

HISTORICAL CIRCUIT IN SELECTED TOWNS IN CAVITE

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Abstract: This study has come up with different kinds of circuit based on the different classification of historical attractions that provided a strategic plan for the cities of Imus, Dasmariñas and General Trias, Cavite. The researchers examined each city's historical attraction by the collecting information from the respondents in each Municipalities. The researchers used an observation checklist particularly the Tourist Appeal Category and graded each historical attraction under the categories of Uniqueness, Historical Value, Socio-cultural Value, Natural Aesthetic, Presence of Visitor Traffic and Facilities and Services. The observation checklist used is from the DOT-JICA guidebook on evaluating the selected towns attractions and sites. The treatment of the data used is the Tourist Appeal Category Description Grade and was validated by the researcher's thesis adviser. The survey results helped the growth of historical attraction in the selected towns in Cavite and improved the downsides of a specific historical attraction based on the survey results. The study is qualitative research design with an exploratory research. The researchers also applied non-probability expert sampling that provided the study an accurate result through an expert's perspective. As the result of the survey, majority of the historical attractions got the highest grade under the category of Historical Value and sadly, the lowest grade goes to the category of Facilities and Services. Historical attractions are highly valued through their age and history and Imus, Dasmariñas and General Trias, Cavite have different historical attractions in terms of tourism. These historical attractions were classified into bridges, churches, historical markers, heritage houses and monuments. The researchers concluded that the Municipality of Imus, Dasmariñas and General Trias, Cavite are rich in historical resources and national heroes that is why Cavite is called as the Historical Capital of the Philippines. The three municipalities are well-known in terms of history. It helped in educating the mind of the people and helped in preserving the historical events that are relevant in the Philippines. The researchers suggest that applying a historical circuit around selected towns of Cavite improved the impact of the tourist attraction.

Keywords: Strategic Action Plan, Historical Circuit, Dasmariñas, General Trias, Imus, Cavite.

1. INTRODUCTION

There is no doubt that tourism is a great potential for development and is considerably a well economic contributor to a destination. The importance of tourism is very crucial for every country for this will be the basis for the growth of a certain destination or attraction. This study will focus on the historical sites on the selected towns in Cavite and help boost the tourism in the area. This study is important for it will provide the towns of Imus, Dasmariñas and General Trias, Cavite a tourism circuit as a proposed strategic action plan.

The provincial government of Cavite have such colorful history. The Municipality of Imus, Dasmariñas and General Trias, Cavite are cities in the Province of Cavite with a mixture of history and economic development that is highly significant to the country's historical value.

According to Bunghez (2016), one major benefit tourism contributes in the economic growth of a state is the increase significant number of jobs available within a tourist destination and investments where companies provide services for the tourists. Also, taxes and fees paid by these companies who operate in such destinations contributes revenues in the state's budget.

Tourism is highlighted to its economic and social development contributions. As said in the study of Moisa (2015) about the importance and role of tourism in the Alba County, its tourism activities will become one important contributor to its economy for it has all required resources on becoming a tourist destination which is a huge development potential for the county.

In the study of Ylagan and Laguador (2014), tourism in the Province of Batangas really provides opportunities for the residents as well as investors through different business scales. Also, having concrete tourism development plans will help support and strengthen the tourism programs of the province.

Imus is one of the fastest developing towns in the province of Cavite. Governed by diligent officials, they develop programs and projects to help uplift the living standards of the city population simultaneously with its industrialization. (imus.gov.ph, 2016)

Known as the "University Capital of Cavite" and is considered as one of the most competitive cities in the country, the City of Dasmariñas in one of the chartered cities in Cavite. Now, experiencing an overwhelming abundance of developments, the town's economy and development are continuously improved towards the city's progress. (cavite.gov.ph, 2018)

Originally named after its Patron Saint, Francis of Assisi, the municipality of General Trias has showed exquisite efforts in implementing governance and public service as efficient and effective to its residents. With its growing population, the city continuously improves its way of governance to be able to go simultaneously with its rapid urban development. (generaltrias.gov.ph, 2020)

It is certain that the Municipality of Imus, Dasmariñas and General Trias, Cavite aim towards its city growth and development. As to its tourism, there should be at least a given amount of attention. As the study of Maggio (2020) says, community-based tourism aims to strengthen and sustain the local community in addition to promoting sustainable tourism towards the destinations or attractions.

This study focused on the tourism development of the Municipality of Imus, Dasmariñas and General Trias, Cavite by helping build the cities brand value, image, and identity by promoting its historical sites which makes the study unique to others.

Branding plays a vital role in a city's competitiveness and attractiveness (De Noni, Orsi & Zanderighi, 2014). Through this evidence, the Municipality of Imus, Dasmariñas and General Trias, Cavite should show competitiveness by providing quality destinations contributing to its brand value and image attracting more volume of tourists.

The Republic Act No. 9593 otherwise known as the Tourism Act of 2009 under Chapter II of Tourism Governance, Subchapter II-D, SECTION 32. Rationalization of Tourism Areas, Zones and Spots - states that any tourism area, zone or spot shall be organized into a Tourism Enterprise Zone (TEZ) or may transfer control to another agency or office of the government or to a Local Government Unit (LGU). This is for the use, preservation and promotion of these zones, areas or spots upon the approval by the Department. If an agency, office government or LGU fails to implement the comprehensive plan approved by the Department, the Department may cancel and transfer control over the tourism zone, area or spot and regain such control.

