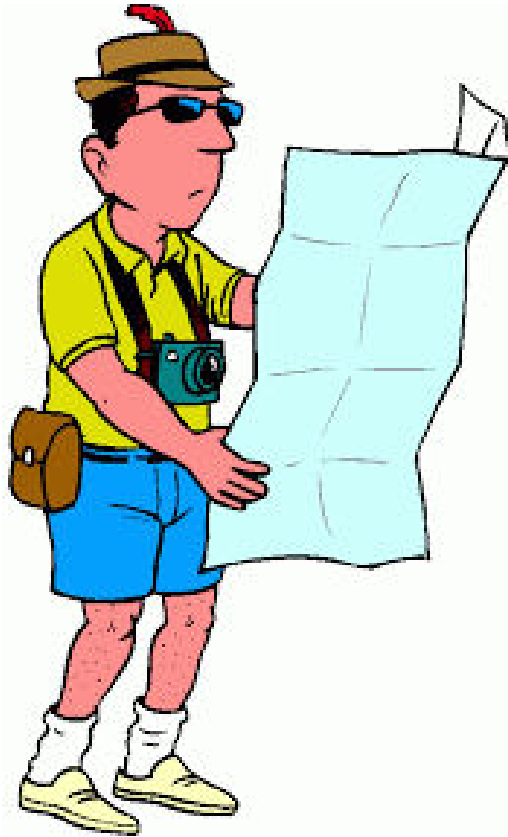
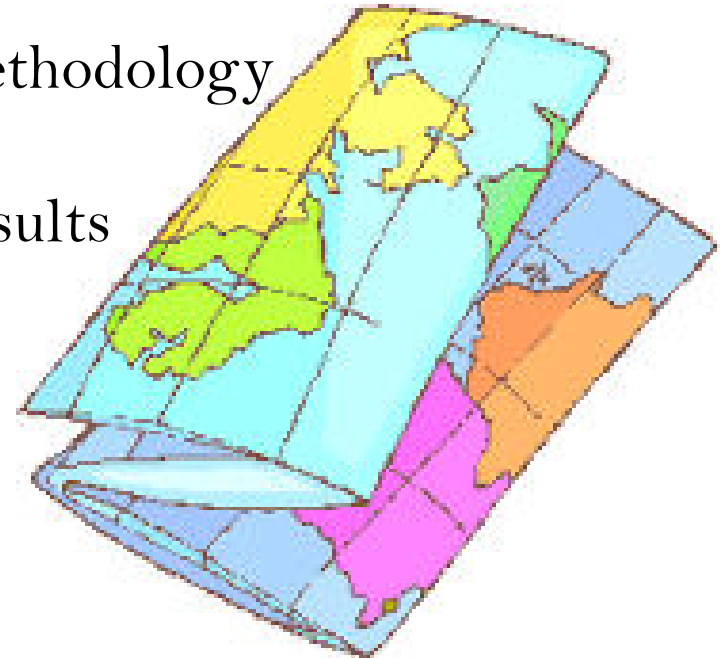




CONTENTS . .



- Introduction
- Research Questions
- Methodology
- Results



INTRODUCTION

- Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. (United Nations World Tourism Organization. 2007. Understanding Tourism: Basic Glossary, Retrieved from media.unwto.org/en/content/understanding-tourismbasic-glossary on December 16, 2016).)



