

Exploring the Wedding Tourism Resources of Selected Cities and Municipalities in Cavite

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Abstract: Wedding events place are common nowadays given the innovation of wedding ceremonies globally. Cavite as one of the tourist destinations near the Metro is one of the most sought after places to choose from to take part in the wedding ceremony. The focus of the study is to assess the wedding tourism resources of the selected cities and municipalities in Cavite. Using an explorative research technique, the researchers of the study randomly selected nine (9) wedding and events places in Cavite that offers Pre-Nuptial, Wedding Ceremony and Wedding Reception facilities. The researchers used primary data such as an interview guide and an observation checklist related to the research, to obtain necessary information. The study used participant observation and a semi-structured interview questionnaire with the owners/managers and representatives of the selected wedding venues in Cavite as the data gathering tool. During an intrinsic interview and observation to the places during ocular visits, the researchers have found out that the very reasons why these places are chosen by their clients are because of their scenery and hospitality. These combinations of characteristics by these venues are attracting their clients to come and visit them over and over again. Also, based on the results of the study, there are different venues to choose from whether the couples go for Natural Resources, Social and Cultural Resources, Tourism Infrastructure or Tourism Super-structure. At the end of the study, the researchers have highly recommended to create an event venue guide for the weddings and events place and venues in Cavite.

Keywords: Wedding Venues, Wedding Tourism Resources, Exploratory Research, Cavite.

I. INTRODUCTION

Tourism is a worldwide sensation that has encountered fast development in the post-1945 period, especially in most developed countries around the world (Stephen J. Page and Joanne Connell, 2014). Event tourism refers to the influx of visitors to a location to attend a specific event and this branch of tourism has the potential to generate to economic activity. Event attendees will spend money in the destination on travel, accommodation, food and drink, shopping, sightseeing and using leisure and entertainment facilities. This is often referred to as the multiplier effect or 'in scope expenditure' (Edward et al., 2014, p. 409) and both are terms that describe money generated by the event that the most destinations would not have received if the event would not have taken place there. This form of tourism can contribute to sustaining employment in towns and cities that would otherwise struggle to offer year-round jobs and money generated from event visitors can contribute to the development of local facilities and the creation of business opportunities. Therefore, event tourism has the potential to generate a substantial income even in under-developed countries (Emma Nolan, 2018).

According to the definition of wedding tourism formed by UNWTO (United Nations World Tourism Organization), the wedding tourism is said to be: "the whole range of travel for the young couple and their potential visitors in a place in which no one wants to marry is a local resident or resident, and the main objective of the trip is marriage".

Resources are the root of information that are used for the activities of the business components in the tourism entities. (John Tribe, 2016). According to Section 3 of Republic Act of 9593 which is "The Tourism Act of 2009", it is mandated that "Encourage activities and programs which promote tourism awareness, preserve the country's diverse cultures and heritage, and instill a sense of history and a culture of tourism among the youth and the populace". Weddings are a

cultural exchange of vows that couples of different nationalities and faiths uphold wedding traditions by combining them. It is an activity that can help every traveler to experience the Philippines' culture and heritage.

CALABARZON, Region IV-A, is comprised by the provinces of Cavite, Laguna, Batangas, Rizal and Quezon; the acronym comes from the first two letters of every province that composes it. The region is located in Southwestern Luzon and considered as the second densely populated region and is the most populated region in the Philippines. Region IV has CALABARZON and MIMAROPA, that were combined together, is now Southern Tagalog.

In CALABARZON, there is a province that has interesting cities and municipalities, specifically event/wedding venues that can be part of the study, and that is Cavite. Cavite has eight districts. The cities are: Cavite City, City of Bacoor, City of Imus, City of Dasmariñas, General Trias City, Trece Martires City and Tagaytay City. The municipalities are: Kawit, Noveleta, Rosario, Carmona, Silang, General Mariano Alvarez, Amadeo, Indang, Tanza, Alfonso, General Emilio Aguinaldo, Magallanes, Maragondon, Mendez, Naic and Ternate. Out of all the cities and municipalities, the researchers carefully chose places that will be part of the study. Event/Wedding Venues that comprises and caters pre-wedding, wedding ceremony and receptions, and honeymoon/accommodation will be the focus of this study. The chosen places are General Trias, Bacoor, Tagaytay, Silang, Amadeo and Alfonso. There are a lot of wedding venues that are found in the cities and municipalities of Cavite. Some are old and others are newly built.