SECTION 33. National Integrated Protected Areas System and the National Ecotourism Policy – states that the Department together with the Department of Environment and Natural Resources (DENR), shall identify the areas covered by the National Integrated Protected Areas System with ecotourism potentials or cultural heritage value, and prepare policies, plans and programs for their development, preservation, operation or conversion into TEZs. (tourism.gov.ph, 2010)

The standard symbols provided in the DOT-JICA Guidebook on evaluation tool for tourism attraction and sites is used as the tool in the data gathering and analysis for proper evaluation of the selected towns historical attractions. This evaluation is effective in promoting the mutual learning of evaluation methods and aids coordination. (Cruz, 2014)

Figure 1. Research Paradigm

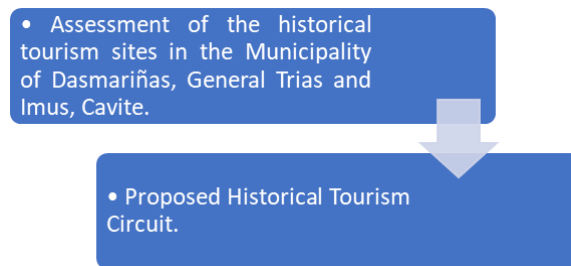


Figure 1 shows the research paradigm which consist of two stages. In stage 1, the researchers will conduct a survey assessment for the tourism attractions in the Municipality of Imus, Dasmariñas and General Trias, Cavite. And in stage 2, the researchers will propose a historical tourism circuit.

The researchers observed that the Municipality of Imus, Dasmariñas and General Trias, Cavite lacks in assessing and mapping of their resources to showcase the different historical attractions. The city lacks in tourism strategies in terms of historical resources as they focus on commercial establishments which put their historical tourism destinations behind. The researchers analyzed the situation by gathering data through an observation checklist and assessed the cities historical resources to be able to propose a tourism circuit that includes a designed strategy map for tourism destinations as well as an assessment plan for their historical resources.

This study focused on the growth and development of the Municipality of Imus, Dasmariñas and General Trias, Cavite: one, by bringing numerous economic values and benefits; and second, helping in building the cities brand value, image, and identity. Tourism industry goes beyond attractive destinations into being an important economic growth contributor.

The researchers examined the historical attractions in the Municipality of Imus, Dasmariñas and General Trias, Cavite to be able to propose a historical tourism circuit and to answer the following:

1. How do the respondents evaluate the historical tourism sites in the Municipality of Imus, Dasmariñas and General Trias, Cavite in terms of
 - 1.1. Uniqueness
 - 1.2. Historical Value
 - 1.3. Socio-cultural Value
 - 1.4. Natural Aesthetic
 - 1.5. Presence of Visitors Traffic
 - 1.6. Facilities and Services
2. Based on the historical tourism sites, what historical circuits can be proposed?

The goal of this research is to provide a historical tourism circuit for the Municipality of Imus, Dasmariñas and General Trias, Cavite more specifically, to assess and provide mapping of the city's historical resources. The findings of this study will be a significant endeavor in the tourism development of the Municipality of Imus, Dasmariñas and General Trias, Cavite. This study will also be beneficial to students, instructors as well as future researchers.

2. METHODOLOGY

The researcher used qualitative research design for this study, specifically, exploratory research. The researchers decided to apply non-probability sampling specifically, expert-sampling, in which the researchers gathered information and knowledge from an individual that has a comprehensive and authoritative knowledge or skill in a particular area or expertise. The respondents were identified experts by the researchers which are the following: Local Government Unit Employee and Government Offices that concerns tourism. There will be 15 respondents in each town for the study which is the researchers determined sample size. The respondents are homogenous. The research is conducted in the Municipality of Imus, Dasmariñas and General Trias, Cavite.

The sampling method was appropriate to determine the expert's views and opinions about the study which is the major source of information that is needed to be gathered according to the criteria set by the researchers. The respondents must have conformed to at least 2 criteria. a.) must have minimum of 3-year residency in the cities of Imus, Dasmariñas and General Trias, Cavite or currently working in or working under the supervision of the Municipality of Imus, Dasmariñas and General Trias, Cavite. b.) must be knowledgeable of the operations or implementations of programs in the town, and c.) knowledgeable with the existing plans and programs in Municipality of Imus, Dasmariñas and General Trias, Cavite. Inventory of historical attractions were requested from the Municipality of Imus, Dasmariñas and General Trias, Cavite. Then, survey questionnaires are designed through the technique used in the evaluation tool for tourism attraction and sites of the book *Tourism Planning and Development* by Reil Cruz. The venue of the research was conducted in the Municipality of Imus, Dasmariñas and General Trias, Cavite.

For the data gathering process, the researchers utilized an observation checklist. All the data required in the observation checklist is based on the historical attractions of the cities of Imus, Dasmariñas and General Trias, Cavite which was given by the municipality. In addition to that, the researchers distributed consent forms to the respondents to assure confidentiality and transparency and was also personally validated by them. The researchers personally distributed the questionnaire to the offices of the respondents and sent the questionnaire through their email address.

The researchers conducted the survey during weekdays for the whole day, since most of the respondent are working in government offices. The surveys were given when the respondents and researchers are available. For the treatment of data, the researchers will be using the tourist appeal category description grade.

The researchers added Museo De La Salle recommended by our thesis adviser as an attraction that is not included in the information given by the tourism office of Dasmariñas City. The information that the researchers gathered is studied as an official attraction in the City.

3. RESULTS AND DISCUSSION

The researchers gathered the different historical resources found in the selected towns in Cavite and provided an observation checklist to the respondents as a tool for grading. The researchers found respondents under the local government unit to evaluate the resources found in the Municipality of Imus, Dasmariñas and General Trias, Cavite. A circuit of the historical resources in the municipality of Imus, Dasmariñas and General Trias, Cavite will be proposed as a strategic action plan.

