



# NATIONAL COLLEGE OF SCIENCE AND TECHNOLOGY

Amafel Building, Aguinaldo Highway, Dasmariñas, Cavite  
●Tel. No.: (046) 416-6278 ●Telefax: (046) 416-0166 ●Mobile No.: +63918-888-6278  
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## HOSPITALITY AND TOURISM MANAGEMENT DEPARTMENT

### MR 001A - Research in Tourism

An Undergraduate Thesis Proposal Presented to the Faculty of Hospitality and  
Tourism Management Department

National College of Science and Technology

Dasmariñas City, Cavite

In Partial Fulfillment of the Requirements for the Degree of Bachelor of Science  
in Tourism Management

Belisario, Alexia Nicole

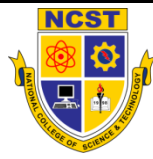
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Laguidao, Earl Jonas

Nacario, Abigail

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2<sup>nd</sup> Semester, SY 2024-2025

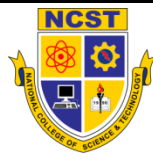


**“A Case Study on the Perceived Social Benefit of Sumilang Festival:  
Strengthening Community Cohesion Among Local Residents of Silang,  
Cavite”**

The annually celebrated festival in Silang, Cavite, is known as the Sumilang Festival. It is celebrated during the first three days of February to thank the lord for bountiful harvest and to honor the patron saint, Our Lady of Candelaria. The Sumilang Festival showcases cultural presentations, band parades, pageantry, dance and song competition and street dancing in the town of Silang, Cavite. The study aims to gain valuable insights and explore the perceived social benefit of Sumilang Festival, solely focusing on how it contributes to community cohesion among the local residents, also known as the Silanguenos.

**1. Why is there a need for a study to be conducted?**

- The study aims to explore and understand the social benefits of the Sumilang Festival, specifically its role in strengthening community cohesion in Silang, Cavite. By looking at how the Sumilang Festival contributes to building stronger community bonds, the study will highlight how cultural events, such as festivals, can serve as powerful tools for bringing people and the community together.



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#### **2.What will be the significance/importance of this study in society?**

- The study will provide valuable insights into how the Sumilang Festival strengthens community cohesion in Silang, Cavite, by fostering social bonds and a sense of belonging. Additionally, it will help the event organizers and local leaders in creating activities that encourage community participation and bring local residents together. The study will highlight the important role of festivals in building stronger relationships and show how such events can be powerful tools for fostering unity and stronger bonds among communities.

#### **3. Where is the location/setting of the study?**

- The study will be conducted in the town of Silang,Cavite.

#### **4. When is the duration of the study?**

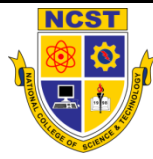
- The study will be conducted during the second semester of 2024-2025 to first semester of 2025-2026.

#### **5. Who are the respondents and why?**

- The primary respondents are the local residents of Silang, known as the Silangueños, as they can provide first-hand experiences and perspective on how the festival affects them socially.

Prepared by: Jerlyn P. Villa-abrille

BSTM 32A1- GROUP 4



**“Evaluating the Competitive Attributes of Municipality of Silang as an emerging Tourism Destination In Cavite: Basis to Recommend Marketing Plan”**

**1. Why is there a need for the study to be conducted?**

- The study aims to identify and analyze the attractions, accommodation, activities and cultural heritage which can be used for promotion that make Silang, Cavite a compelling tourist destination in comparison to others. Gaining this insight can assist stakeholders for their marketing strategies.

**2. What will be the significance/importance of this study in society?**

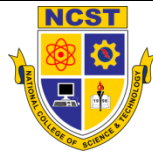
- By highlighting and marketing Silang, Cavite as a tourist destination, the study can aid in boosting the local economy and attracting more visitors or tourists in Silang, Cavite.

**3. Where is the location/setting of the study?**

- The study will be conducted in the town of Silang, Cavite.

**4. When is the duration of the study?**

- The study will be conducted during the second semester of 2024-2025 to first semester of 2025-2026.



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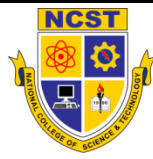
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#### 5. Who are the respondents and why?

- Tourists and local residents of Silang, Cavite who can evaluate whether Silang deserves to be recognized as a tourist destination.

Prepared by: Earl Jonas Laguidao

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**“Assessing the Effectiveness of VR Technology in Enhancing Accessibility for Aging Individuals at the Aguinaldo Shrine, Kawit, Cavite”**

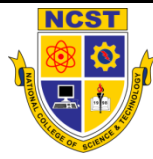
The Aguinaldo Shrine is a well-known historical site where Philippine independence was declared. It holds a great historical significance however accessibility remains a challenge for aging individuals who experience muscle weakness and reduced mobility due to aging. Because of this, many elderly visitors struggle to fully explore and appreciate the Shrine.

