

Colonial Churches: Their Implications on the Growth and Development of Food Enterprises in Quezon Province, Philippines

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Abstract: This study was quantitative in nature using descriptive method of research to determine the impact of colonial churches on the growth and development of food enterprises. It aimed to determine the impact of colonial churches on the growth and development of food enterprise in terms of; revenue/sales, number of customer, number of competitors, number of employees, number of branches, and number of product line. In addition, it aimed to determine the impact of colonial churches on food enterprises, and the most problems encountered by the owner of food enterprises. The researcher constructed self-made questionnaire which was used as a research instrument. Sixty nine (69) respondents answered the survey questionnaire from different municipality of 1st, 2nd, and 4th district of Quezon Province particularly in Lucban, Tayabas, Sariaya, and Gumaca. The average distribution of 2011, 2012, and 2013 increased in terms of annual sales, for the annual number of customers most remained constant, and for annual competitors majority increased, and for annual branch most remained constant, and for annual number of employee it increased, and for the annual product line it remained constant. Indicators showed that colonial churches had a high impact and was clearly felt and observed with an average weighted mean of 3.40 on the growth and development of food enterprises. Colonial churches in Quezon Province had a high impact and was clearly felt and observed on the food enterprises with an average weighted mean of 4.04.

Keywords: Implications, colonial churches, food enterprises, growth and development.

I. INTRODUCTION

History is imperative constituent in people lives. The world is moving faster than ever, since the world is moving faster, the past must be valued and historical sites must be preserved. There are benefits of preserving historical sites and keeping things as they were many years ago. The historical sites must be preserved because of the character they bring to a place. Buildings and spaces with history have their own character. Historical establishments serve as reminders of the past. This is one of the reasons preserving historical buildings is important. Understanding the past will allow people to understand their present and have a glimpse of the future. When people understand what the community has gone through and have visual reminders of their past then they can feel more connected to a place. The historical sites can allow people to understand what happened in the past and how things could possibly play out in the future. Preserving our past gives us more understanding and hope for the future.

History is not only the study of past events, but it also studies people, time, and place which make up the totality of people's identity. People Identity comes from historical events, which mirror all aspects of their lives and country through historical buildings and places. Historical building and places continue to influence the lives of the people in terms of their attraction to tourist who happen to give them reasons to cater their needs through putting up business along, near, and at these said building and places.

Quezon Province is the eight largest provinces in the Philippines, it is located in the CALABARZON region. It has boundaries extending as far the Province of Aurora in the North and Camarines Norte in the south. Quezon province is rich in history and culture, it has several old houses, building and landmarks built during the Spanish period and even at the pre-Spanish time. The historical sites that can be found in Quezon province serve as destinations of local and foreign travelers. Consequently, the historical sites become historical destination of local and foreign travelers and even the people who are not interested in history.

II. RESEARCH METHODOLOGY

Research design:

The descriptive method of research was employed in the study. This is a type of research which determined the impacts of historical tourist destinations on the growth and development of food enterprises in Quezon province in which the researcher interacted with the respondents using surveys or interviews to collect the necessary information. Questionnaire was used as the main tool for gathering data in this study.

Population Sampling:

The researcher used a purposive sampling method. The survey was administered to all the food enterprises which were classified as small and medium-sized enterprises (SME), including micro-enterprises around the area of selected historical tourist destinations in Quezon Province.

Instrumentation:

The goal of discovering anything cannot be achieved without the use of tools and techniques. The researcher collated primary and secondary data from local and national archives regarding the historical tourist destinations. The principal instrument which the researcher used in this study is the questionnaire and interview to facilitate the gathering of essential information. The questionnaire was divided in three parts:

First part of the questionnaire provided data on the profile of the food enterprises.

Second part was composed of impact of historical tourist destinations on the growth and development of food enterprise.

And the last part was composed of the problems encountered of food enterprise.

