

Mapping and Analyzing the Locations of Community Parks and Theaters in Quezon City, Philippines

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Abstract- *Quezon City is the largest city in Metro Manila. Inside the city, there are numerous tourist attractions. These offer a diverse range of products and services to the city. Concentrating on two sorts of establishments and locating them all on a map is a way to simply sort, identify, and list them to find the ideal places to spend some spare time. Community Parks and theaters are two of the biggest leisure establishments in tourism. Mapping the locations of community parks and theaters, analyzing the concentrations of the establishments, determining the allied establishments and branches and creating a locator map of Quezon City's parks and theaters are the objectives of the study. By using a document analysis approach, there are no respondents included. The findings came out as follows: There are a total of 132 community parks and 136 theaters. The program QGIS was used to plot these locations. Concentrations are heavy in some areas in Quezon City and it reflects the society where they are located. Allied establishments and branches show factors to consider in determining their relationship with other parks and theaters. As a result, a detailed map was created listing the number of parks and theaters per district.*

Keywords: *Community park, Theaters, Mapping, Quezon City*

INTRODUCTION

Quezon City is the largest among 16 cities and 1 municipality in Metro Manila, which also takes one-fourth of its size. Having an area of 16,112.58 hectares, based on a 1995 GIS graphical plot, makes it a good place to start traveling in the region [1].

Many tourism establishments can be seen inside Quezon City. These provide a wide variety of products and services the city can offer. Focusing on two types of establishments and locating them all on a map is a way of sorting, identifying, and listing them to easily locate the best places to spend leisure.

Community parks are one of the best places to start a leisure activity which mostly consists of strolling, outdoor activities or outdoor playing, picnics, and exercising. It could be a place where people can have a date or set up a romantic dinner date.

Watching in theaters is a favorite leisure activity for both tourists and locals alike. They go to theater places to watch performances, plays, and movies. It has always been a part of a getaway or a leisure activity. People always like to experience the big screen or stage and be fascinated by the lights, sounds and sights of what they are watching.

Tourism maps are important tools for promoting tourism. Tourism mapping is necessary for tourists to be able to identify and locate the best tourist attractions in the area [2]. Mapping is defined as the act or process of making a map [3]. Maps are used by the tourists to get directions, look up restaurants to go to, and even locate hidden treasures of the city. It will help the tourists travel from one place to another.

One of the most common types of cartographic papers is tourism maps. The rising popularity of different modes of tourism activity has resulted in a wide range of content, subject matter, and publication titles [4]. A tourist's spatial understanding of the visited environment is typically limited, and maps play an important role in the acquisition of spatial information about the vacation destination [2].

Dearden [5] stated that parks and protected areas provide essential services and resources for the purpose of nature conservation, visitor recreation, local economic opportunities, indigenous cultures, human well-being, and provision of ecosystem services. They are also typically designed with amenities such as playgrounds, pathways, and large open spaces where people from all walks of life congregate, interact with

one another, and participate in a variety of physical activities [6].

Public health, the urban community and biological diversity benefit from community parks. It strengthens social ties, fosters a sense of community and raises the living standards of city residents [7]. Botanic gardens located within the cities, also known as the green spaces, offer many benefits to the urban residents [8].

Audiences are more interested in movie films when the contents are relevant and connected to previously existing aspects of popular culture. Audiences prefer experiencing these types of films in a setting where they are with other people and be a part of the conversation surrounding the film [9]. People are more interested in watching movies in a theater rather than at home because they enjoy watching it with other people. People are also more likely to watch a movie that just came out rather than an old movie because through that, they will be able to go along with the trends.

The theory of collective spectatorship suggests that people enjoy watching films together whether they are aware of it or not. Movies with a large and loyal fanbase tend to foster a strong sense of community among viewers, which means that people want to share the joy of these films with others in the moment rather than waiting to watch them on streaming services at home [9].

Plaugic [10] mentioned that the increase of interest in the new viewing technology has challenged the theatrical movie experience of an individual. Television streaming services like Netflix and Amazon Prime, rising ticket prices, and startups like MoviePass "threaten to devalue the movie-going experience." Due to certain health protocols arising from the COVID-19 Pandemic, people are discouraged from engaging in any social gathering and that includes going to the theaters. This further increased the viewership of said online streaming services.