The observation checklist used in the gathering of data was approved by the researcher's thesis adviser to ensure content validity.

The researchers applied weighted mean with verbal interpretation to analyze the result of the gathered data. The figures below show the different historical sites found in the Municipality of Imus, Dasmariñas and General Trias, Cavite and the results of the evaluation of the respondents under its local government unit.

HISTORICAL SITES IN TERMS OF UNIQUENESS

Table 1. Historical Tourism Sites in Imus City in terms of Uniqueness

Historical Tourism Sites	Grade	Rank
1. Bridge of Isabel	Excellent (3.71)	2
2. Katedral ng Imus	Excellent (3.71)	2
3. Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Excellent (3.71)	2
4. Battle of Alapan	Excellent (3.57)	4
5. Arsenal ng Imus	Good (3.43)	6.5
6. Jose S. Tagle Marker	Good (3.43)	6.5
7. Old Municipal Building	Good (3.43)	6.5
8. Pilar Lodge Building F & AM	Good (3.43)	6.5
9. Labanan sa Imus	Good (3.29)	11
10. Enrique T. Virata Marker	Good (3.29)	11
11. Flaviano Yengko Marker	Good (3.29)	11
12. Julian Bridge	Good (3.29)	11
13. General Licerio Topacio's House	Good (3.29)	11
14. Labanan sa Pasong Santol and Crispulo Aguinaldo Marker	Good (3.14)	15
15. Bahay ng mga Tirona	Good (3.14)	15

16.	Governor Dominador Monzon Camerino Monument	Good (3.14)	15
17.	Heneral Licerio Topacio Marker and Monument (Imus City Plaza)	Good (3.00)	17.5
18.	Francisca Tirona Benitez Marker	Good (3.00)	17.5
19.	Imus Marker	Good (2.71)	19.5
20.	Tulay Tomas Mascardo	Good (2.71)	19.5
Total		Good (3.29)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 1 shows that Bridge of Isabel, Katedral ng Imus and Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol tied and got the highest ranking under the category of Uniqueness with a total score of 3.71 while Imus Marker and Tulay Tomas Mascardo is tied and got the lowest ranking with a score of 2.71. According to the study of Erislan (2018), a tourist attraction is anything that has a mix of tangible and intangible assets (uniqueness, beauty, and value diversity) which objective is to target tourist visitors. Uniqueness of a tourist attraction and its competitiveness can be measured to three forms of assets, namely: tangible assets, intangible assets, and its own capabilities. The Bantayog ng mga Bayani Marker is the battle site between the Filipino fighters against the Spanish soldiers who are attempting to recapture Cavite in 1897. The monument is designed with a phallic-like structure in the middle and two white sphinxes crouching on platforms considering it as the unique asset of this historical site. (ImusCityTourism, 2018)

Table 2. Historical Tourism Sites in Dasmariñas City in terms of Uniqueness

Historical Tourism Sites		Grade	Rank
1.	Statue of Placido Campos	Good (3.33)	1
2.	Immaculate Concepcion Academy Church	Good (3.26)	2.5
3.	Immaculate Concepcion Academy Plaza (Burial Site)	Good (3.26)	2.5
Total		Good (3.28)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2 shows that Statue of Placido Campos got the highest ranking under the category of Uniqueness with a total score of 3.33 while Immaculate Concepcion Academy Church and Immaculate Concepcion Academy Plaza (Burial Site) is tied to the lowest ranking with a score of 3.26. Statue of Placido Campos got the highest score because of its unique historical significance and the locals still see that placido campos is the hero of Dasmariñas Bayan. The uniqueness of the resource is a set of assets consisting of tangible and intangible assets. Tangible assets, for example, are physical facilities and equipment companies. Intangible assets, for example, are human resources, corporate reputation, as well as information and technology. All kinds of unique resources both tangible and intangible represent a basis for the creation of economic value. (Affuah, 2004)

Table 3. Historical Tourism Sites in General Trias in terms of Uniqueness

Historical Tourism Sites		Grade	Rank
1.	Heneral Mariano Trias Monument	Excellent (3.60)	1
2.	St. Francis of Asisi Parish Church	Excellent (3.53)	2
3.	GBR Museum	Good (3.47)	3
4.	Camaren Bridge	Good (3.40)	5
5.	Tahanan na Tinuluyan ni Andres Bonifacio	Good (3.40)	5
6.	Sanduguan Siklab ng Himagsikan Marker	Good (3.40)	5
7.	Magno S. Iruguin Bust and Marker	Good (3.27)	7
Total		Good (3.44)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3 shows that in terms of uniqueness, the highest assessment is Heneral Mariano Trias Monument. It was assessed as Excellent, with the mean of 3.60. It indicates that the monument has a unique value because it is a commemoration of the Mariano Trias' 150th

birth anniversary. According to Manders, Van Tilburg, & Staniforth, (2012) Uniqueness of a historical tourism site is based on its rarity being one of its kind, without other equivalent. The lowest assessment is item number 7, Magno S. Iruguin Bust and Marker. It was been assessed as Good, with the mean of 3.27. It implies that monument' landscaping and site setting is lacking. Because of its location and the area has a gate which is not always open in public. In contrast to

the Guidelines on monuments, honoring national heroes, illustrious Filipinos and other personages (2012), the concept of an historic monument embraces not only the single architectural work but also the urban or rural setting in which is found the evidence of a particular civilization, a significant development or an historic event.