REPUBLIC ACT NO. 9593



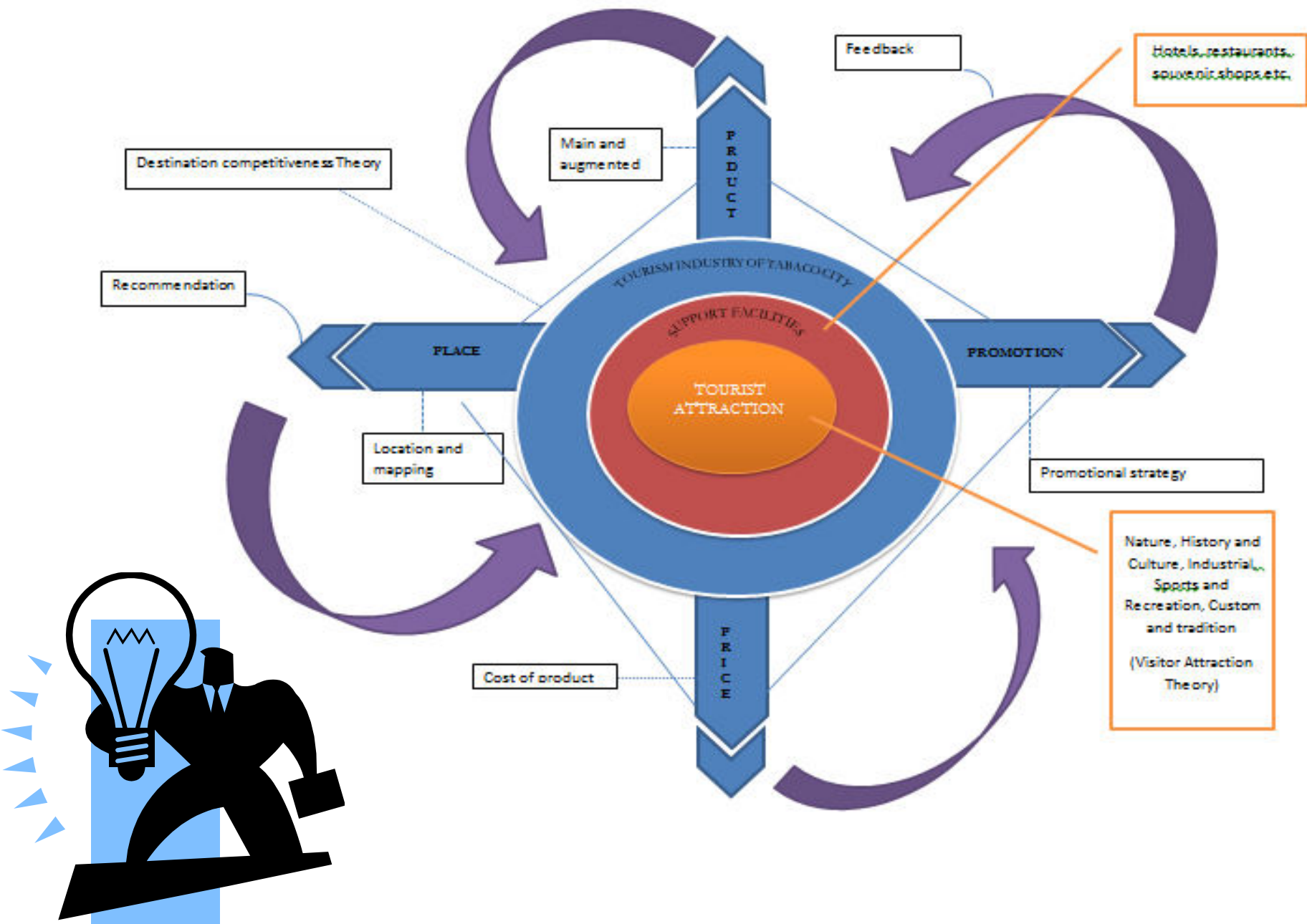
an act declaring a national policy for tourism as an engine of investment, employment, growth and national development, and strengthening the department of tourism and its attached agencies to effectively and efficiently implement that policy, and appropriating funds



OBJECTIVE OF THE STUDY

1. What are the major tourist attractions in the city of Tabaco?
2. What is the status of the major tourist attractions in the city of Tabaco
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place
3. What factors influence the tourism industry in Tabaco City?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place
4. What are the problems encountered by the tourist attractions and destination in the city of Tabaco?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place