Statistical Treatment:

The response to be obtained for each item in the questionnaire was tabulated and statistically treated. The following formula was used:

$$1. \text{Demographic Profile: } P = \frac{f}{N} \times 100\%$$

Where:

P- Percentage

f - frequency

N – Number of Respondents

$$2. \text{Average Weighted Mean (AWM)} = \frac{5f+4f+3f+2f+f}{N}$$

Where:

AWM – Average weighted mean

f – Frequency

N – Total number of respondents

III. RESULTS AND DISCUSSION

The entire table and figure below is a percentage distribution of 69 respondents from selected historical tourist destination from district 1, 2, and 4 in Quezon Province. The thirty eight (38) respondents come from 1st district particularly in Lucban and Tayabas. Seventeen (17) respondents come from 2nd district particularly in Sariaya, and 14 respondents come from 4th district particularly in Gumaca. Tables were used for systematic presentation of data.

Profile of food enterprises in selected historical tourist destinations in Quezon province:

The percentage distribution of forms of business ownership. It shows that out of 69 food enterprises, the majority of food enterprise is sole proprietorship with a frequency distribution of 61 or 88.4 percent, followed by corporation with a frequency distribution of 6 or 8.7 percent, and the partnership with a frequency distribution of 2 or 2.9 percent.

The percentage distribution of number of years in business. It shows that out of 69 food enterprises, the majority of food enterprise is 1-5 years with a frequency distribution of 26 or 37.7 percent, followed by 6-10 years with a frequency distribution of 17 or 24.26 percent, and 16 years and above with a frequency distribution of 16 or 23.2 percent, and 11-15 years with a frequency distribution of 10 or 14.5 percent.

Data revealed that there are aged food enterprises still existing today's, and newly opened food enterprises near historical tourist destinations. It shows that historical tourist destinations help the aged food enterprises to survive and still stand even in the difficulties of our economy. Also, new entrepreneurs are attracted to put up their business near the area of historical tourist destinations due to the frequent tourist arrivals.

The percentage distribution of the location/proximity to the historical tourist destinations. It shows that out of 69 food enterprises, the majority of food enterprises is 50 meters and below to the historical tourist destinations with a frequency distribution of 36 or 52.2 percent, followed by 51-100 meters with a frequency distribution of 16 or 23.2 percent, and 151 meters and above with a frequency distribution of 11 or 15.9, and 51-100 meters with a frequency distribution of 6 or 8.7 percent.

Data revealed that most of food enterprises were established near the historical tourist destinations. It showed that entrepreneurs chose to put up their businesses near historical tourist destinations due to the constant tourist arrivals.

The percentage distribution of the products offered. It shows that out of 69 food enterprises, the majority of the products offered of food enterprise is prepared foods with a frequency distribution of 20 or 29.0 percent, followed by prepared bakery/pastries with a frequency distribution of 15 or 21.7 percent, and dairy with a frequency distribution of 13 or 18.8 percent, grocery with a frequency distribution of 6 or 8.7 percent, meat and others such as frozen product with a frequency distribution of 5 or 7.2, fruit and beverage with a frequency distribution of 2 or 2.9 percent, and the last one is poultry with a frequency distribution of 1 or 1.4 percent.

Data revealed that majority of food enterprises offered prepared food. Food enterprise offered prepared food for the conveniences of tourists, so that, tourists have a food ready to eat after a long time of travel from their point of origination. Also, food enterprises offer convenience and relax ambiance to the tourists before and after exploring the historical tourist destinations.

The percentage distribution of services offered of food enterprise. It shows that out of 69 food enterprises, the majority of food enterprise offered take-out with a frequency distribution of 39 or 56.5 percent, followed by dine-in with a frequency distribution of 17 or 24.6 percent, delivery with a frequency distribution of 7 or 10.1 percent, and then others such as buy and sell with a frequency distribution of 5 or 7.2 percent, and the last one is catering with a frequency distribution of 1 or 1.4 percent.

Take out has the highest percentage distribution because tourist preferred take-out order for them to maximize their time in satisfying themselves in the wonder of historical tourist destinations while eating at the same time. It seems that tourists are motivated to come to the restaurant to get the meal but do not want to stay, perhaps they had a long day of lingering around the historical tourist destinations do not have time to stay longer.