OBJECTIVE OF THE STUDY

Since Quezon City could offer a lot of choices to choose from, it would be hard to pick one out of all the choices given. It could be more to what is known about their locations and how frequently they are visited.

This research aims to answer the following problems: How are Community Parks and Theatres located inside Quezon City? What characterizes the reasons for concentration of the Community Parks and Theatres inside Quezon City? How are the Community

Parks and Theatres associated with other allied establishments and branches in other areas in Quezon City? What locator map of Community Parks and Theatres can be proposed?

Tourists, travelers, and even students will profit immensely from future outcomes, as they will require a map or a list of neighborhood parks and theaters as part of their leisure plans. This will act as a guide to help you locate specific institutions. This could assist people in being more strategic in their trips by providing information on where to go. This will enable local government entities to gain a better understanding of the areas they are responsible for. They would be able to gather additional information in order to fund locations with a large number of tourism establishments, as previously indicated.

It will also benefit the owners of the businesses because it will allow them to evaluate the concentration of other establishments and assess their competitive strategies based on the number of similar establishments in their area.

Scope and Limitations

This will not cover other existing establishments outside the area of Quezon City and will only support facilities of tourism establishments concerning community parks and theaters establishments that exist within Quezon City. The definition of park was extracted from "dictionary.com". In classifying the community parks, the formulated definition was used. Locations that are labeled as parks but have been abandoned or converted to different establishments such as markets were not included. The data gathered will come from online websites, satellite maps, government websites, government data, and private and public establishments. The data, location and information of the parks and theaters that are not shown in any online platforms and websites will not be included in the maps.

MATERIALS AND METHODS

Research Design

The design applied is a qualitative approach. In academic writings, the main principle of this study is often referred to as the core phenomenon [11].

Research Locale

The study is conducted in the vicinity of Quezon City since the establishments that are mapped are located there. The vicinity included the 6 districts of Quezon City.

Table 1. Districts and Barangays in Quezon City

District 1	District 2	District 3
Alicia Bagong Pag Asa Bahay Toro Balingasa Bungad Damar Damayan Del Monte Katipunan Lourdes Maharlika Manresa Mariblo Masambong N.S. Amoranto Nayong Kanluran Paang Bundok Pag-ibig sa Nayon Paltok Paraiso Phil-Am Project 6 Ramon Magsaysay Salvacion San Antonio San Isidro Labrador San Jose Siena St. Peter Sta. Cruz Sta. Teresita Sto. Cristo Sto. Domingo Talayan Wasra Veterans Village West Triangle	Bagong Silangan Batasan Hills Commonwealth Holy Spirit Payatas	Amihan Bagumbayan Bagumbuhay Bayanihan Blue Ridge A Blue Ridge B Camp Aguinaldo Dioquino Zobel Duyan-Duyan E. Rodriguez East Kamias Escopa I Escopa II Escopa III Escopa IV Libis Loyola Heights Mangga Marilag Masagana Matandang Balara Milagrosa Pansol Quirino 2-A Quirino 2-B Quirino 2-C Quirino 3-A Quirino 3-B (Claro) San Roque Silangan Socorro St. Ignatius Tagumpay Ugong Norte Villa Maria Clara West Kamias White Plains
District 4	District 5	District 6
Bagong Lipunan ng Crame Botocan Central Damayang Lagi Don Manuel Doña Aurora Doña Imelda Doña Josefa Horseshoe Immaculate Concepcion Kalusugan Kamuning Kaunlaran Kristong Hari Krus na Ligas Laging Handa Malaya Mariana Obrero Old Capitol Site Paligsahan Pinagkaisahan Pinyahan Roxas Sacred Heart San Isidro Galas San Martin de Porres San Vicente Santol Sikatuna Village South Triangle Sto. Niño Tatalon Teachers' Village East Teachers' Village West UP Campus UP Village Valencia	Bagbag Capri Fairview Greater Lagro Gulod Kaligayahan Nagkaisang Nayon North Fairview Novaliches Proper Pasong Putik Proper San Agustin San Bartolome Sta. Lucia Sta. Monica	Apolonio Samson Baesa Balon bato Culiat New Era Pasong Tamo Sangandaan Sauyo Talipapa Tandang Sora Unang Sigaw

Participants of the Study

A mapping process is conducted using the sources of information gathered through online websites and public government data available mentioned above in the research design. A qualitative approach is also applied so therefore, respondents are not needed in this study. Having respondents does not answer the research questions made.