HISTORICAL TOURISM SITES IN TERMS OF HISTORICAL VALUE

Table 1. Historical Tourism Sites in Imus City in terms of Historical Value

Historical Tourism Sites	Grade	Rank
1. Katedral ng Imus	Excellent (3.86)	1
2. Labanan sa Imus	Excellent (3.71)	2
3. Bridge of Isabel	Excellent (3.57)	3
4. General Licerio Topacio’s House	Good (3.43)	3
5. Heneral Licerio Topacio Marker and Monument (Imus City Plaza)	Good (3.43)	3
6. Imus Marker	Good (3.43)	3
7. Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Good (3.43)	3
8. Julian Bridge	Good (3.43)	3
9. Battle of Alapan	Good (3.29)	7.5
10. Labanan sa Pasong Santol and Crispulo Aguinaldo Marker	Good (3.29)	7.5
11. Jose S. Tagle Marker	Good (3.29)	7.5
12. Pilar Lodge Building F & AM	Good (3.29)	7.5
13. Bahay ng mga Tirona	Good (3.14)	11
14. Francisca Tirona Benitez Marker	Good (3.14)	11
15. Old Municipal Building	Good (3.14)	11
16. Governor Dominador Monzon Camerino Monument	Good (3.00)	16
17. Arsenal ng Imus	Good (2.86)	17.5
18. Flaviano Yengko Marker	Good (2.86)	17.5
19. Tulay Tomas Mascardo	Good (2.71)	19
20. Enrique T. Virata Marker	Fair (2.29)	20
Total	Good (3.23)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 1 shows that Katedral ng Imus got the highest ranking under the category of Historical Value with a total score of 3.86 while Jose S. Tagle Marker got the lowest ranking with a score of 2.29. Being one of the most religious countries in the world, Philippines ranked fifth among other countries with a rating of 90 percent according to Merez (2018). Katedral ng Imus is an iconic landmark that serves as one of the religious focal points in the history of Spanish occupation in the Philippines. The church was patterned to Manila Cathedral and was rebuilt using the Baroque style (ImusCityTourism, 2018).

Table 2. Historical Tourism Sites in Dasmariñas City in terms of Historical Value

Historical Tourism Sites	Grade	Rank
1. Immaculate Concepcion Academy Church	Excellent (3.60)	1
2. Statue of Placido Campos	Good (3.06)	2.5
3. Immaculate Concepcion Academy Plaza (Burial Site)	Good (3.06)	2.5
Total	Good (3.24)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2 shows that Immaculate Concepcion Academy Church got the highest ranking under the category of Historical Value with a total score of 3.60 while Statue of Placido Campos and Immaculate Concepcion Academy Plaza (Burial Site) is tied to the lowest ranking with a score of 3.06. Immaculate Concepcion Academy Church got the highest grade because when u just visit the church it gives you the feeling that you are part of its history it is well preserved and by looking at it you can tell that it was built in Spanish era Squares serve as an integral civic space in cities where historic events and socializing activities take place. They are an attraction for locals and tourists alike. However, some historic squares go through physical transformations to meet the demands of urban growth. (Zakariya, Harun & Mansor, 2015)

Table 3. Historical Tourism Sites in General Trias in terms of Historical Value

Historical Tourism Sites	Grade	Rank
1. St. Francis of Asisi Parish Church	Excellent (3.80)	1
2. Tahanan na tinuluyan ni Andres Bonifacio	Excellent (3.73)	2
3. Sanduguan siklab ng Himagsikan Marker	Excellent (3.67)	3
4. Camaren Bridge	Excellent (3.53)	4
5. Magno S. Iruguin Bust and Marker	Good (3.07)	5
6. Heneral Mariona Trias Monument	Good (2.93)	6
7. GBR Museum	Good (2.87)	7
Total	Good (3.37)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3 shows that in terms of historical value, the highest assessment is item number 1, St. Francis of Asisi Parish Church. It was assessed as Excellent, with a mean of 3.80. It indicates that historical value was assessed based on how long the church exist. The age value is a subject to recognized, as opposed to historical value which needed expertise to appreciate. (Diaz-Andrue, 2017). The lowest assessment is item number 2, GBR Museum. It was assessed as Good, with a mean of 2.87. It shows that item number 2 got the lowest assessment where it indicates that the GBR Museum has the least age value among other historical attractions

HISTORICAL TOURISM SITES IN TERMS OF SOCIO-CULTURAL VALUE

Table 1. Historical Tourism Sites in Imus City in terms of Socio-cultural Value

Historical Tourism Sites	Grade	Rank
1. Bridge of Isabel	Excellent (3.86)	1
2. Battle of Alapan	Excellent (3.71)	2.5
3. Katedral ng Imus	Excellent (3.71)	2.5
4. Labanan sa Imus	Excellent (3.57)	4
5. Imus Marker	Good (3.45)	5
6. Heneral Licerio Topacio Marker and Monument (Imus City Plaza)	Good (3.43)	7
7. Labanan sa Pasong Santol and Crispulo Aguinaldo Marker	Good (3.43)	7
8. Old Municipal Building	Good (3.43)	7
9. Arsenal ng Imus	Good (3.29)	10.5
10. Jose S. Tagle Marker	Good (3.29)	10.5
11. Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Good (3.29)	10.5
12. General Licerio Topacio's House	Good (3.29)	10.5
13. Tulay Tomas Mascardo	Good (3.14)	13
14. Bahay ng mga Tirona	Good (3.00)	14.5
15. Francisca Tirona Benitez Marker	Good (3.00)	14.5
16. Enrique T. Virata Marker	Good (2.86)	18
17. Flaviano Yengko Marker	Good (2.86)	18
18. Julian Bridge	Good (2.86)	18
19. Governor Dominador Monzon Camerino Monument	Good (2.86)	18
20. Pilar Lodge Building F & AM	Good (2.86)	18
Total	Good (3.26)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 1 shows that Bridge of Isabel got the highest ranking under the category of Socio-cultural Value with a total score of 3.86 while Enrique T. Virata Marker, Flaviano Yengko Marker, Julian Bridge, Governor Dominador Monzon Camerino Monument and Pilar Lodge Building F & AM tied and got the lowest ranking with a score of 2.86. Socio-cultural value are influences on people that effects on how they interact with their environment. Socio-cultural factors such as beliefs, traditions, and habits create a socio-cultural impact described as

the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry. The Bridge of Isabel was constructed in the year 1856 by Matias Carbonnel, A.R. and was named after the Spain's Queen Isabel II. Aside from its significance in the Battle of Imus in 1896, today, it serves as an access point for the people coming to Imus to the City of Bacoor giving it the reason to have a socio-cultural impact between the towns.