The researchers used The Destination Environmental and Tourism-Created Resources adopted from Journal of Travel Research (2013) as the concept of the study. This is the suitable concept to present the different tourism resources in terms of wedding in selected cities and municipalities in Cavite. Furthermore, the focus of the study is the wedding venues that are inclusive to the three parts of a wedding: Pre-wedding (Pre-nuptial), Wedding (Ceremony and Reception) and Honeymoon.

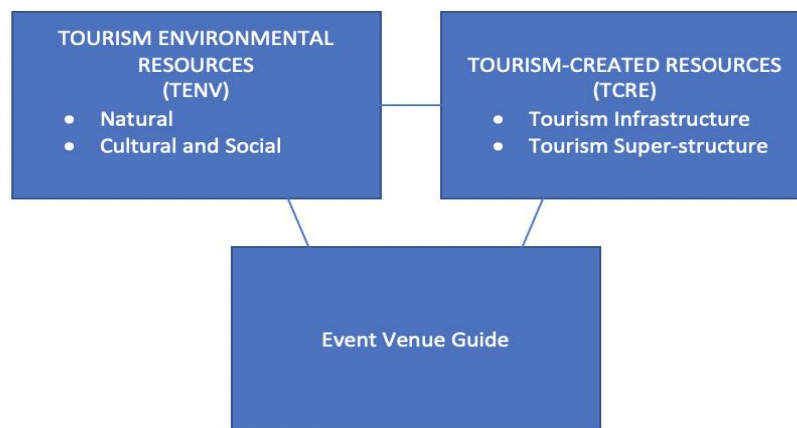


Fig. 1. Destination Environmental and Tourism-Created Resources

In the study of Nadan and Ishmuradov (2017), the research gap is that their study used a theoretical framework that provided the background information on tourism product development for wedding events. The thesis also includes considerations of the managerial, financial and practical aspects of wedding events. In the researchers' study however, the concept of destination environmental and the study is only the wedding venues itself. This is the first time a research of this nature has been carried out in chosen towns and towns in Cavite in relation to wedding venues. Given that this is the first study, it will be able to address the gap due to its unique location that other studies were unable to cover.

The study was conducted in selected cities and municipalities of Cavite. The researchers narrowed down the scope and limitation of the study by selecting only the wedding venues that are inclusive to pre-wedding, wedding and honeymoon. The researchers conducted the study for the local residents of Cavite, for the couples who plans to get married and for the local government units. The study can also be a help as a future reference for more studies in the future.

The purpose of the study is to determine the wedding tourism resources of selected cities and municipalities in Cavite. The aim of the study is to create an event venue guide for the weddings and events place operators in Cavite. The said guide book will be a tool in such a way that Cavite can be marketed as one of the top wedding venues in the Philippines.

The purposes of the study were answered through the following questions:

1. How do the researchers assess the wedding tourism resources of the selected cities and municipalities in Cavite in terms of:
 - A. Natural Resources
 - B. Cultural and Social Resources
 - C. Tourism Infrastructure
 - D. Tourism Super-structure
2. What event venue guide would be offered by the researchers to the selected cities and municipalities in Cavite?

II. METHODOLOGY

Exploratory research is used when the company has little current understanding about its customers' requirements and desires. Exploratory research is qualitative and used if the organization needs to ask "why" from scratch because the current information on the problem is not enough to write a quantitative descriptive survey, instead it can hold a focus group or conduct interviews where the subject can be discussed thoroughly.

The non-probability sampling method used was purposive sampling technique to examine the population with a specific set of characteristics. The chosen respondents are the owners/managers and representatives of the selected wedding venues in Cavite, since the selected respondents were familiar with the intent of the study. The researchers also used convenience sampling because of the number of respondents chosen were dependent on proximity and availability of the respondents to the researchers.

The 9 assessed wedding venues are as follows: Ville Sommet Tagaytay, Terrace Hill Resort Tagaytay, Two Gardens Tagaytay, Farm Hills Garden, Blue Moon Los Illustrados Events Place, The Hills at Silang, Angelfields Nature Sanctuary, Sonya's Garden, Teofely Gardens.