Data was first gathered from the 6 districts of Quezon City. The list of 6 districts of Quezon City and their barangays is provided based on the Quezon City Official Website. Online sources were used to gather data for the community parks. The list of community parks in Quezon City can be seen in the Quezon City Official Website. Navigation websites such as Google Maps, GPS or global positioning system, Google Earth, Google Street View, Waze, and OpenStreetMap were also used to locate these parks. For the theaters, data was gathered from the Freedom of Information and MTRCB to get the official lists of registered cinemas. Online websites such as clickthecity, theaters.heylplaces.ph, and tripadvisor were also used in collecting data of the theaters that might not be included in the lists of MTRCB.

Data Gathering Procedure

A list of the tourism establishments from the local government unit of Quezon City were used for data collection. A letter of consent to the Quezon City local government was sent by the researchers to ask for consent and for classified information. Characterization of the reasons for the concentration of the establishments within the location is determined using observation, document analysis and application of the Central Place Theory.

The data gathered was filtered so the data matches the definitions of community parks and theaters. The data that is not defined well by the definition made was excluded from the plot. Establishments that are not able to be seen online and do not have any available accurate coordinates were also excluded from the lists and not mapped.

Data Analysis

Data gathered that was left after filtering is listed on databases provided by the researchers on Microsoft Word or Excel. After the data collection, the gathered data was carefully analyzed using document analysis and was categorized on the tourism establishment they belong to.

Document analysis is another method that was used in identifying, categorizing, analyzing, and sorting the gathered information from the online sources, public and private government and non-government data. This is a method for studying or analyzing documents, including printed and electronic (computer-based and Internet-based) papers [12]. It necessitates the examination and interpretation of data in order to extract meaning, gain insight, and develop empirical knowledge [12].

There were categories made to determine the concentration of the parks and theaters. These were the coordinates, plus codes, addresses, profiles of the establishments, socio-economic status of the communities around, allied establishments and where they are located.

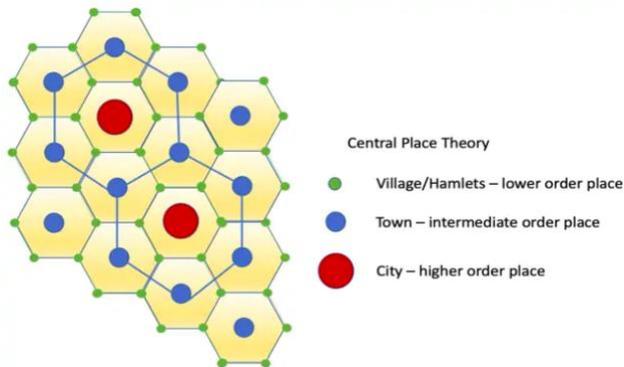


Figure 1. Central Place Theory

The Central Place Theory was then applied to determine the concentration of parks and theaters. The higher order places were identified first from one point to the next and per district. It will start from the usual commercial areas where there are more products and services given compared to other areas. The lower order places and intermediate places were identified to be located beside the higher order places. According to [13] this theory was used as a way to explain the location, size, and number of settlements, where these locations acted as hubs that became the source of goods and services. In addition to that, Central Place Theory explains the economic relationships of cities with smaller residential areas.

One locator map was created that showed the places of theaters and parks in the entire City. The Geographic Information System (GIS) mapping was used to create the maps of community parks and theater establishments.