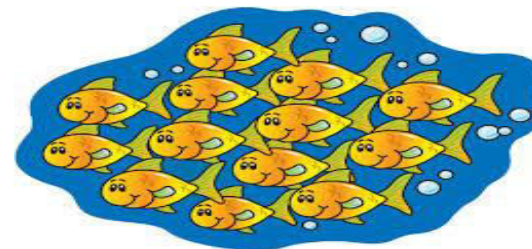
METHODOLOGY



Research Questions	Target Data	Method	Tools or Techniques
1	Secondary Data	Qualitative	KI interview Documentary analysis
2	Secondary Data	Qualitative	KI interview, Documentary analysis
3	Primary Data	Quantitative	Frequency count, ranking and percentage
4	Primary Data	Quantitative	Frequency count, ranking and percentage



NATURE



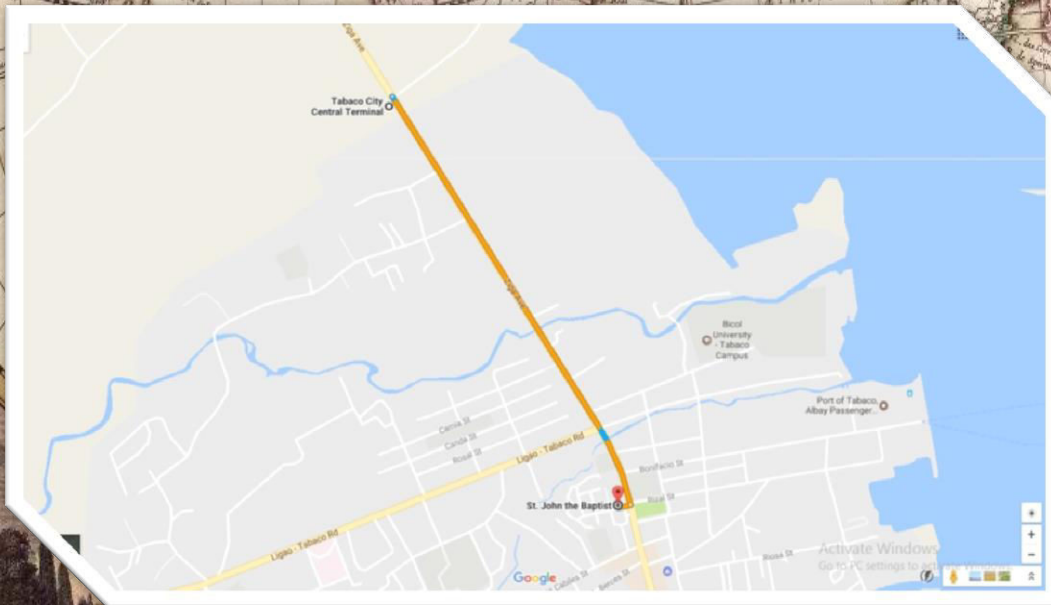
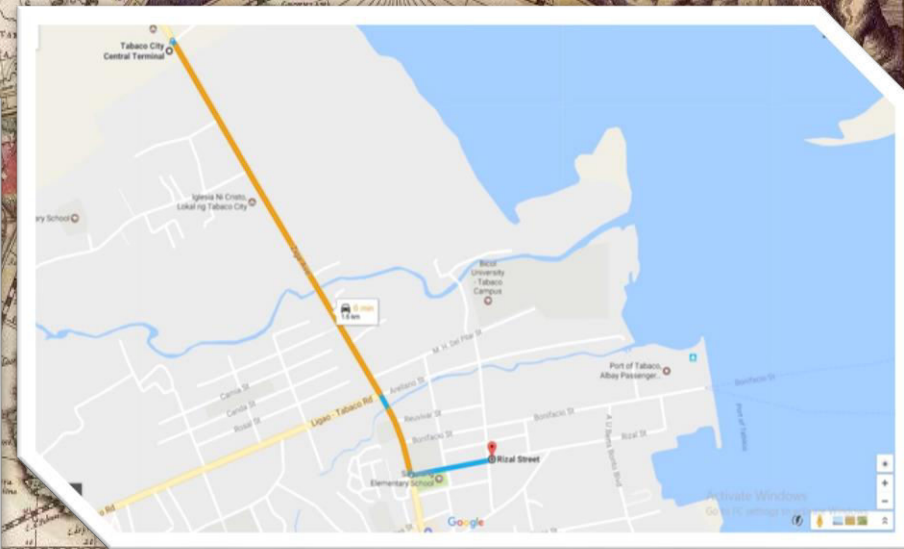