The researchers incorporated observation checklist and interview to obtain necessary information and to further analyze the data. The researchers utilized the interview guide in order to get answers from the respondents which were used in the study. In addition, the researchers answered any queries about the study and interview questions posed by the respondents. The said tools were used to validate and support the respondents' answers and the researchers' observation.

The study used participant observation and a semi-structured interview questionnaire with the owners/managers and representatives of the selected wedding venues in Cavite as the data gathering tool. The researchers personally distributed the information sheets, consent forms and interview questionnaires. This was done during the time when the respondents and the researchers were available. The interview questionnaires were disseminated at the different wedding venues in Cavite. The researchers also answered questions from the interviewee regarding the study. The interview guide was formulated based on the concept of the study. The researchers' adviser read the first draft and suggestions were put into practice. The drafts have been written and submitted for further improvement to the thesis adviser. After finalizing the draft, the researchers began to perform the tasks and methods needed in the study.

In analyzing the gathered data of the interview, the researchers used narrative analysis. The researchers analyzed the verbal answer of the respondents and transcribed the interview. The results of the interview were discussed to know the wedding tourism resources of the assessed venues as well as the respondents' individual view of narratives about the topic. Also, the researchers asked the respondents' permission to record the interview. All of the data collected were treated confidentially and used for the research study only. The data were used in exploring the wedding tourism resources of selected cities and municipalities in Cavite.

III. RESULTS AND DISCUSSIONS

The researchers have randomly selected nine (9) famous wedding venues in Tagaytay and Cavite to distinguish reasons why they have been chosen by most of their clients. Also, through the interview, the researchers were able to determine factors that are considered by the clients.

TABLE I. Positive and Negative Factors of Natural Resources under Tourism Environmental Resources (TENV)

Tourism Environmental Resources (TENV)	Positive	Negative
Natural Resources	<ul style="list-style-type: none"> • There are lots of floras and fauna are found in the venues. • The place is serene. • The landscape is well-maintained. • There's an assigned housekeeping personnel per area. 	

Natural resources are 'stocks of materials which are scarce and economically useful in production and consumption, either in raw form or after a minimum of processing in the natural environment.' Some resources, such as water, soil, plants, wood, fish, etc., may be renewable and others, such as minerals, metals and organic resources, are non-renewable, and will not be used for future use once depleted (Kalaitzi & Matopoulos, 2017).

Table 1 shows the positive factors of Natural Resources under the Tourism Environmental Resources (TENV). Given that these places in Cavite are famous for the attractive garden venue which relates very much to Mother Nature, the researchers first asked topography, scenery, flora and fauna, climate and cleanliness of the place. Based on the respondents, majority of the venues have taken deep concentration in maintaining the biodiversity of the place by ensuring that all flora and fauna were taken good care of.

Based on the researchers' observation, not all venues have astounding scenery and nature like Venue 2 and Venue 9. The said two venues doesn't have any appeal when the researchers first got into the venue because there's not a lot to see unlike other venues which are very colorful and very attractive and pleasing to the eyes. Also, not all venues have lots of flora, fauna and diversity. As to what the researchers observed, only Venue 7 has the three. People can really see different kinds of plants and animals in the venue which makes the place look serene, romantic and peaceful. Also, regular cleaning of the vicinity was also conducted by the staffs to ensure that the cleanliness of the place was maintained. The venues practice landscaping and lawn care by maintaining a safe, healthy, clean and attractive landscape.

The study of Guan, L., Luo, Y., & Tang, L.R., (2015) is somehow similar to the researchers' study. The research stated that attraction refers to the features and attributes of a venue itself and includes cleanliness and decoration. Imagine walking to a place and not seeing floral life such as gardens, flowers and plants. The statement above surely wasn't a good look, especially if people consider wedding venues and events. Therefore, natural resources plays an important role in choosing a wedding venue.

TABLE II. Positive and Negative Factors of Social and Cultural Resources under Tourism Environmental Resources (TENV)

Tourism Environmental Resources (TENV)	Positive	Negative
Social and Cultural Resources	<ul style="list-style-type: none"> • The venue offers job opportunities for the locals. • The staff and employees are hospitable and approachable. 	