Table 2. Historical Tourism Sites in Dasmariñas City in terms of Socio-cultural Value

Historical Tourism Sites	Grade	Rank
1. Immaculate Concepcion Academy Church	Good (3.40)	1
2. Immaculate Concepcion Academy Plaza (Burial Site)	Good (3.26)	2
3. Statue of Placido Campos	Good (3.20)	3
Total	Good (3.28)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2 shows that Immaculate Concepcion Academy Church got the highest ranking under the category of Socio-cultural Value with a score of 3.40 while Immaculate Concepcion Academy Plaza (Burial Site) got the lowest ranking with a score of 3.26. The immaculate concepcion academy church got the highest among the attractions because of its socio cultural impact you feel like you are part of the history when u try to visit the church and statue of placido campos got te lowest grade because the locals didn't make much effort to showcase more the satatue. The socio-cultural perspective is thus the human being with its social and experiencing nature, the joy of scientific learning, or on their ethical and cultural meanings. (Chiesura, 2003)

Table 3. Historical Tourism Sites in General Trias in terms of Socio-Cultural Value

Historical Tourism Sites	Grade	Rank
1. St. Francis of Asisi Parish Church	Excellent (3.60)	1
2. GBR Museum	Good (3.40)	2
3. Sanduguan siklab ng Himagsikan Marker	Good (3.33)	3.5
4. Tahanan na tinuluyan ni Andres Bonifacio	Good (3.33)	3.5
5. Heneral Mariona Trias Monument	Good (3.27)	5.5
6. Camaren Bridge	Good (3.27)	5.5
7. Magno S. Iruguin Bust and Marker	Good (3.20)	6
Total	Good (3.34)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3 shows that in terms of socio-cultural value, the highest assessment is item number 1, St. Francis of Asisi Parish Church. It was assessed as Excellent, with a mean of 3.60. It indicates Catholicism is a filipino culture that is most embedded by the denomination of Christianity. it has been variously used to refer to some or all the following: community identity, attachment to place, symbolic value, spiritual associations, and social capital (Jones, 2017). The lowest assessment is item number 7, Magno S. Iruguin Bust and Marker. It was assessed as Good, with a mean of 3.20. It shows that item number 7 got the lowest assessment where indicates that the museum' socio-cultural value is less important than to other historical attractions.

HISTORICAL TOURISM SITES IN TERMS OF NATURAL AESTHETIC

Table 1. Historical Tourism Sites in Imus City in terms of Natural Aesthetic

Historical Tourism Sites	Grade	Rank
1. Imus Marker	Excellent (3.57)	1.5
2. Katedral ng Imus	Excellent (3.57)	1.5
3. Bridge of Isabel	Good (3.43)	4.5
4. Pilar Lodge Building F & AM	Good (3.43)	4.5
5. Julian Bridge	Good (3.43)	4.5
6. Jose S. Tagle Marker	Good (3.43)	4.5
7. Governor Dominador Monzon Camerino Monument	Good (3.29)	7.5
8. Labanan sa Imus	Good (3.29)	7.5
9. Arsenal ng Imus	Good (3.14)	9.5
10. Labanan sa Pasong Santol and Crispulo Aguinaldo Marker	Good (3.14)	9.5
11. Old Municipal Building	Good (3.00)	12
12. Enrique T. Virata Marker	Good (3.00)	12
13. General Licerio Topacio's House	Good (3.00)	12
14. Heneral Licerio Topacio Marker and Monument (Imus City Plaza)	Good (2.86)	15.5

15.	Flaviano Yengko Marker	Good (2.86)	15.5
16.	Tulay Tomas Mascardo	Good (2.86)	15.5
17.	Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Good (2.86)	15.5
18.	Bahay ng mga Tirona	Good (2.71)	19
19.	Francisca Tirona Benitez Marker	Good (2.71)	19
20.	Battle of Alapan	Good (2.71)	19
Total		Good (3.11)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 1 shows that Imus Marker and Katedral ng Imus tied and got the highest ranking under the category of Natural Aesthetic with a total score of 3.57 while Battle of Alapan, Bahay ng mga Tirona and Francisca Tirona Benitez Marker tied and got the lowest ranking with a score of 2.71. Located at the center of the town proper of Imus City, Imus Marker and Katedral ng Imus are both scenic attractions which was refined and beautified in the year 1990 through the funding assistance of the Philippine Tourism Authority. (imus.gov.ph, 2016) In the study of Wang, Xia and Chen (2008), they identified aesthetic value as the feeling of tourists about a certain attraction. It is used for judging natural reserves and is also one of the criteria for judging cultural resources.