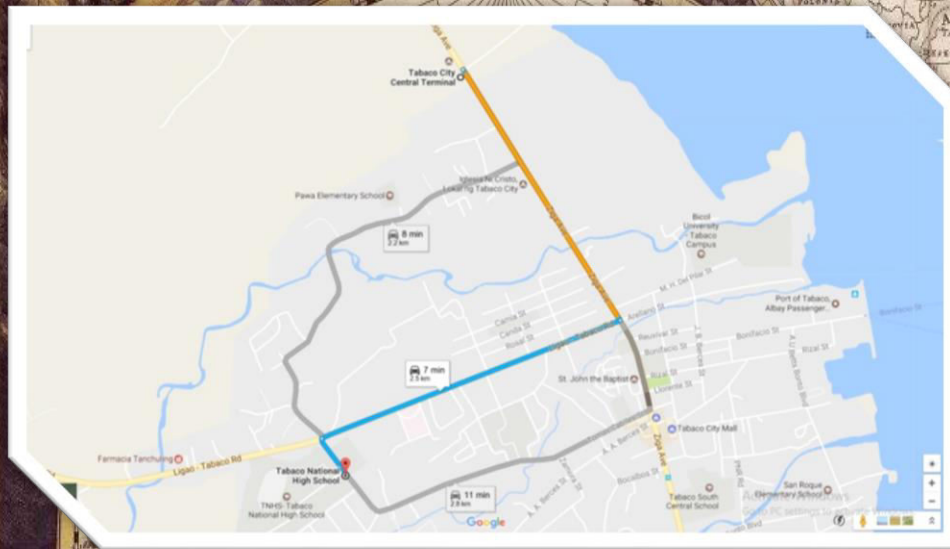
Attraction	Product	Place	Price	Promotion
San Lorenzo Beach Resort	Butanding watching, beach swimming, cottages, floater	Brgy. San Lorenzo	Php 10.00-200.00	Tarp advertisement
San Miguel Island Marine Fish Sanctuary	Snorkeling, sight seeing, beach swimming	Brgy. Sagurong, San Miguel Island	free	Recognized by the LGU
Punta Beach Island Resort	Sight seeing, beach swimming	Brngy. Rawis, San Miguel Island	free	No promotional strategy