Cultural Resources are cultural assets that are carried out by guaranteeing cultural integrity, ensuring community social coherence and preserving cultural opportunities (Mulyadi, 2018). Social Resources refers to interpersonal relationships and interdependencies linked to the working framework at a group level (Hu, 2014).

Table 2 shows that job opportunities were provided by the operators of the different events places. Based on the respondents, whenever an event takes place in the said locations and they need more employees and resources to monitor the site, they often employ local individuals around the neighborhood like the barangay officials and volunteers. They

help local people to have employment in this situation, even if it's for a day or two. For the hospitality of the events places, it can be mirrored that there is a satisfactory guest treatment to every interviewed events place.

Based on the researchers, all of the venues give job opportunities to the local people since the venues hire locals to help them with their events. Each events place put up enough manpower to meet guests and assists them during their arrival. Standby crews were also found within the vicinity to ensure that all client's concerns and needs are well attended. Also, the staffs are hospitable because, for starters, the employees allowed the researchers to conduct an interview and observe the place. The hospitality of the crew and staffs is an important thing in the business industry as it makes the mark among the places.

The study of Guan, L., Luo, Y., & Tang, L.R., (2015) recognized satisfying esteem as one of the essential drive thought processes and characterized it as the image of an elite way of life. It likewise recommended that satisfying glory is a push factor that rouses individuals to seek after distinction, increment societal position, visit a spot that their companions additionally visit, and go to a place that would impress their loved ones. They suggested that two essential persuasive elements of recreation or the travel industry conduct, getting away from day by day schedule and looking for unwinding, at the same time impact individuals' relaxation practices. For example, a vacationer might need to visit a spot to escape from their own condition (for example to be away from home) and to search out physical and mental prizes. When a couple chooses a location for their wedding banquet, they may choose a location that will reflect their personalities and provide the guests with physical and emotional convenience. It also stated that the attitude of employees is one of the factors most frequently regarded.

TABLE III. Positive and Negative Factors of Tourism Infrastructure under Tourism-Created Resources (TCRE)

Tourism-Created Resources (TCRE)	Positive	Negative
Tourism Infrastructure	<ul style="list-style-type: none"> • The venue has an attractive structure and architecture. • The venue is a theme-oriented place. • There are rooms and cottages for the accommodation of the guests. • Some of the venues have breakfast hall. • There are indoor and outdoor function halls and facilities to accommodate the guests. 	<ul style="list-style-type: none"> • Not very accessible.

Tourism Infrastructure is "the transport, communication, social and environmental supply chain that collaborates on a national level to develop an appealing tourism destination" (Seetanah, 2012). The tourism infrastructure is also the foundation for tourism and the value of tourism infrastructure is reflected in its contribution to improving the effectiveness of tourism services manufacturing and distribution.

Table 3 shows a lot of positive factors of Tourism Infrastructure. Based on the respondents, taking advantage of the natural scenery placed right at their faces, the interviewed facilities have been selling these as advantage against other competitors. Various types of room varying from the simplest to the grandest ones are offered by these facilities. There are also available recreational areas such as spas, indoor pools and other recreational facilities. Health and wellness are also promoted by the respondents. Several of the places interviewed are offering spas and other relaxation facilities to their guests. Breakfast hall and kitchenette are also offered alongside to hold guests during their overnight stay. Pavilions have also been part of the service inclusion to hold indoor activities such as debut, wedding ceremonies and others. In terms of accessibility, the places are commonly located far along the highway but enough street directions are placed so that the clients can find the location easily. Some of the interviewed respondents even claimed an available Google Map locator for easier way finding through GPS.

Based on the researchers, not all venues have the same theme or vibe of the place. Every venues are different that is why they are all unique and they all have their own beauty. In terms of F&B facilities, venues 2, 4, 5, 7, 8 and 9 have restaurants for the guests. However, Venues 1, 3 and 6 only offers breakfast meal during the stay. There were several venues that are not very accessible namely: Venue 1, 3, 4, 6 and 8. The said events places were secluded and there were

no recognized landmarks near the vicinity. Also, not all of the venues have recreational facilities like swimming pools, indoor and outdoor event areas, etc. Venues 2, 4, 6 and 9 are the only venues that have swimming pools. In terms of the event areas, Venues 1, 2, 4, 5, 6, 7 and 9 both have indoor and outdoor function halls for the guests. While Venue 8 has only indoor function halls and Venue 3 has only outdoor area for the event. Only venues 1 and 8 have spa or health-related facilities. Venue 1 has also a Jacuzzi for the guests to enjoy.