The percentage distribution of the type of food enterprise. It shows that out of 69 food enterprise, the majority of food enterprise is *pasalubong*/delicacies store with a frequency distribution of 19 or 27.5 percent, followed by eatery with a frequency distribution of 16 or 23.2 percent, and then restaurant with a frequency distribution of 13 or 18.8 percent, and then grocery/sari-sari store with a frequency distribution of 8 or 11.6 percent, others such as bakery and frozen product store with a frequency of 6 or 8.7 percent, and meat store with a frequency distribution of 5 or 7.2 percent, and the last one is vegetable/fruit store with a frequency distribution of 2 or 2.9 percent.

Pasalubong/Delicacies have a higher percentage distribution because tourists demand for the finest native delicacies in Quezon Province which sustained the livelihood of many delicacies traders. These various delicacies are sold in the grocery store, *pasalubong* store, public markets and even on the streets. Second highest percentage distribution is eatery

because tourist opted to taste the local recipe in Quezon Province which is delicious and strict wise/cheaper compare to food that serve in the restaurant. Tourists also patronize local restaurant even if the price is high to feel the different ambiance and to taste unique recipe offered exclusively in Quezon Province.

Impact of historical tourist destinations on growth and development of food enterprises:

The average distribution of annual sales of food enterprises from 2011, 2012 to 2013. It was observed that the *Pasalubong/Delicacies* store has the highest annual sales from 2011, 2012 to 2013. The Vegetables/Fruit store has the lowest annual sales from 2011, 2012 to 2013. The annual sales of restaurant, vegetables/fruit store, *pasalubong/ delicacies* store, eatery, meat store, and others like bakery, street food, and frozen food increased the annual sales from 2011, 2012, to 2013.

The result from the data of 2011, 2012, and 2013 revealed that there was an increased on the annual sales of restaurant. Due to the preference of the tourist to eat in the restaurant it causes 3.12 % increased in 2012 and 18.18% increased in 2013. Grocery/*Sari-sari* store and meat store has a constant annual sale from the data showed. Vegetable/fruit store increased the annual sales of 50% in 2012 and 33.33% in 2013. *Pasalubong/Delicacies* increased the annual sales of 6.34% in 2012 and 4.47% in 2013. Also, eatery increased the annual sale of 2.22% in 2012 and 6.52% in 2013. Street food and frozen foods increased the annual sales of 20% in 2012 and 33.33% in 2013.

Data above indicate that majority of food enterprises annual sales increased. Tourist preference in buying local food products and tasting the local cuisine in Quezon, Province made food enterprises flourish.

Indicators To Determine The Impact Level Of Historical Tourist Destinations On The Growth And Development Of Food

Indicators	Mean	Interpretation	Description
1. Has a high sales	3.94	High Impact	Clearly felt and observed
2. Meets all the costs in operation	3.65	High Impact	Clearly felt and observed
3. Gives me surplus of money	3.55	High Impact	Clearly felt and observed
4. Gives me additional capital for expansion	3.35	High Impact	Clearly felt and observed
5. Responds to the needs of the customers visiting the place.	4.01	High Impact	Clearly felt and observed
TOTAL	3.70	High Impact	Clearly felt and observed

Enterprise In Terms Of The Annual Sales

Table Reveals the data that shows the impact of historical tourist destinations in Quezon Province on the growth and development food enterprise in terms of the annual sales. The average weighted mean was 3.70, indicating high and clearly felt and observed impact of historical tourist destinations in Quezon Province on the growth and development of food enterprise in terms of the annual sales. Indicators (nos. 1, 2, 3, 4, and 5) had high impact and were clearly felt and observed of food enterprises.

Due to historical tourist destination, tourists get attracted to visit Quezon province that made food enterprises earn profit for contentious operation.

The average distribution of annual number of customer of food enterprises from 2011, 2012 to 2013. Based on the average annual data majority of food enterprises has a constant number of customers. Grocery/*Sari-sari* store decreased the annual number of customer of 12.5% in 2013, and Eatery decreased the annual number of customer of 5.17% in 2012 and 4.91% in 2013.