HISTORY AND CULTURE



Attraction	Product	Place	Price	Promotion
Bahay na Bato	Sightseeing	Brngy. Cormidal	free	Recognized by the LGU
St. John the Baptist Parish	Church services	Ziga Avenue	Free/ accepts donations	Recognized by the LGU
National Museum - Bicol Branch Museum	exhibition hall that showcases the history and culture of the Bicolandia	Tabaco National High School, Panal	free	Promotional exhibit, outreach program, linkages to school, LGU and other orgs.

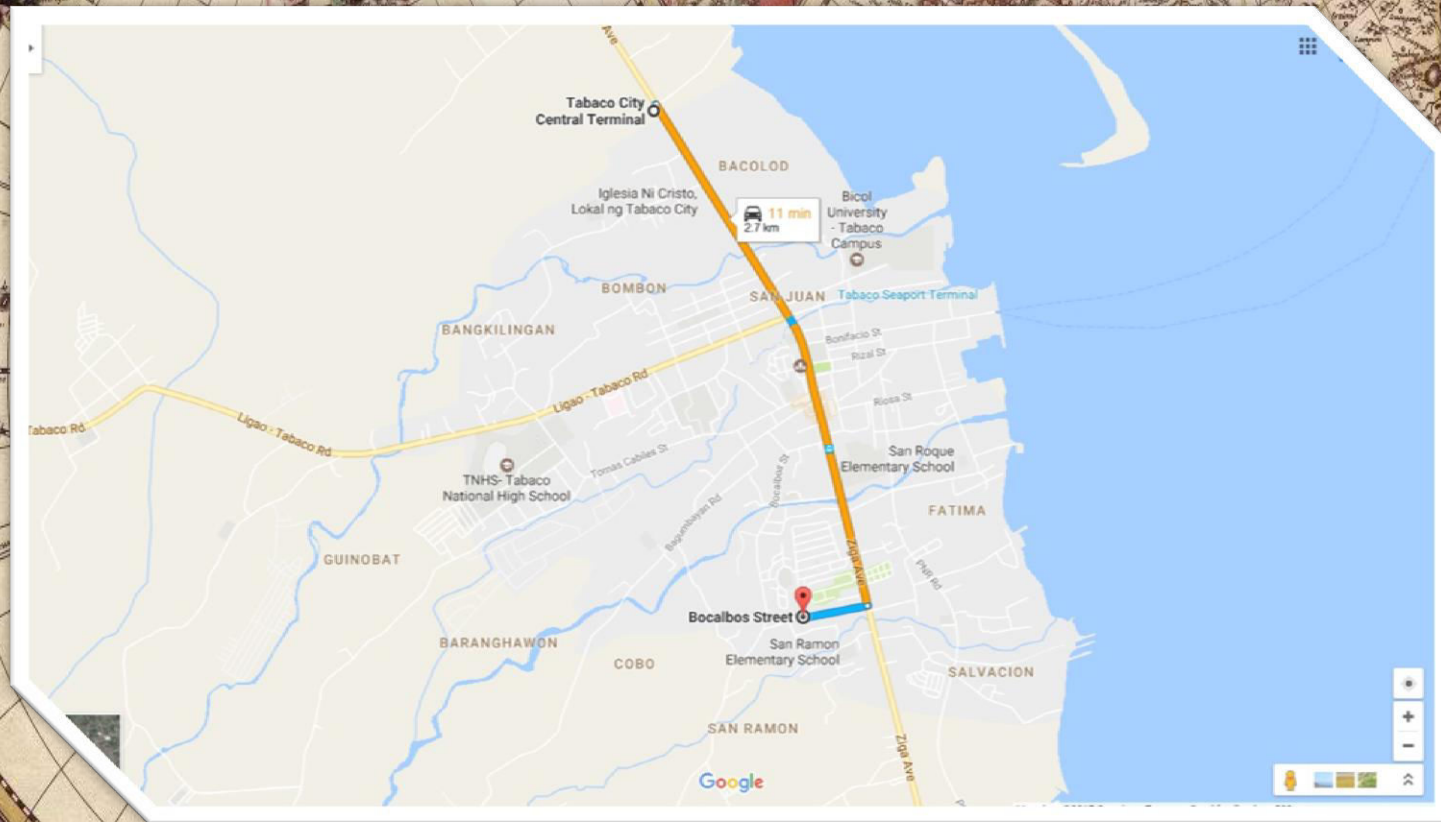


Industrial tourism



Attraction	Product	Place	Price	Promotion
ABR Cutlery	Cutlery products, blacksmith workshop	Brngy. Cobo	Php150-3,000.00	Promoted through www.turistatrails.com