Guan, L., Luo, Y., & Tang, L.R., (2015) said that facilities and services include lighting/atmosphere, venue size, audio equipment, bridal room services, photography and wedding services. It also proposed that concrete and measurable capability should be main logistics requirement of a case. The use of audio equipment and lighting is essential for wedding banquet. They added that wedding packages might simplify the fresh couple's wedding scheduling process. Hotels and restaurants, including bridal room equipment, photography services and bridal limousine service, should provide professional service. Other important variables influencing customer motivations are the location of the venue and the accessibility of parking space. Specified that a desirable place could boost the value of guests' goods or services. It also proved the convenience of an attractive wedding banquet place for customers attending the event. It also suggested that the convenience of a location also includes parking availability.

TABLE IV. Positive and Negative Factors of Tourism Super-structure under Tourism-Created Resources (TCRE)

Tourism-Created Resources (TCRE)	Positive	Negative
Tourism Super-structure	<ul style="list-style-type: none"> Some of the venue offers personalized service for the clients' satisfaction. 	<ul style="list-style-type: none"> Not all of the venues have spa or health-related services for the guests.
	<ul style="list-style-type: none"> Aside from weddings, the venues offer other events like, birthday, debut, and corporate events, team-building and other special events. 	<ul style="list-style-type: none"> Not all of the venues have entertainment and recreational activities for the guests. Not all of the venues have shops and master classes for the guests.

The quality and variety of the Tourism Super-structure are also key characteristics that have an important impact on guest experience and tourist satisfaction. These are the availability of the entertainment activities, services, unique events and festivals, as shown by El Said and Aziz (2016).

Table 4 shows the positive factors in relation to Tourism Super-structure. Based on the respondents, the venues provide personalized customer satisfaction service or most likely to meet the clients' needs and wants for the wedding. Also, other places have facilities related to entertainment and spa or health such as Jacuzzi, bars, etc., to attract and give pleasure, luxury and more satisfaction to the guests. Thus, all of the venues cater other events aside from weddings such as birthdays, debut, corporate events, team buildings and other special activities.

Based on the researchers' observation, Venue 7 and 8 were the only venues who offer unique activities and services. Venue 7 has recreational activities for the guests like fishing, horseback riding, camping, nature and wildlife trips, etc. Also, not all of the venues have shops and master classes for the guests for the guests. Only Venue 8 offers master classes which are the following: a 3-day Farm Tourism class and a 3-day Filipino Bed & Breakfast class.

In the study of (El Said and Aziz, 2016), there is additional literature showing strongly how other supporting characteristics have an important effect on guest experience and satisfaction in tourist destinations. Overall satisfaction of the guests will depend considerably on supporting destination characteristics like the services offered during the stay of guests. If guests have a favorable perception of the supporting features, general satisfaction increases and vice versa. Strong qualifications can enhance a destination's capacity to attract fresh clients, while poor performance of qualifications can significantly restrict the visitor attraction capability of destinations.

IV. CONCLUSION

Wedding Tourism Resources is very much observed in the town of Cavite and its neighboring towns. After the conducted interview, the researchers have found that the following interviewed respondents have high value to the preservation of nature. The researchers used The Destination Environmental and Tourism-Created Resources adopted from Journal of Travel Research (2013) as the concept of the study which is the suitable concept to present the different tourism resources in terms of wedding in selected cities and municipalities in Cavite. Furthermore, the focuses of the study are the wedding venues that are inclusive to the three parts of a wedding: Pre-wedding (Pre-nuptial), Wedding (Ceremony and Reception) and Honeymoon.

Based on the results of the study, in terms of Natural Resources, Venue 1, 4 and 7 are the best wedding venues to choose from. Venue 2, 8 and 9 are the perfect wedding venues when it comes to Social and Cultural Resources. In relation to Tourism Infrastructure, Venue 3, 5, and 6 are the top venues for the soon to be married couples. Venue 7 and 8 on the other hand, are the ideal wedding venues in regards to Tourism Super-structure.