**1. Why is there a need for the study to be conducted?**

- The Aguinaldo Shrine is a historic well preserved ancestral home characterized by narrow staircases, wooden floors, and steep pathways, which can be difficult for aging individuals who have weakened muscles or difficulty walking long distances. This study aims to explore whether VR technology can provide an alternative way for them to experience the Shrine, allowing them to learn about its history without physical barriers. By assessing the effectiveness of virtual tours, the study seeks to offer a solution that makes the Shrine more accessible to elderly visitors.

**2. What will be the significance/importance of this study in society?**

- This study will help address the physical challenges faced by aging individuals when visiting the Shrine. By utilizing VR technology, elderly individuals who may find it difficult to navigate the site in person can still



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experience, explore, and appreciate its historical significance. This can also serve as a model for improving accessibility in other historical and cultural sites, ensuring that more people, regardless of age and physical ability, can connect with the country's heritage.

**3. Where is the location/setting of the study?**

- The study will be conducted in the town of Kawit, Cavite.

**4. When is the duration of the study?**

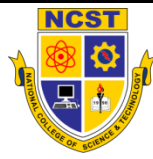
- The study will be conducted during the second semester of 2024-2025 to the first semester of 2025-2026.

**5. Who are the respondents and why?**

- The respondents will be the aging individual, as they have the firsthand insights into accessibility challenges. The National Historical Commission of the Philippines (NHCP) as they are responsible for managing and preserving the Shrine. The museum staff, to provide their experience in assisting elderly visitors and provide feedback on how VR technology could complement the actual tours. The VR Technology Experts, as they have the technical expertise to assess the feasibility and effectiveness of virtual tours.

Prepared by: Alexia Nicole D Belisario

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**"Assessing Local Community Awareness of the Tejeros Convention Site:  
A Foundation for Conservation Efforts Through Education"**

This study assesses the local community's awareness of the Tejeros Convention Site, focusing on its historical significance and structural importance. By identifying knowledge gaps, it aims to determine the need for educational conservation efforts. The findings will help develop strategies to enhance awareness through education, ensuring the site's historical value is preserved for future generations.

**1. Why is there a need for a study to be conducted?**

- This study assesses local awareness of the Tejeros Convention Site to identify knowledge gaps. If gaps exist, the findings will support educational initiatives to enhance understanding and encourage community involvement in conservation efforts.

**2. What will be the significance/importance of this study in society?**

- This study helps conserve historical knowledge by assessing local awareness of the Tejeros Convention Site. Greater understanding can foster responsibility and support for conservation efforts while guiding educational initiatives to sustain historical appreciation for future generations.





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#### 3. Where is the locale/setting of the study?

- The study will be conducted in Rosario, Cavite.

#### 4. When is the duration of the study?

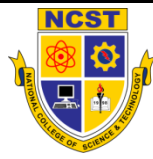
- The study will be conducted during the 2nd semester of 2024-2025 to 1st semester of 2025-2026.

#### 5. Who are the respondents and why?

- The respondents of this study will be residents of General Trias, Cavite, particularly those near or frequently visiting the Tejeros Convention Site. Their awareness and insights will help assess community knowledge and guide educational strategies for effective conservation efforts.

Prepared by:

Abigail E. Nacario



**“ Maximizing Benefits of Open Spaces Amidst the Impact of Urbanization  
in Dasmariñas City, Cavite”**

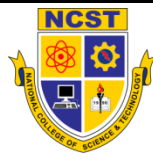
This explores how Dasmariñas City can optimize its open spaces to counteract the negative effects of rapid urbanization, focusing on maximizing their environmental, social, and economic benefits.

**1. Why is there a need for a study to be conducted?**

- To enhance tourism in Dasmariñas City, the focus is on maximizing the qualitative benefits of open spaces. This involves attractive parks and green areas that improve the city's environment, foster community activities, and boost local businesses. By showcasing the natural beauty and cultural potential of these spaces, Dasmariñas can attract visitors, promoting sustainable tourism and contributing to the city's economic growth while preserving its unique character.

**2. What will be the significance/importance of this study in society?**

- This study is crucial for Dasmariñas as it provides evidence-based strategies to balance rapid urbanization with the preservation and enhancement of open spaces. It will inform local policies to improve environmental sustainability, boost community well-being through accessible recreation, and stimulate the local economy via tourism and enhanced property values.



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**3. Where is the locale/setting of the study?**

- In Dasmariñas City of Cavite

**4. When is the duration of the study?**

- The study will be conducted during the 2nd semester of 2024-2025 to 1st semester of 2025-2026.

**5. Who are the respondents and why?**

- Residents, as daily users, will provide firsthand perspectives on park usage and needs. Community leaders and organizations, custodians of local socio-cultural practices, will offer insights into community needs and concerns. Finally, Dasmariñas City Government Officials, responsible for planning and maintaining these spaces, will provide crucial perspectives on policy and implementation.

Prepared by: Sandy Roselle L. Falogme

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