The annual data in the table shows that tourists are constantly travelling to Quezon Province to see the historical tourist destinations that significantly affect on the growth and development of food enterprises. The causes of the decreased in the annual number of customers of eatery and grocery/*sari-sari* store is the poor marketing strategy, too many competitors, and lack of mismanagement.

Indicators To Determine The Impact Level Of Historical Tourist Destinations On The Growth And Development Of Food Enterprise In Terms Of The Annual Number Of Customer

1. Increases the value of each sale	3.23	Moderate Impact	Moderately felt and observed
2. Has not much surplus product upon inventory	3.33	Moderate Impact	Moderately felt and observed
TOTAL	3.28	Moderate Impact	Moderately felt and observed

Table Reveals the data that shows the impact of historical tourist destinations in Quezon Province on the growth and development food enterprise in terms of the annual number of customers. The average weighted mean was 3.28, indicating moderate and moderately felt and observed impact of historical tourist destinations in Quezon Province on the growth and development of food enterprise in terms of the annual number of customer. Indicator 3 had high impact and clearly felt and observed, and (nos. 1 and 2) had a moderate impact and were clearly felt and observed of food enterprises.

The indicators above revealed that the historical tourist destinations in Quezon province is not properly advertise due to moderate impact from the annual number of customers of food enterprises.

The average distribution of annual number of competitors of food enterprises from 2011, 2012 to 2013. Based on the average annual data restaurant increased the number of competitors of 14.2% in 2012 and in 2013 it decreased with 12.5%. Grocery/*sari-sari* store and *Pasalubong*/delicacies store increased the competitors of 11.11% in 2013. Meat store increased the competitors of 12.50% in 2012 and 11.11% in 2013. Also, eatery increased the competitors of 14.28% in 2012 and 37.5% in 2013. Vegetables/fruit store and other enterprise had a constant annual number of competitors from 2011, 2012 to 2013.

The increasing numbers of annual competitors lead to decreasing annual number of customer.

Indicators To Determine The Impact Level Of Historical Tourist Destinations On The Growth And Development Of Food Enterprise In Terms Of The Annual Number Of Competitors

1. Aggressively pursues market leadership	3.48	High Impact	Clearly felt and observed
2. Meeting all customers' needs	4.17	High Impact	Clearly felt and observed
3. Provides high customer satisfaction	4.28	Very High Impact	Extremely felt and observed
4. Follows standard operating procedures	4.00	High Impact	Clearly felt and observed
5. Commits to strengthen the competition in the area.	3.51	High Impact	Clearly felt and observed
TOTAL	3.88	High Impact	Clearly felt and observed

Table Reveals the data that shows the impact of historical tourist destinations in Quezon Province on the growth and development food enterprise in terms of the annual number of competitors. The average weighted mean was 3.88, indicating high and clearly felt and observed impact of historical tourist destinations in Quezon Province on the growth and development of food enterprise in terms of the annual number of competitors. Indicator 3 had a very high impact and extremely felt and observed, and (nos. 1, 2, 4, and 5) had a high impact and were clearly felt and observed of food enterprises.

Data implied that while number of competitors increasing the number of customer is decreasing. It shows that one reason of decreasing annual number of customers is the increasing number of food enterprises around the areas of historical tourist destinations. The customer has lot of options to choose among the food enterprises that made disadvantageous to the food businesses.

Furthermore, based on the average annual number of competitors the historical tourist destinations in Quezon Province attract entrepreneurs/investor to put up food businesses in the said historical tourist destinations.

The average distribution of annual number of branch of food enterprises from 2011, 2012 to 2013. Based on the average annual data majority of food enterprises had a constant annual number branch. Vegetables/fruit store increased the annual number of branch of 150% in 2012 but decreased number of branch of 60% in 2013. *Pasalubong*/Delicacies store increased the annual number of branch of 50% in 2013.

Thus, the annual data shown that due to tourist there are branches of food enterprises opened around the areas of historical tourist destinations.

