to progress.

## II. OBJECTIVES OF THE STUDY

The study aimed to assess the tourists arrival in Taal from 2008-2012. Specifically, it aimed to determine the trend of tourist arrivals in Taal, Batangas in relation to tourist attractions, nationality of tourists and peak season; to identify the reasons for visiting Taal; to identify the frequently visited tourist attraction in Taal and to propose an action plan to preserve the tourist attraction in Taal.

## III. MATERIALS AND METHOD

The descriptive design was used by the researchers in conducting the study. Descriptive research contributes to the development of tourist profiles, tourist or traveler typologies, descriptions of travel experiences, steps in tourism decision making process, spatial distribution patterns of tourist movements or flows and tourism developments, tourism inventories and baseline database upon which to measure future changes in tourism trends and impacts. Descriptive research is used in planning and development of tourism policy making and the establishment of baseline for the future monitoring and evaluation of tourism trends and patterns using evaluative research process (Jennings, 2010). The researchers used fifty respondents consisting of residents and tourist of Taal. The respondents will be randomly selected and chosen to answer the modified questionnaire prepared by the researchers. There is also informant interviewed by the researchers. The informant is the Municipal Tourism Officer.

The researchers used modified questionnaire, interview and documentary analysis as the main medium in gathering data. Documentary analysis was used to determine the most visited attraction, tourist arrival and peak season. The modified questionnaire that was prepared by the researchers is consisted of two parts. Part I is concerned with the frequently visited attractions in Taal. This is answerable by Most Frequently Visited, Frequently Visited, Less Visited and Not Visited. Part II will lead us to know the different factors that affect the tourist arrivals in Taal. This is answerable by Excellent, Very Good, Good and Poor.

The researchers gathered information through the use of books, past studies, journals, and other references that are essential to the study. As a gathering tool, the researchers decided to prepare modified questionnaires. The questions that they made were based on their objectives. They have the preliminary forms of the questionnaire that were referred to the adviser for some suggestions and comments. The revisions of the questionnaires were made based on the given feedbacks of the adviser.

They also prepared letter of approval signed by the researchers and adviser and personally gave to the municipality of Taal. The researchers conducted survey to the residents and tourists of Taal, and interviewed the municipal tourism officer to gather more data.

After the collection of the questionnaire, the answers were tallied, tabulated and analyzed. After the answers to the survey question have been recorded, different statistical treatments were used. The results were analyzed and interpreted using the Statistical Version 17.0 statistical analysis software package. Frequency count, ranking, and weighted mean were used in the study.

#### IV. RESULTS AND DISCUSSION

The highest month that the tourist visited the attractions at Taal is by the month of April with a total number of 26,057 while, the lowest month is June with a total number of 3,690. This implies that the month of April has many tourists used to spend time in Taal because it is a vacation month specially doing religious activities such as church visitation like Visita Iglesia for celebrating holy week. Furthermore, this month is the time for the tourist to spend their summer vacation. Lemery is one of the places here in Batangas that have beautiful beach resorts. Normally, the tourists passed first in Taal before going to the said destination. For the month of June, the level of tourism in Taal decreased because many of the people are busy with their studies or with their works so they do not have time to visit the place. This month is already the start of wet season in the country in which tourists are displeased.

Most of the items registered average to high mean. Among the factors, promotions greatly affect the tourists' arrival in Taal with a composite mean of 3.60 while moral factor is the least factor with a composite mean of 3.07. Result also shows that the respondents agreed that moral factor affects the tourist arrival in Taal with a composite mean of 3.07. It can be noticed that the respondents agreed that they visit the attraction in Taal because they feel it is important to visit the site (WM=3.40). The respondents also agreed that they feel the sense of belonging on the site (WM=3.22). Among the moral factors, the least is "It was on the way to other site" with a weighted mean of 2.70 and a verbal interpretation of "agree". This implies that most of the tourists visit Taal because it is important to them to know the history behind the heritage and cultural sites and they feel the belongingness in the place as they felt that they can see the past. The factor that got the least rank shows that Taal was a bit farther to the other site.

The respondents agreed that cultural and educational factors affect the tourist arrival in Taal with a composite mean of 3.34. The highest in rank among the cultural and educational factors is the respondents visited Taal specifically the religious attractions because they want to pray there with a weighted mean of 3.58. The respondents also agreed that they visited Taal because of physical nature (WM=3.48) and it is part of their own heritage (WM=3.48). Because they want to learn more on the site (WM=3.32), because it is the world famous site (WM=3.30) and there is no entrance fee (WM=2.90), are agreed by the respondents as the cultural and educational factors that affect the tourist arrivals in Taal.