RESULTS AND DISCUSSION

Community Parks and Theaters in Quezon City

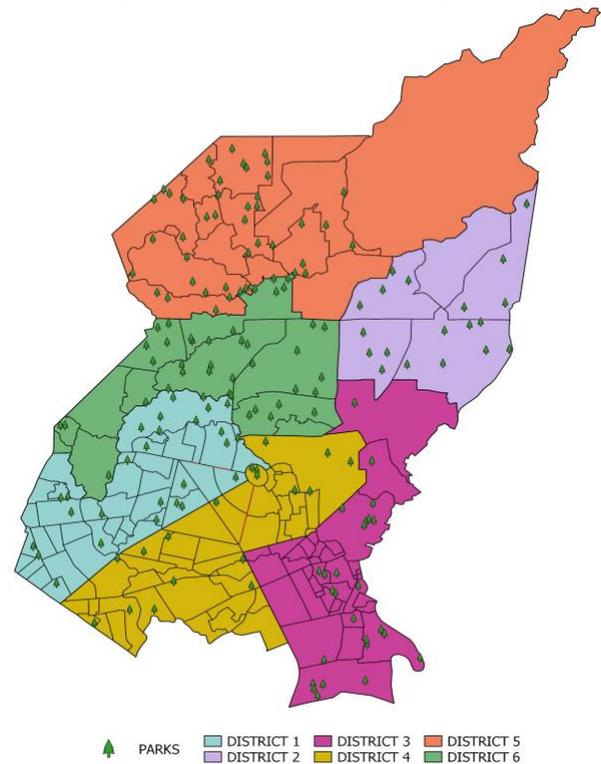


Figure 2. Located Parks

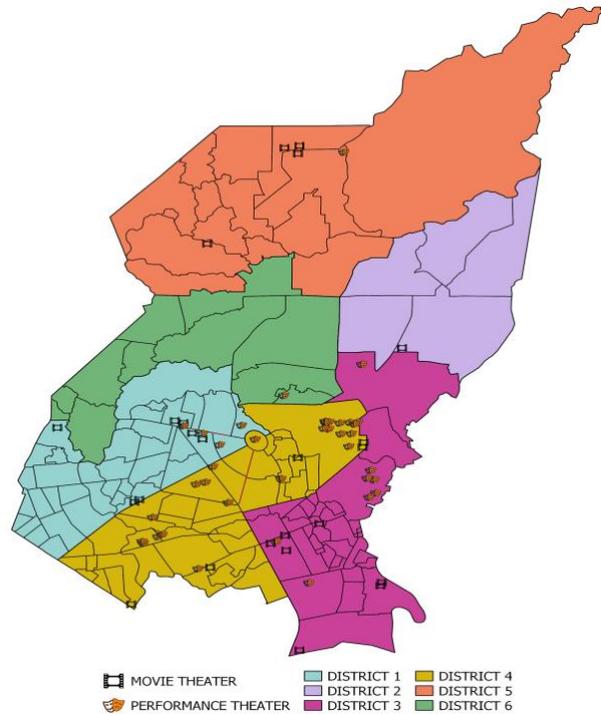


Figure 3. Located Theaters

The first objective of the study is to find out how community parks and theaters are mapped within Quezon City. Community parks and theaters are scattered all throughout the city. These establishments are categorized into two categories respectively.

For community parks, there are public and private parks. Public parks are mostly found in streets and can be used by anyone while private parks are mostly found inside subdivisions/villages thus, it is not that accessible to the public. Only people living inside subdivisions or villages can freely use the park. Among the 6 districts of Quezon City, District 5 has the highest number of parks with a total number of 42 parks while District 4 has 18 community parks and has the least number of parks identified. In figure 2, community parks are prominently scattered around the city.

For the theaters, there are movie theaters and performance theaters. Movie theaters are the ones where a person can watch movies and they are mostly found in malls while performance theaters are where people watch plays, dramas, and concerts. In this city, most performance theaters are found in schools but there are also standalone theaters. The total number of theaters in Quezon City is 136 theaters where 100 are movie theaters and 36 are performance theaters. The district with the most number of theaters is District 1. It has a total of 38 theaters where 36 of them are movie theaters and 2 are performance theaters. Most theaters in this district can be seen at the Central Business District where there are a lot of activities or movement of people. Transportation services are also available around the area, so it is expected that the amount of people going in and out of these establishments are big in numbers.

In figure 3, it is visible that most theaters are found in the southern part of Quezon City. One possible reason why Districts 2 and 6 have fewer theaters identified than District 1, 3, and 4 is because of its close proximity where a lot of theaters are located. Another possible reason is that District 2, 5, and 6 are mostly residential areas.