Indicators To Determine The Impact Level Of Historical Tourist Destinations On The Growth And Development Of Food Enterprise In Terms Of The Annual Number Of Branch

1. Provides new market place	2.84	Moderate Impact	Moderately felt and observed
2. Established additional branch	2.01	Fair Impact	Slightly felt and observed
TOTAL	2.42	Fair Impact	Slightly felt and observed

Table Reveals the data that shows the impact of historical tourist destinations in Quezon Province on the growth and development food enterprise in terms of the annual number of branch. The average weighted mean is 2.42, indicating fair and slightly felt and observed impact of historical tourist destinations in Quezon Province on the growth and development of food enterprise in terms of the annual number of branch. Indicator 1 had a moderate impact and moderately felt and observed, and indicator no. 2 had a fair impact and were slightly felt and observed of food enterprises.

The indicators shown that there is little impact on the annual branch of food enterprise opened in the identify area of historical tourist destinations. Also, the average annual distribution reveals little increased on the annual opened branch of food enterprises in the said areas.

The average distribution of annual number of employees of food enterprises from 2011, 2012 to 2013. Based on the average annual data food enterprises decreased and at the same time increased the annual number employees, others are constant. Restaurant decreased the annual number of employees of 12.5% in 2013. Grocery/*Sari-sari* Store, Vegetables/fruit store and others had a constant number of employees. *Pasalubong/delicacies* store increased the employees of 16.66% in 2012. Meat store and eatery increased the annual number of employees of 20% in 2012.

The annual number of employees increases in *Pasalubong/delicacies* store and meat store eradicating unemployment around the areas of historical tourist destinations in Quezon Province. The food businesses opened in the areas of historical tourist destinations provide employment for the local people. It was shown that there are hired employees, based on the annual average distribution of 2011, 2012 and 2013.

Indicators To Determine The Impact Level Of Historical Tourist Destinations On The Growth And Development Of Food Enterprise In Terms Of The Annual Number Of Employees

1. Has friendly and efficient employees	4.19	High Impact	Clearly felt and observed
2. Number of employee increase	2.46	Fair Impact	Slightly felt and observed
Total	3.32	Moderate Impact	Moderately felt and Observed

Table Reveals the data that shows the impact of historical tourist destinations in Quezon Province on the growth and development food enterprise in terms of the annual number of employees. The average weighted mean is 3.32, indicating moderate and moderately felt and observed impact of historical tourist destinations in Quezon Province on the growth and development of food enterprise in terms of the annual number of employees. Indicator 1 had a high impact and clearly felt and observed, and indicator no. 2 had a fair impact and were slightly felt and observed of food enterprises.

The indicators showed the little impact of historical tourist destinations on the annual number of employees of food enterprises.

The average distribution of annual number of product line of food enterprises from 2011, 2012 to 2013. Based on the average annual data majority of food enterprises had a constant annual number of product line. Restaurant increased the annual number of product line of 25% in 2013. Grocery/*sari-sari* store and *Pasalubong/Delicacies* store decreased the number of product line of 16.66% in 2012. While vegetables/fruit store, meat store, eatery and others remain constant from 2011, 2012 to 2013.

Therefore, food enterprises innovates product to offer different food line to the customers. In order to provide the customers needed product food enterprises offered and produce additional product.

Indicators To Determine The Impact Level Of Historical Tourist Destinations On The Growth And Development Of Food Enterprise In Terms Of The Annual Number Of Product Line

1. Provides new product line	2.87	Moderate Impact	Moderately felt and observed
2. Innovates the product produce	2.96	Moderate Impact	Moderately felt and observed
3. Provides diversified marketing strategy	3.19	Moderate Impact	Moderately felt and observed
4. Develops new marketing strategy against competitors	3.03	Moderate Impact	Moderately felt and observed
TOTAL	3.01	Moderate Impact	Moderately felt and observed

Table Reveals the data that shows the impact of historical tourist destinations in Quezon Province on the growth and development food enterprise in terms of the annual number of product line. The average weighted mean is 3.01, indicating moderate and moderately felt and observed impact of historical tourist destinations in Quezon Province on the growth and development of food enterprises in terms of the annual number of employees. All the Indicators (nos. 1, 2, 3, and 4) had a moderate and moderately felt and observed impact in terms of the annual number of product line.

Consequently, food enterprises provide innovative products. Also, provide and develop diversified marketing strategy to promote the added product line of their food enterprises.