This indicates that many tourists visit Taal because of religious purposes. Tourists visit the place to see physical nature such as the historical landmarks in Taal and they know that the place is part of their history as Filipinos. Some also agreed that they want to learn more about Taal; the history behind those historical sites. Moreover, many visits the place because of The Basilica of St. Martin of Tours as the largest Catholic Church in Asia. Its façade resembles St. Peter's Basilica in Rome. Its tabernacle is made of silver, the only one of its kind in the Philippines. Architectural design was more of neo-classical because of the presence of Doric and Corinthian columns, two triangular and one arch pediment dominate its facade. It

was declared as a national shrine on January 16, 1974.

Based on the data gathered, transportation is one of the factors that affect the tourist arrivals in Taal with a composite mean of 3.44 and the verbal interpretation of Agree. The respondents agreed that they visit Taal because of the Availability of Public Utility Vehicles that has the highest rank and with the weighted mean of 3.45. The Accessibility of Loading and Unloading Areas to Tourist Points and Availability of Parking Space are the next to the ranking with the weighted mean of 3.42 and with the verbal interpretation of Agree. The last in the ranking was the Quality of Available Public Utility Vehicles (WM= 3.40).

This indicates that the town of Taal has good transportation facilities which access to a subject of transport infrastructure and transport technology that the tourists and residents find it more comfortable to travel in Taal. Accessibility can be specified in terms of extents of comfort or hassle with which visitors can reach the destination of their linking. The cost of travel in Taal is also affordable, where traveler can also find tricycle and jeeps that will bring them to their destination.

The tourists visiting the place can feel security and safety in Taal because of the police station of the town can be easily found in case that some problems may occur. The residents in Taal are also responsible and know how to follow the policies implemented by the local government. Taal residents are also appreciative and respectful to the cultures of the tourists visiting their town. They show their utmost welcome to each and everyone and willing to offer a hand to help.

Result also shows that promotion is one of the factors that greatly affect the tourists' arrivals in Taal with the composite mean of 3.60 and with the verbal interpretation of Strongly Agree. Respondents agreed that the Town Fiesta is being celebrated attractively that rank first among the factors under promotion with the weighted mean of 3.76 followed by promotion by used of website (WM= 3.70), and lastly is the Linkage to ABS-CBN (WM= 3.48). This indicates that tourist became more aware and informed in Taal through their promotional activities. Promotion was a great factor that really affects the tourist arrivals in Taal because it is a key variable in strategic marketing; planning and it should be viewed as implement for making use of market opportunities. Tourism is an intangible product which cannot be physically experienced at the time it is booked, often months ahead of the experience that is why promotion has to be tourism industry.

Promotion alone must generate desire and acceptance in the absence of more tangible evidence and therefore promotion is the product. Promotion should also be seen as an identity building activity for the tourism organization whether perceived as a firm, a destination, a hotel or attraction. Many tourists visiting Taal because of Basilica St. Martin de Tours and the Shrine of the Virgin of Caysasay for spiritual and religious purposes. They are also inclined in shopping at the Taal public market made it to be one of the frequently visited tourist attractions because of the products like embroidered crafts e.g table linens, women's fashion fabrics, barong tagalog for men and balisong or sharp knives and Taal tapa and langgonisa. Next is the Barangay Balisong, the town is known for Balisong Capital of the Philippines and this Barangay provide the best quality of balisong knives.

Meanwhile the attractions that are less frequently visited are the Bagumbayan and Balisong Chapels and the Ananias Diokno residence. The places got the lowest rank because the Bagumbayan and

Balisong Chapels are not so famous in the town and the Ananias Diokno residence is already decrepit.

## V. CONCLUSION AND RECOMMENDATION

The town of Taal is the most frequently visited, the tourists there are mostly Filipinos and the peak season is April. Moral, cultural/ educational, transportation/accessibility and peace and order are the factors that affect the tourists' arrival in Taal. Tourists attractions in Taal are frequently visited by the tourists. Proposed action plan was devised by the researchers to enhance/promote tourists' attractions in Taal.

The municipality government of Taal must continue giving excellent service and should preserve their historical heritage by allowing public viewing and exploration only on designated areas. This way, the sites are made available for many other future tourists who may enjoy them for many more centuries. The municipality must endeavor to give more assistance to the development of tourism industry in Taal, such as providing employment to the local residents and developing more infrastructures that will help invite more tourists. Government may continue the development of facilities, amenities and infrastructure to encourage visitors and gain more tourist arrivals. The government of Taal who are concerned with the development of tourists attraction may consider the action plan that was devised by the researcher. Similar study but of different setting may be conducted by the researchers.

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