Concentration of Community Parks and Theaters in Quezon City

The concentration was determined by identifying the number of community parks and theaters in a particular area and the reasons for having many or less in certain areas. Two colors were used to illustrate the geographical data: red represents the private parks and theaters while yellow represents the public parks and theaters in Quezon City.

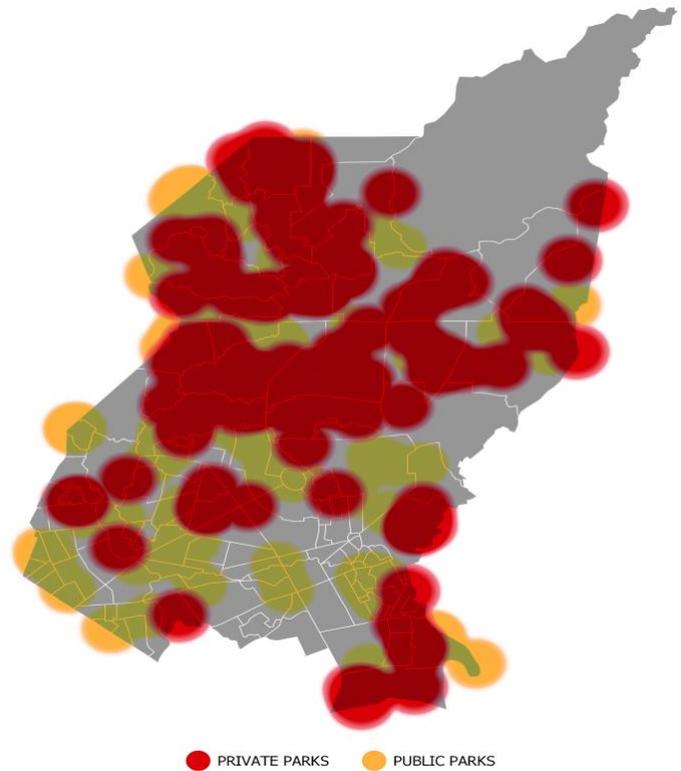


Figure 3. Geospatial Data of Community Parks

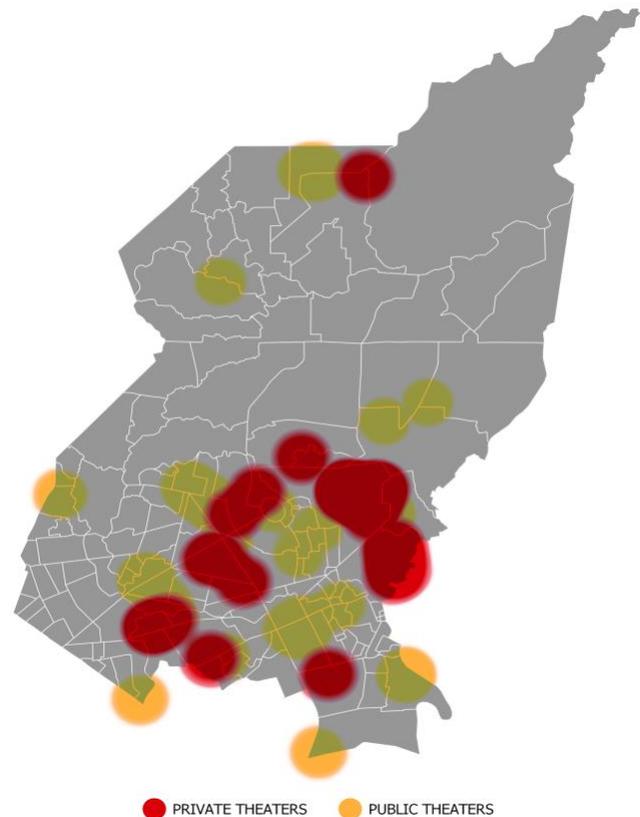


Figure 4. Geospatial Data of Theaters

The red color indicates that parks and theaters have more control and limited accessibility meaning they are well-maintained. The yellow color implies that parks and theaters have much less control and limited accessibility meaning they are mostly located in areas where people usually go. It also means that the communities around them are not as strict and tight as the communities inside the subdivisions, villages, universities, and other private places.