Table 2. Historical Tourism Sites in Dasmariñas City in terms of Natural Aesthetic

Historical Tourism Sites	Grade	Rank
1. Immaculate Concepcion Academy Church	Good (3.00)	1
2. Immaculate Concepcion Academy Plaza (Burial Site)	Good (2.93)	2
3. Statue of Placido Campos	Good (2.86)	3
Total	Good (2.93)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2 shows that Immaculate Concepcion Academy Church got the highest ranking under the category of Natural Aesthetic with a score of 3.00 while Statue of Placido Campos got the lowest ranking score with a score of 2.86. Immaculate Concepcion got the highest grade because the history happened inside the church and outside of the church. The lowest is statue of Placido Campos because it was just a memory statue for the hero of Dasmariñas Bayan. Naturalness is the unique value of the object of natural aesthetics and life is the universal value of natural aesthetics. The natural beauty includes the two levels of outward traits and taste, and the two kinds of object and environment. The highest state of the natural aesthetics is the metaphysical insight into the way of nature and the homeward affection for nature. The natural aesthetics is the historical and basic logic of aesthetic theory and the history of aesthetics. (Fu-xing, 2007)

Table 3. Historical Tourism Sites in General Trias in terms of Natural Aesthetic

Historical Tourism Sites	Grade	Rank
	Good (3.47)	1
1. St. Francis of Asisi Parish Church	Good (3.20)	2
2. Sanduguan siklab ng Himagsikan Marker	Good (3.13)	3
3. Tahanan na tinuluyan ni Andres Bonifacio		
4. Camaren Bridge	Good (2.93)	4
5. Magno S. Iruguin Bust and Marker	Good (2.87)	5
6. GBR Museum	Good (2.80)	6.5
7. Heneral Mariono Trias Monument	Good (2.80)	6.5
Total	Good (3.03)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3 shows that in terms of Natural Aesthetics, the highest assessment is item number 1, St. Francis of Asisi Parish Church. It was assessed as Good, with a mean of 3.47. It indicates that the historical structure has been enhanced with the original architectural style, baroque. According to Guillermo (2012) The grandeur of baroque is illustrated by surviving models of massive church buildings that played significant roles in Christianization which is baroque. The lowest assessment are item numbers 2 and 5, GBR Museum and Heneral Mariano Trias. It was assessed as Good, with a mean of 2.80.

HISTORICAL TOURISM SITES IN TERMS OF PRESENCE OF VISITORS TRAFFIC

Table 1. Historical Tourism Sites in Imus City in terms of Presence of Visitors Traffic

Historical Tourism Sites	Grade	Rank
1. Katedral ng Imus	Excellent (3.57)	1
2. Bridge of Isabel	Good (3.14)	3
3. Heneral Licerio Topacio Marker and Monument (Imus City Plaza)	Good (3.14)	3
4. Imus Marker	Good (3.14)	3
5. Old Municipal Building	Good (3.00)	5.5
6. General Licerio Topacio's House	Good (3.00)	5.5
7. Governor Dominador Monzon Camerino Monument	Good (2.86)	7
8. Pilar Lodge Building F & AM	Good (2.71)	9.5
9. Labanan sa Imus	Good (2.71)	9.5
10. Arsenal ng Imus	Good (2.71)	9.5
11. Battle of Alapan	Good (2.71)	9.5
12. Labanan sa Pasong Santol and Crispulo Aguinaldo Marker	Good (2.57)	13
13. Jose S. Tagle Marker	Good (2.57)	13
14. Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Good (2.57)	13
15. Julian Bridge	Fair (2.43)	15
16. Enrique T. Virata Marker	Fair (2.29)	17
17. Bahay ng mga Tirona	Fair (2.29)	17
18. Francisca Tirona Benitez Marker	Fair (2.29)	17
19. Flaviano Yengko Marker	Fair (2.14)	19.5
20. Tulay Tomas Mascardo	Fair (2.14)	19.5
Total	Good (2.70)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 1 shows that Katedral ng Imus got the highest ranking under the category of Presence of Visitors Traffic with a total score of 3.57 while Flaviano Yengko Marker and Tulay Tomas Mascardo tied and got the lowest ranking with a score of 2.14. According to Social

Weather Stations (2017), forty-eight percent (48%) or almost half of adult Filipinos are regularly attending religious services weekly. The survey also found that majority of Filipinos says that religion is important.

Table 2. Historical Tourism Sites in Dasmariñas City in terms of Presence of Visitors Traffic

Historical Tourism Sites	Grade	Rank
1. Immaculate Concepcion Academy Church	Good (3.13)	1
2. Statue of Placido Campos	Good (2.86)	2
3. Immaculate Concepcion Academy Plaza (Burial Site)	Good (2.80)	3
Total	Good (2.93)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2 shows that Immaculate Concepcion Academy Church got the highest ranking under the category of Presence of Visitor Traffic with a score of 3.13 while Immaculate Concepcion Academy Plaza (Burial Site) got the lowest ranking with a score of 2.80. The Immaculate Conception Parish Church, also known as the Dasmariñas Church, is the first Catholic parish church in the city of Dasmariñas, province of Cavite, Philippines. The stone church was constructed right after the establishment of Dasmariñas as a separate parish in 1866. (Apa, 2014)

Table 3. Historical Tourism Sites in General Trias in terms of Presence of Visitors Traffic

Historical Tourism Sites	Grade	Rank
1. St. Francis of Asisi Parish Church	Good (3.13)	1
2. Heneral Mariona Trias Monument	Good (3.07)	2
3. Sanduguan siklab ng Himagsikan Marker	Good (2.87)	3
4. Tahanan na tinuluyan ni Andres Bonifacio	Good (2.73)	4
5. Magno S. Iruguin Bust and Marker	Good (2.67)	5
6. GBR Museum	Good (2.60)	6
7. Camaren Bridge	Fair (2.47)	7
Total	Good (2.79)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3 Shows that St. Francis of Asisi Parish Church got the highest ranking under the category of Presence of Visitor Traffic with a score of 3.13 and Camaren Bridge got the lowest ranking with a total score 2.47. General Trias, Cavite is one of the largest municipalities in cavite and one of its historical sites is the St. Francis of Asisi Church. In tourist economy, all places, all things all experiences become potential Commodities. Religion is no exception. (Stausberg, 2011)