The study was conducted in selected cities and municipalities of Cavite. In this study, the researchers have chosen the exploratory research design. Since the study is a qualitative study, it is the best and most applicable method. As based on the conducted interview and the observation of the researchers, the interviewed places are chosen by their clients for two (2) main reasons: hospitality and scenery. These are the common considerations of the clients.

The hospitality of the staff and other personnel of the events places are very commendable. All of the interviewed respondents are claiming to give the outmost satisfaction to their clients by providing efficient service. The crew are well dressed, each request is given attention and most of all, and they allow the clients to fully own the place as they rent it.

Lastly, the scenery the preservation of nature to the owners of the interviewed places remains to be their advantage among other competitors. Clients are experiencing closer encounter to nature while amazing themselves of the other beauty of the Philippine flora and fauna that are offered by the different faces of the events places. They are experiencing out of the box sceneries that are worth every click.

V. OUTPUT

The researchers have highly recommended creating an event venue guide for the weddings and events place and venues in Cavite. The coherent action plan to achieve these goals will be set as “Cavite Wedding and Events Venue Guide”. The said event venue guide will be a tool in such a way that Cavite can be marketed as one of the top wedding venues in the Philippines because of its uniqueness and beauty.

A guide book is an information book on a location that visitors and tourists can use. It generally includes data on sights, lodging, restaurants, transport and events. In this study, the researchers specifically focused on making an event venue guide.

People understand how difficult it is to discover the place to hold an event. The alternatives seem endless, and the infinite list can be overwhelming more often than not. Choosing the correct place is one of the most significant variables in making your event a hit, as perhaps the hardest choice in event planning. Some of the things to consider when searching a venue are: location, parking, capacity, services and amenities, layout, ambiance, accessibility, cost and event date flexibility. The event guide book includes the description of the place, pictures, services and amenities, contact details of the venues.

APPENDICES

Appendix A: Researcher 1’s Observation Checklist

TOURISM ENVIRONMENTAL RESOURCES (TENV)

TABLE I. Tourism Environmental Resources (TENV) – Natural Resources

Natural Resources	Yes	No
1. All of the venues have an astounding scenery and nature.	√	
2. There are a lot of flora, fauna and diversity in all the venues.		√
3. The landscape of the venues is taken care of.	√	
4. The venues operate a regular cleaning or everyday cleaning policy and there are staff assigned per area in order to maintain the beauty of the place.	√	

TABLE II. Tourism Environmental Resources (TENV) – Cultural and Social Resources

Cultural and Social Resources	Yes	No
1. All selected venues provide job opportunities to the local people.	√	
2. The staff and employees of the venues are hospitable, friendly and very accommodating.	√	

TOURISM-CREATED RESOURCES (TCRE)

TABLE III. Tourism-Created Resources (TCRE) – Tourism Infrastructure

Tourism Infrastructure	Yes	No
1. All of the venues offer rooms for the guests like casitas, chalets, villas, family rooms, etc.	√	
2. Some of the venues have food and beverage facilities like breakfast halls, bars and restaurants.	√	
3. All of the venues have recreational facilities like swimming pools, indoor and outdoor event areas, etc.		√
4. Some of the venues have spa or health-related facilities.	√	
5. All of the venues have the same theme or vibe of the place.		√
6. All of the venues are accessible to the guests.		√
7. All of the venues have an appealing structure and framework.	√	

TABLE IV. Tourism-Created Resources (TCRE) – Tourism Super-structure

Tourism Super-structure	Yes	No
1. All of the venues have spa and other health-related services for the guests.		√
2. All of the venues have recreational activities for the guests.		√
3. All of the venues have shops and master classes for the guests for the guests.		√
4. All of the venues are offering personalized service for the guests.	√	
5. Aside from weddings, all of the venues cater to other events like birthdays, corporate events, etc.	√	

Appendix B: Researcher 2’s Observation Checklist

TOURISM ENVIRONMENTAL RESOURCES (TENV)