The Central Place Theory is used to explain the location, size, and number of settlements where these areas served as hubs and sources of goods and services. Furthermore, this explains how economies interact in cities with smaller residential areas.

It was shown that the majority of community parks were found to be in private areas, whether in a subdivision or a school. Hence, parks were in the vicinity of neighborhoods and nearby areas such as the barangay hall, basketball court, school, food establishments, and church or chapel. Motorized vehicles were used to get to the park within the city. Private parks are also found to be better maintained and have better facilities than public parks which were smaller and had fewer facilities.

Most of the theaters in Quezon City are highly concentrated in the southern area of Quezon City where it is composed of District 1, 3, 4 and 6. Some public theaters, especially the public performance theaters, that are located in streets and highways have the people who visit them more exposed to traffic and pollution. Movie theaters that are in a high concentration of malls also reflect how heavy the traffic around is and pollution around is also observed. It also fosters competition among the cinemas and the theaters between the malls as there are many choices found.

Allied Establishments of Community Parks and Theaters in Quezon City

Most parks in District 1 are not related at all. Only 6 of them are related to each other. The parks that are related to each other are Damar Village Park and Damar Playground, Project 6 Mini Park and Project 6 Park, and West Triangle Mini Park and Remedios Samala Park. These parks are all related to each other because they are located in their respective villages or barangays.

In District 2, only the parks in Filinvest 1, 2, and 3 are related to each other. The reason is that Filinvest 1, 2, and 3 are all under the same real estate company. In District 3, the parks that are related to each other are located inside the same university. These are Faura Back Forest, Lover's Lane Forest, SOM Forest, and Zen Garden. There are also these parks under the same management of Eastwood Mall, namely Eastwood Central Park and Eastwood Central Plaza.

For District 4, Arboretum Forest, Castle Playground, U.P. Sunken Garden, and U.P. Washington Sycip Garden of Native Trees are related to each other mainly because they are all inside the same university campus and managed by the university. Similar to Circle of Fun, Pedal and Paddle, and Quezon Memorial Circle. Circle of Fun and Pedal and Paddle can be seen inside Quezon Memorial Circle hence, they are related to each other.

Among all districts, District 5 has the most establishments that are related to each other. Most parks that are related to each other have the same subdivision names. Having the same subdivision names means they are under one real estate company. Similar to most of the districts, there are parks in District 6 that are related to each other. These are Gloria Park I, II, and III, and Del Nacia Park 3 and 4.

As for the theaters, there are some performance theaters that are located inside or along the vicinity of the malls. These theaters are Vertis North Concert Grounds, SM North EDSA Skydome, and Kia Theater. The malls they are in are allied establishments to the movie theaters inside. Vertis North Concert Grounds is allied to Ayala Malls Vertis North Cinema, SM North EDSA Skydome is allied to SM North EDSA Cinemas and the IMAX, and Kia Theater is allied to Gateway Cineplex.

There are also performance theaters located in universities and schools. Ateneo De Manila University, Trinity University of Asia, and UP Diliman have multiple theaters within their vicinity. The theaters inside their respective campuses are allied establishments with one another.

Theaters inside malls or movie theaters have multiple cinemas rooms. These theaters are individual and therefore considered allied theaters to their neighboring movie theater rooms inside the mall.

SM Malls have theaters inside their malls. These malls are SM North EDSA, SM Fairview, SM Novaliches, and SM Sta. Mesa. SM North EDSA Cinema 1 up to Cinema 11 are all allied establishments to each other but they are branches of other SM movie theaters like SM Fairview Cinemas 1-12, and SM Novaliches Cinemas 1-4, SM Sta. Mesa 1-10.

This also applies to other malls handled by other companies like Ayala malls and Robinsons. Ever Gotesco is a standalone mall that has no other branches inside Quezon City. Eastwood Mall has no other branches and allied establishments as well.

Certain factors are seen while determining allied establishments and branches.

These factors are considered in determining the allied establishments: Being under the same institution, company, or management. Be in the same area or close

proximity with the institution, company or management they are in. Factors considered in determining branches are: Related naming company, or management. Located in a different area or vicinity and being under the same institution

Proposed Locator Map

The Cartography theory was applied when making the maps for locating the parks and theaters, analyzing the concentrations, and making the locator map. The environment was observed first, and the data gathered was analyzed using document analysis and observation. Cartography theory [14] and practice of mapmaking and map use, particularly in the context of graphic communication.