HISTORICAL TOURISM SITES IN TERMS OF FACILITIES AND SERVICES

Table 1. Historical Tourism Sites in Imus City in terms of Facilities and Services

Historical Tourism Sites	Grade	Rank
1. Pilar Lodge Building F & AM	Good (3.43)	1
2. Arsenal ng Imus	Good (3.14)	2
3. Heneral Licerio Topacio Marker and Monument (Imus City Plaza)	Good (3.00)	4.5
4. Imus Marker	Good (3.00)	4.5
5. Battle of Alapan	Good (3.00)	4.5
6. Governor Dominador Monzon Camerino Monument	Good (3.00)	4.5
7. Bridge of Isabel	Good (2.86)	8
8. Katedral ng Imus	Good (2.86)	8
9. Old Municipal Building	Good (2.86)	8
10. General Licerio Topacio's House	Good (2.71)	11
11. Labanan sa Imus	Good (2.71)	11
12. Labanan sa Pasong Santol and Crispulo Aguinaldo Marker	Good (2.71)	11
13. Jose S. Tagle Marker	Fair (2.43)	13
14. Julian Bridge	Fair (2.29)	15
15. Flaviano Yengko Marker	Fair (2.29)	15
16. Tulay Tomas Mascardo	Fair (2.29)	15
17. Bahay ng mga Tirona	Fair (2.14)	18
18. Francisca Tirona Benitez Marker	Fair (2.14)	18
19. Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Fair (2.14)	18
20. Enrique T. Virata Marker	Fair (2.00)	20
Total	Good (2.65)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 1 shows that Pilar Lodge Building F & AM got the highest ranking under the category of Facilities and Services with a total score of 3.43 while Enrique T. Virata Marker got the lowest ranking with a score of 2.00. Formerly known as Logia Pilar Bldg. 203, Pilar Lodge was established by Rev. Fr. Severo Buenaventura, Cayetano Topacio, and Juan Castaneda in 1893. The building serves as the Masonic Lodge to the members of Pilar Lodge No. 15 and presently continues to hold meetings and activities. (ImusCityTourism, 2018)

Table 2. Historical Tourism Sites in Dasmariñas City in terms of Facilities and Services

Historical Tourism Sites	Grade	Rank
1. Immaculate Concepcion Academy Church	Good (3.00)	1
2. Immaculate Concepcion Academy Plaza (Burial Site)	Good (2.93)	2
3. Statue of Placido Campos	Good (2.73)	3
Total	Good (2.88)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2 Shows that Immaculate Concepcion Academy Church got the highest ranking under the category of Facilities and Services with a score of 3.00 while Statue of Placido Campos got the lowest ranking with a score of 2.73. The availability of accessible venues and services is an essential factor in deciding where to go and what to book. Notably, studies have shown that disabled people are excluded from travelling and enjoying a holiday - at home or abroad - by a lack of suitable facilities and services. (Vos, 2007)

Table 3. Historical Tourism Sites in General Trias in terms of Facilities and Services

Historical Tourism Sites	Grade	Rank
1. St. Francis of Asisi Parish Church	Good (2.93)	1
2. Tahanan na tinuluyan ni Andres Bonifacio	Good (2.87)	2
3. GBR Museum	Good (2.73)	3
4. Heneral Mariona Trias Monument	Good (2.67)	4.5
5. Sanduguan siklab ng Himagsikan Marker	Good (2.67)	4.5
6. Magno S. Iruquin Bust and Marker	Fair (2.47)	6
7. Camaren Bridge	Fair (2.40)	7
Total	Good (2.68)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3 shows that St. Francis of Assisi got the highest ranking under the category of Facilities and services with a score of 2.93 and Camaren Bridge got the lowest ranking with a score of 2.40. Facilities and Services is a category which is highly required to maintain the preservation of historic attraction. Ensuring good physical accessibility and services is of utmost importance when creating a destination suitable for all customers. This applies when upgrading existing facilities and services or when starting “from scratch”. (European Network for Accessible Tourism, 2008)

HISTORICAL TOURISM SITES OVERALL ASSESSMENT BASE ON THE HIGHEST RANK

Table 1. Historical Tourism Sites in terms of Uniqueness

Historical Tourism Sites	Grade	Rank
1. Bridge of Isabel	Excellent (3.71)	2
2. Katedral ng Imus	Excellent (3.71)	2
3. Bantayog ng mga Bayani Marker sa Labanan ng Pasong Santol	Excellent (3.71)	2
4. Heneral Mariona Trias Monument	Excellent (3.60)	4
5. Statue of Placido Campos	Good (3.33)	5
Total	Excellent (3.61)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 2. Historical Tourism Sites in terms of Historical Value

Historical Tourism Sites	Grade	Rank
1. Katedral ng Imus		1
2. St. Francis of Asisi Parish Church	Excellent (3.86)	2
3. Immaculate Concepcion Academy Church	Excellent (3.80)	3
	Excellent (3.60)	
Total	Excellent (3.75)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 3. Historical Tourism Sites in terms of Socio-cultural Value

Historical Tourism Sites	Grade	Rank
1. Bridge of Isabel		1
2. St. Francis of Asisi Parish Church	Excellent (3.86)	2
3. Immaculate Concepcion Academy Church	Excellent (3.60)	3
	Good (3.40)	
Total	Excellent (3.62)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 4. Historical Tourism Sites in terms of Natural Aesthetic