TABLE V. Tourism Environmental Resources (TENV) – Natural Resources

Natural Resources	Yes	No
1. All of the venues have an astounding scenery and nature.		√
2. There are a lot of flora, fauna and diversity in all the venues.		√
3. The landscape of the venues is taken care of.	√	
4. The venues operate a regular cleaning or everyday cleaning policy and there are staff assigned per area in order to maintain the beauty of the place.	√	

TABLE VI. Tourism Environmental Resources (TENV) – Cultural and Social Resources

Cultural and Social Resources	Yes	No
1. All selected venues provide job opportunities to the local people.	√	
2. The staff and employees of the venues are hospitable, friendly and very accommodating.	√	

TOURISM-CREATED RESOURCES (TCRE)

TABLE VII. Tourism-Created Resources (TCRE) – Tourism Infrastructure

Tourism Infrastructure	Yes	No
1. All of the venues offer rooms for the guests like casitas, chalets, villas, family rooms, etc.	√	
2. Some of the venues have food and beverage facilities like breakfast halls, bars and restaurants.	√	
3. All of the venues have recreational facilities like swimming pools, indoor and outdoor event areas, etc.		√
4. Some of the venues have spa or health-related facilities.	√	
5. All of the venues have the same theme or vibe of the place.		√
6. All of the venues are accessible to the guests..		√
7. All of the venues have an appealing structure and framework.		√

TABLE VIII. Tourism-Created Resources (TCRE) – Tourism Super-structure

Tourism Super-structure	Yes	No
1. All of the venues have spa and other health-related services for the guests.		√
2. All of the venues have recreational activities for the guests.		√
3. All of the venues have shops and master classes for the guests.		√
4. All of the venues offers personalized service for the guests.	√	
5. Aside from weddings, all of the venues cater to other events like birthdays, corporate events, etc.	√	

Appendix C: Researcher 3’s Observation Checklist

TOURISM ENVIRONMENTAL RESOURCES (TENV)

TABLE IX. Tourism Environmental Resources (TENV) – Natural Resources

Natural Resources	Yes	No
1. All of the venues have an astounding scenery and nature.	√	
2. There are a lot of flora, fauna and diversity in all the venues.		√
3. The landscape of the venues are taken care of.	√	
4. The venues operate a regular cleaning or everyday cleaning policy and there are staff assigned per area in order to maintain the beauty of the place.	√	

TABLE X. Tourism Environmental Resources (TENV) – Cultural and Social Resources

Cultural and Social Resources	Yes	No
1. All selected venues provide job opportunities to the local people.	√	
2. The staff and employees of the venues are hospitable, friendly and very accommodating.	√	

TOURISM-CREATED RESOURCES (TCRE)

TABLE XI. Tourism-Created Resources (TCRE) – Tourism Infrastructure

Tourism Infrastructure	Yes	No
1. All of the venues offer rooms for the guests like casitas, chalets, villas, family rooms, etc.	√	
2. Some of the venues have food and beverage facilities like breakfast halls, bars and restaurants.	√	
3. All of the venues have recreational facilities like swimming pools, indoor and outdoor event areas, etc.	√	
4. Some of the venues have spa or health-related facilities.		√

5. All of the venues have the same theme or vibe of the place.		√
6. All of the venues are accessible to the guests.		√
7. All of the venues have an appealing structure and framework.	√	

TABLE XII. Tourism-Created Resources (TCRE) – Tourism Super-structure

Tourism Super-structure	Yes	No
1. All of the venues have spa and other health-related services for the guests.	√	
2. All of the venues have recreational activities for the guests.	√	
3. All of the venues have shops and master classes for the guests.	√	
4. All of the venues are offering personalized service for the guests.	√	
5. Aside from weddings, all of the venues cater to other events like birthdays, corporate events, etc.	√	

Appendix D: List of Venues

Venue 1 – Ville Sommet Tagaytay

Venue 2 – Terrace Hill Resort Tagaytay

Venue 3 – Two Gardens Tagaytay

Venue 4 – Farm Hills Garden

Venue 5 – Blue Moon Los Illustrados Events Place

Venue 6 – The Hills at Silang

Venue 7 – Angelfields Nature Sanctuary

Venue 8 – Sonya’s Garden

Venue 9 – Teofely Gardens

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