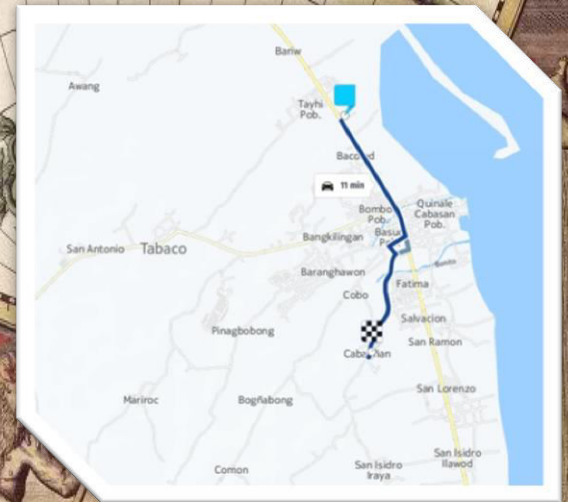
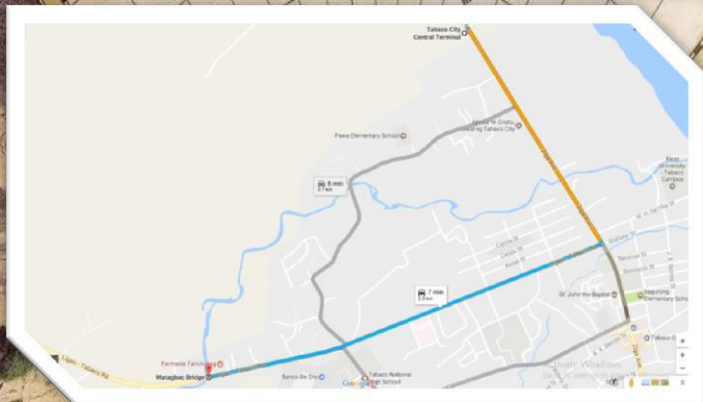
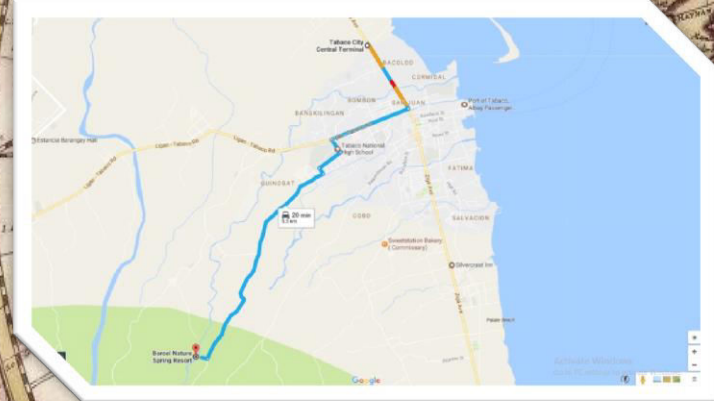
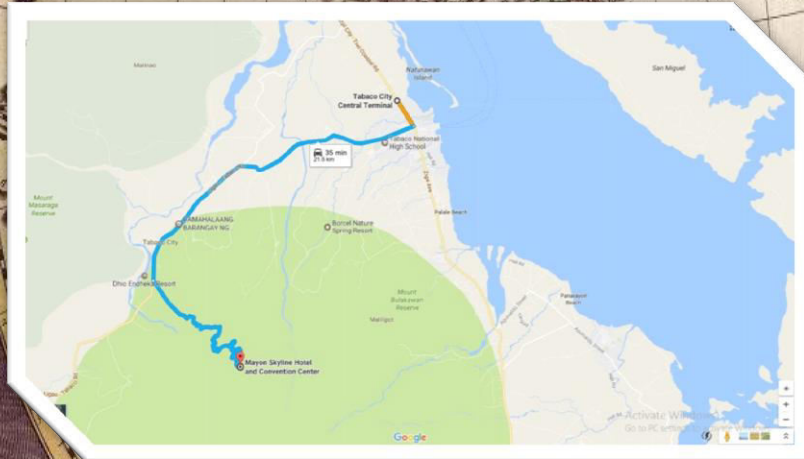
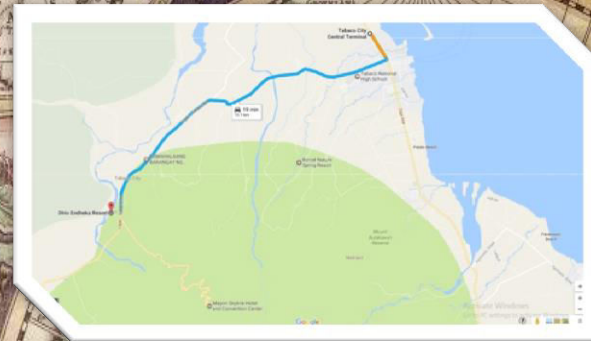
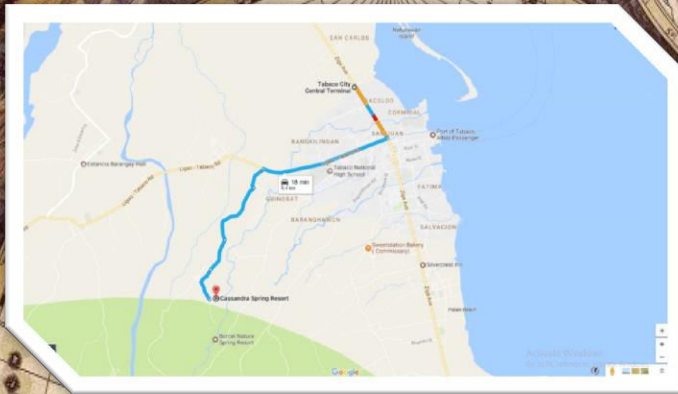