Historical Tourism Sites	Grade	Rank
1. Imus Marker	Excellent (3.57)	1.5
2. Katedral ng Imus	Excellent (3.57)	1.5
3. St. Francis of Asisi Parish Church	Good (3.47)	3
4. Immaculate Concepcion Academy Church	Good (3.00)	4
Total	Good (3.40)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 5. Historical Tourism Sites in terms of Presence of Visitors Traffic

Historical Tourism Sites	Grade	Rank
1. Katedral ng Imus	Excellent (3.57)	1
2. Immaculate Concepcion Academy Church	Good (3.13)	2.5
3. St. Francis of Asisi Parish Church	Good (3.13)	2.5
Total	Good (3.27)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Table 6. Historical Tourism Sites in terms of Facilities and Services

Historical Tourism Sites	Grade	Rank
1. Pilar Lodge Building F & AM	Good (3.43)	1
2. Immaculate Concepcion Academy Church	Good (3.00)	2
3. St. Francis of Asisi Parish Church	Good (2.93)	3
Total	Good (3.12)	

Legends: 1.00-1.49 Poor, 1.50-2.49 Fair, 2.50-3.49 Good, 3.50-4.00 Excellent

Base on the over all assessment of the historical tourism sites in the Municipality of Imus, Dasmariñas and General Trias, Cavite, the City of Imus historical attractions got the highest ranking in all the six categories (Uniqueness, Historical Value, Socio-cultural Value, Natural Aesthetic, Presence of Visitors Traffic and Facilities and Services). General Trias got the second rank in all the six categories while the City of Dasmariñas got the lowest rank in all the six categories. Bridge of Isabel got the highest ranking twice under the category of Uniqueness and Socio-Cultural Value because if you ever visit this attraction you could say that something historical happened in this bridge by how it looks and today the bridge is beautifully preserved and it is open for public transportation in the City of Imus. Most of the lowest attractions are from Dasmariñas City because the attractions is like ordinary sites except for their church and it is hard to tell because they are lack of planning on how these attraction will be introduced to the public.

4. CONCLUSION

The results revealed that majority of the historical attractions got the highest grade under the category of Historical Value and sadly, the lowest grade goes to the category of Facilities and Services and Presence of Visitors Traffic. The study will support and aid the growth of different historical attractions in Imus, Dasmariñas and General Trias, Cavite. By this, it will help sustain and preserve the historical value of the attractions.

Based on the statement of the problem number 1, the historical attractions were evaluated by the respondents in each Municipalities through an Observation Checklist. Based on the Observation Checklist, all of the historical attractions are graded through different indicators, first, by its Uniqueness, second, Historical Value, third, Socio-cultural Value, fourth, Natural Aesthetic, fifth, Presence of Visitor Traffic and sixth, by its Facilities and Services. Based on the statement of the problem number two, the proposed historical circuits are according to their classification (Bridge, Burial Site, Church, Heritage House, Historical Marker, Museum and Monument) and based on the tourist appeal category with highest assessment.

Based on the results, the researchers were able to come up with a different historical circuit as proposed strategic action plan that can help the local government offices by bringing numerous economic values and can use for helping in building a cities brand value, name, and identity. The researchers recommend creating a proposed historical circuit based on the different classifications of historical attractions and tourist appeal category.

PROPOSED HISTORICAL CIRCUIT

The researchers come up with these different historical circuits as proposed strategic action plan in the Municipality of Imus, Dasmariñas and General Trias, Cavite to provide tourists a rather enjoyable tour experience.

These circuits enumerate the different historical sites each town could offer and was done per category to provide potential tourist options according to their tour preferences.

The circuits are provided with names and legends to have tourists an organized view on the different historical attractions in the towns of Imus, Dasmariñas and General Trias, Cavite.

APENDIX

Tourist Appeal Category Description Grade

Category	Description	Grade	Scale
1. Uniqueness	One of a kind	Excellent (4)	3.50 – 4.00
	With 2-3 similarities	Good (3)	2.50 – 3.49
	With 4-5 similarities	Fair (2)	1.50 – 2.49
	With 6 and above similarities	Poor (1)	1.00 – 1.49
2. Historical Value	100 years or more	Excellent (4)	3.50 – 4.00
	50 to 99 years	Good (3)	2.50 – 3.49
	11 to 49 years	Fair (2)	1.50 – 2.49
	1 to 10 years	Poor (1)	1.00 – 1.49
3. Socio-cultural Value	Very important	Excellent (4)	3.50 – 4.00
	Important	Good (3)	2.50 – 3.49
	Less Important	Fair (2)	1.50 – 2.49
	No importance	Poor (1)	1.00 – 1.49
4. Natural Aesthetic	All natural	Excellent (4)	3.50 – 4.00
	1-2 enhanced structures	Good (3)	3.50 – 4.00
	3-4 enhanced structures	Fair (2)	2.50 – 3.49
	5 and above enhanced structures	Poor (1)	1.50 – 2.49
5. Presence of Visitors Traffic	100,000 or more per annum	Excellent (4)	3.50 – 4.00
	50,000 to 99,999 per annum	Good (3)	2.50 – 3.49
	1,000 to 49,999 per annum	Fair (2)	1.50 – 2.49
	Less than 1,000/ No record	Poor (1)	1.00 – 1.49
6. Facilities and Services	With 6 or more tourism facilities/ services	Excellent (4)	3.50 – 4.00
	With 4-5 tourism facilities/ services	Good (3)	2.50 – 3.49
	With 2-3 tourism facilities/ services	Fair (2)	1.50 – 2.49
	With 1 tourism facilities/ services	Poor (1)	1.00 – 1.49

(This tourist appeal category description grade is taken from the DOT-JICA Guidebook on evaluation tool for tourism attraction and sites)

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