

ABSTRACT

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The study primarily aimed to propose a Municipal Tourism Development Program (MTDP) for Canaman, Camarines Sur. Specifically, it aimed to answer the following questions: 1. What are the tourism destinations, tourism products, and tourism activities?, 2. What are the perceived effects of tourism development in Canaman, Camarines Sur?, and 3. What are the roles of tourism students in Tourism Development?

This study made use of survey-questionnaire in gathering the data. To support the primary data gathered, interview with the LGU Canaman employees and residents was conducted. The data gathered were analyzed and interpreted through the use of frequency distribution, percentage, ranking, and weighted mean.

The findings of the study were: 1. There was more tourism destinations than products and activities in Canaman. The church and belfry of the century old church is by itself a major attraction to tourists. This was followed by TangcongVaca Guerilla Monument which is historical to the locals. Another is the "Lagaylay", a reenactment of the discovery of the Holy Cross by St. Helena, it is participated by lovely maidens with sweet melodious voices. For what TO BUY, tourists can buy the abaniko made of anahaw. Another product is Nipa vinegar which is prepared out of the abundant nipa plants along the river. As to what TO DO, tourists can join the Abaniko Festival and the Dragon boat racing. The locals can also demonstrate the nipa making. 2. Perceived Effects of Tourism. On the employment and job opportunities, it was noted that being a tour guide ranks first with a weighted mean of 3.89. Second in rank was on the souvenir making with 3.87 weighted mean where they sell fans made of anahaw, beaded accessories, bags and decors, those were the products offered by the municipality. Third in rank was the water sport where the Local Government Unit plans to have facilities to be used for their TRIATHLON. In terms of Income & stability it was presented that the first in rank was Business Partners with a very high weighted mean of 4.00. Third in rank

was the Increase in Sponsors with 3.25 weighted mean, where they expose themselves in presenting its own products (OTOP-One Town One Product.) On the perceived effects in the Economic Growth, at rank 1 was on the improved quality of life with a 3.88 weighted mean. Last was even Income Distribution at 3.10 weighted mean.

3. Roles of tourism students in tourism development. Along determining the tourism potential of Canaman, Camarines Sur, rank 1 was Tourism students could explain the products differences of TSP& A with a weighted mean of 3.21 interpreted as High. The least was developing OTOP (One Town One Product) with a mean of 2.48 interpreted as poor. It implies that the tourism students are not yet capable of handling the challenges of the OTOP in Canaman.

3. Along the role of assisting in determining tourism livelihood, at rank 1 with 3.18 weighted mean was their role in identifying livelihood program. Last in rank 3 was to facilitate a seminar on Value Chain Analysis (VCA). In their role in assisting on the formulation of tourism plans. Rank 1 was introducing a Monitoring Evaluation Tool (ME) with a weighted mean of 2.50 that ranked first.

The study concludes: 1.) Tourists have many things to look forward to in Canaman. They have more tourism destinations than the products and activities. 2. The highest perceived effect of tourism was on Income and Stability and the last was on Job opportunities. 3. Of the three roles, the role of tourism students in drafting tourism plan was the highest and the least was determining the livelihood of the locals. This, in effect, shows that the student participation in the development of tourism destination in Canaman is very much needed.

Based on the result, the researchers recommend that: 1. The Local Government Unit of Canaman may seek support from other private sectors and Department of Tourism to have enough funds to build/start these developments on tourism. 2. The municipality may conduct a Feasibility Study to make sure that all plans with regards to tourism are possible to establish. 3. The officials may conduct tourism awareness seminar for the community to have a better understanding of tourism.