SPORTS AND RECREATIONAL FACILITIES

Attraction	Product	Place	Price	Promotion
Mayon Planetarium	Exhibition hall, film showing, parking	Brgy. Buang	Php 10.00-50.00	Recognized by LGU
Mayon Skyline	Zip line, wall climbing, sight seeing	Brgy. Buang	free	Recognized by LGU
Borcel Nature Spring Resort	Swimming pool, cottages, accommodation	Brgy. Mariroc	Php 75.00-1,500.00	Facebook
Villa Azon	Swimming pool, event halls, cottages, accommodation	Brgy. Matagbac	Php 50.00 – 2,000.00	Facebook
KC Land	Themed park, event halls	Brgy. Cabañgan	Php 10.00- 10,000.00	Facebook
Dhio endeka	Swimming Pool, themed park, accomodation	Brgy. Buang	Php 75.00 – 8,000.00	Facebook
Cassandra Nature Spring Resort	Swimming pool, accommodation	Brngy. Bongabong	Php 50.00-250.00	Facebook



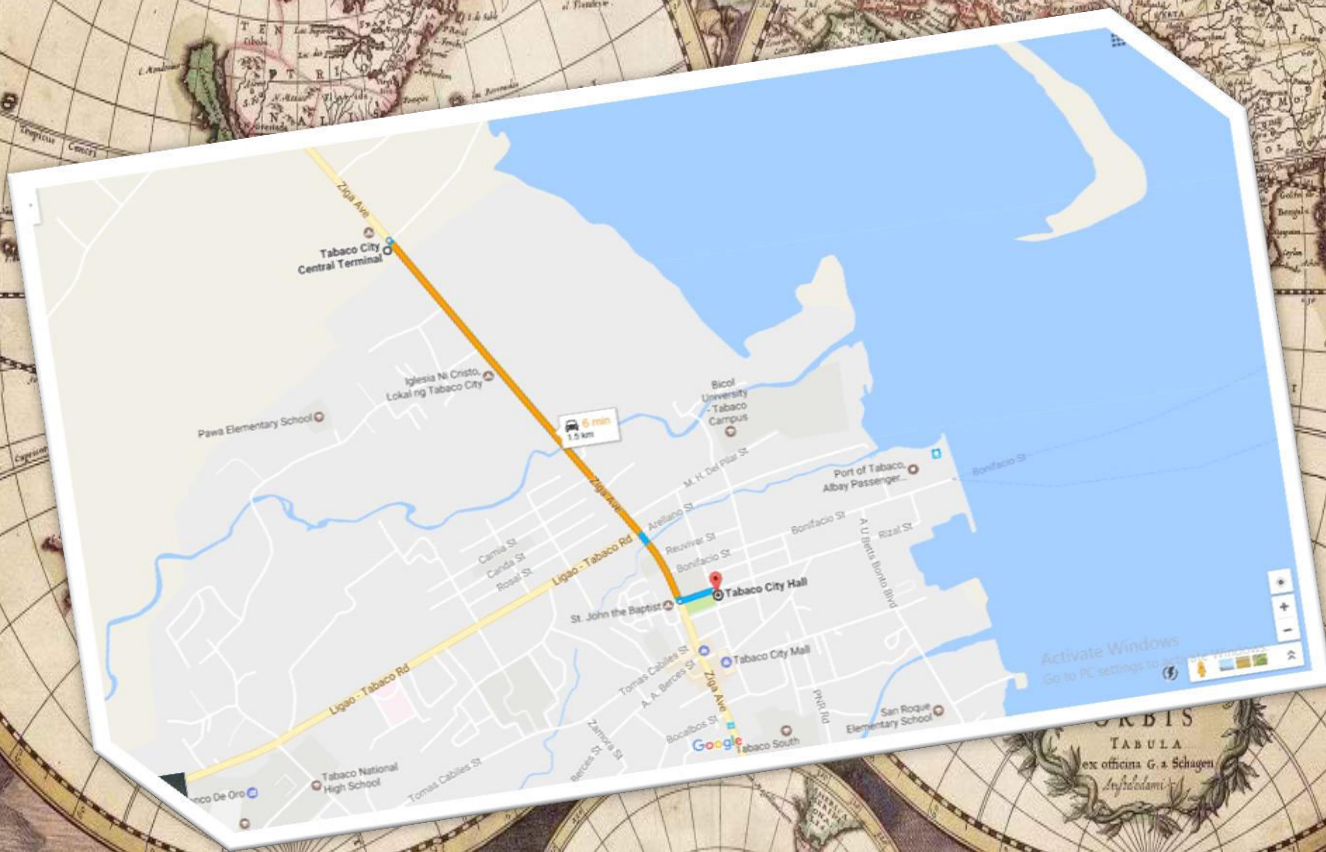




CUSTOM AND TRADITION



Attraction	Product	Place	Price	Promotion
Tabak Festival	Muya ng Tabak Teen Tabak, Street Presentation, Mutya	Tabaco City Plaza	Allocated budget is Php 3, 000, 000.00	Radio broadcast, Faith, hope and love coffee magazine
	Ng Tabkla, Drum & Lyre Competition			
	Padyak Race, Sibidsibidan Race			



What are the factors that influence the tourism industry in the city of Tabaco?

- a) **Product** - the cultures and history of Tabaqueños is showcased in the attraction that earned the first rank with 79% response out of the 100 respondents while coming last is the accreditation of the tourism oriented business of the Department of tourism with only 22% response..
- b) **Price** - the first rank is effect of seasonality on pricing tourism products due to school day and holiday patterns with 56% response from the 100 respondents and 19% for the last rank which is the method and cost of distribution such as products bought through tourism agencies had significant influence in pricing products
- c) **Promotion** - the highest rank received a 70% response out of 100 respondents is the promotional budget from the government while the last rank is the promotional regulations that has 17% response.
- d) **Place** - the highest rank received a 72% response from the 100 respondents which is the location of the destination and attraction can be easily accessed by all types of transportations. The indicator with lowest response is the carrying capacity of tourist attractions and destinations



What are the problems encountered by the tourist attractions in the city of Tabaco?

- a) **Product** - highest rank with 83% of 100 respondents is the weather disturbances while the least response is the scarcity of essential goods with 23% response only.
- b) **Price** - highest percentage is 46% out of 100 respondents that responded to increase tax burden while the lowest is the export leakage of profits with only 9%
- c) **Promotion** - The findings for problems in promotion were; the highest rank is the lack of budget appropriated by the government for tourism promotion with 62% response out of 100 respondents and lowest is the indifferent attitude of the government towards tourism and incompatible medium of promotion for the product and services being promoted with 20% response
- d) **Place** - the destruction to attraction and destinations due to natural calamities with 36% response out of 100 respondents and the lowest rank is the increase in crime rate with only 8% response