Impact of historical tourist destinations on food enterprises:

Indicators To Determine The Impact Of Historical Tourist Destinations On The Food Enterprise As Perceived By The Respondents

Indicators	Mean	Interpretation	Description
1. Many tourists come to the town because of the old church	4.28	Very High Impact	Extremely felt and observed
2. The historical church has a huge contribution in food enterprise	4.01	High Impact	Clearly felt and observed
3. The town food enterprise products has been promoted because of historical church	3.90	High Impact	Clearly felt and observed
4. Old church provides livelihood opportunities for local people	4.03	High Impact	Clearly felt and observed
5. The historical tourist destinations strengthens competition among food enterprise	3.99	High Impact	Clearly felt and observed
Average Weighted Mean	4.04	High Impact	Clearly felt and observed

Table 4.1 Reveals the data that shows the impact of historical tourist destinations in Quezon Province of food enterprises. The average weighted mean was 4.04, indicating high impact and was clearly felt and observed of historical tourist destinations in Quezon Province on food enterprise. The number 1 indicator had a very high impact and was extremely felt and observed (WM = 4.28) and 4 indicators (nos. 2, 3, 4, and 5) had high impact and were clearly felt and observed (WM = 3.4 – 4.19).

Based on the indicators above this study revealed that historical tourist destinations in Quezon Province is a financial source to help the advancement of food enterprise, help reducing unemployment which provide job opportunities for the local people.

The present study seems to be supported by the previous study of Austria, AD and Mancenido, KC (2011) which cites that the tourism industry in Luisana, Laguna has a strong impact on the economy, it shows the strong impact to the economy, such as, helps solve problems of unemployment. This study concluded that the tourism industry in Luisiana, Laguna provided a strong positive impact to the development of the municipality in terms of economic, social, environment and cultural aspects.

Problems encountered by the owner of food enterprises:

Percentage distribution of problems encountered by the food enterprises. It reveals that most of the problem encountered of food enterprise was P4 or weather with percentage distribution of 26 percent; because of the weather condition particularly during rainy season tourist find it not comfortable to travel. Followed by the P1 or seasonal with 25 percent, March and April is the season that tourists frequently visiting historical tourist destination in Quezon province in lieu for the preparation of *Semana Santa*. And 14 percent for the P4 or numbers of the competitors; because of the increasing number of competitors food business suffer due to small distribution of customers for each food enterprises. Other food enterprise problems encountered was P7 or high tax with 11 percent, and P9 or traffic congestion and limited parking with 7 percent, due to not proper implementation of local ordinances congruent to traffic, also, food enterprises has only limited parking area for the tourist customer. On the other hand, other food enterprises encountered problems like P2 or government permits and P3 or dishonest costumers with 6 percent, due to delayed issuance of government permit and too many requirements from local government. P5 or safety and security and P10 or others like Bgry. Ordinance with 2 percent, and the least problems encountered was the P8 or dishonest suppliers with 1 percent, due to unreliable suppliers the operation of food enterprise might suffer.

IV. CONCLUSIONS

That the identified historical tourist destinations in Quezon Province provide impact on the growth and development of food enterprises around the areas of said historical tourist destination. Old churches that considered historical tourist destinations are all historical treasures and the Minor Basilica of St. Michael the Archangel in Tayabas declared "National Cultural Treasure of the Philippines. Old churches was established around 15th century during Spanish colonization in the Philippines. That majority of food enterprises sole proprietorship, 1-5 years in business, 50 meters away from the identified areas of old churches, products offered were prepared food, the services offered were take-out and delivery, and most of the types of food enterprise were *pasalubong*/delicacies stores. That average annual distribution of food enterprises from 2011, 2012, to 2013 reveals that historical tourist destinations in Quezon Province had impact on the growth and development of food enterprises. In terms of average annual percentage distribution data and indicators showed that there was a positive impact on the annual operation of the food enterprises particularly in the annual sales, annual number of customer, annual number of branch, annual number of competitors and annual number of product line on the growth and development of food enterprises. That the most encountered problem of food enterprise around the identify areas of historical tourist destinations was weather specifically during the rainy season.

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