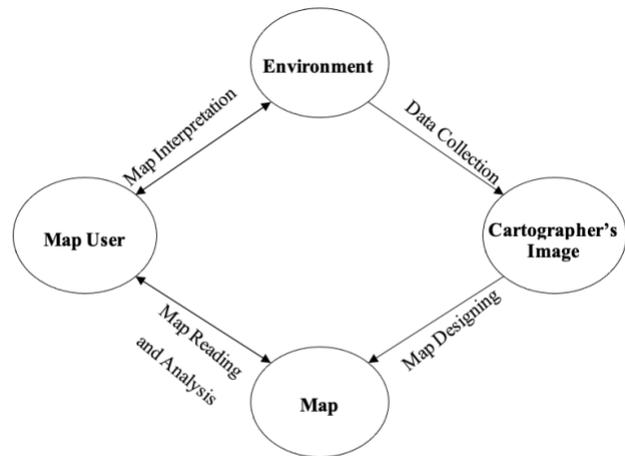
Data was encoded visually on a map by using generalization, symbolization, and production methods that result in a way that map users can interpret it the same way the map maker intended. The symbols were decoded by users and patterns can be recognized to read, evaluate, and interpret the map.

Based on what users have seen on the map, decisions and actions made are based on their plans. Maps made affect the spatial actions and preferences, as well as how the environment was perceived, by providing a perspective on the establishments located.

The proposed locator map uses specific symbols to indicate the locations of community parks and theaters

in Quezon City.

The pine trees represent the community parks. The cinema tickets represent movie theaters in malls. Performance theaters have masks symbols. The residential area is also represented by small houses. The La Mesa Dam was shown on the map as this is a famous feature in Quezon City. Community parks and theaters, whether movie or performance theaters, are numbered and colored according to their categories and the district in which they are located.



The framework was based from the diagram framed by Robinson & Petchenik (1976) and from its redesigned version by Jennifer Smith (2012) Figure 5. The Cartographic Process



CONCLUSIONS AND RECOMMENDATIONS

Mapping and analyzing the locations of community parks and theaters in Quezon City has shown different places where the community parks and theaters can be located. The locations vary depending on how they are used by the people and communities around them. Community parks depend their type on the community they are located in. Some are located in subdivisions, villages, and schools where there is exclusivity thus, making them private parks. Some are located in more commercial areas where they are more accessible in public thus, making them public parks.

Theaters are always located where people can have much access. They are found in malls, universities, and commercial streets. Where they are located depicts if they are public and private. These also separate the kind of theater they are and shows if they are established for performances or for movies. Theaters located inside universities and commercial streets are mostly performance theaters but theaters inside malls are mostly movie theaters. The maps show how concentrated they are in places. Parks are more spread throughout the entire city, but theaters are found to be more located in the southern areas of Quezon City. They are more prominent in the districts of 1, 3, 4, and 6. Traffic is reflected and forecasted in places where theaters and parks are identified. Private ones do not have traffic or have lighter traffic, but public parks and theaters have moderate to heavy traffic depending on how commercial the area is or how concentrated they are. Factors are reflected in the process of determining their relationships. Allied establishments tend to be under the same management, institution or establishment and they must be around or within the vicinity of the management, institution, or establishment that they are under. Branches have more factors where they tend to have related names, be under the same management, institution or establishment and must be located in another vicinity in Quezon City.

It is proposed that the use of the study will benefit the Government, the Academe, the Future Researchers, and the Tourists. Below are the following recommendations: For the government to use this as a basis for policymaking with a focus on destinations such as community parks and theaters. For educational institutions to use this as a material for teaching students with regards to community parks, theaters, and the immediate vicinity. To be used by future researchers as a basis for a similar study but in other cities in Metro Manila. To be used by the tourists as a guide in locating community parks and theaters in Quezon City. The same study should be conducted in other schools using other variables, especially the variables that are not presented in this study. Other researchers who want to conduct the same study should use additional references, online sources most especially reliable sources.

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