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An Inventory of Tourism Resources among the Barangays of Trece Martires City, Cavite: A Basis for Tourism Promotion

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ABSTRACT

Tourism resources play an important role in strengthening destination identity and supporting tourism promotion. However, despite increasing attention to tourism development in Cavite Province, limited documentation is available on the tourism resources found at the barangay level in Trece Martires City, resulting in insufficient localized information for tourism promotion. This study aimed to inventory the tourism resources found across the thirteen barangays of Trece Martires City and assess their potential for tourism promotion. A qualitative exploratory research design was employed, involving 39 purposively selected participants, with three participants from each of the thirteen barangays. Data were gathered through semi-structured interviews conducted on April 21 and 24, 2026. The data were analysed using thematic analysis and interpreted through the Strengths, Weaknesses, Opportunities, and Threats framework. The findings revealed that tourism resources existed across the barangays but were unevenly developed and inconsistently promoted. Cultural resources emerged as the most prominent assets for tourism promotion, while natural, historical, man-made, and facility-based resources also showed tourism potential. Weaknesses were mainly associated with limited visibility, inadequate facilities, and poor accessibility, while opportunities included local initiatives and community-based potential. Threats included low awareness and underutilization of existing resources. The study concluded that Trece Martires City possesses significant barangay-level tourism resources that remain underutilized for tourism promotion. The resulting barangay-level tourism resource inventory may serve as a basis for tourism promotion and may guide the City Tourism Office, barangay officials, and other tourism stakeholders in tourism planning and destination marketing.

1. Introduction

Tourism resources such as natural landscapes, cultural heritage, historical sites, and man-made attractions play an important role in enhancing destination competitiveness and supporting tourism

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promotion at the local level. These resources contribute to visitor attraction and community visibility when properly identified and promoted. The importance of tourism development in strengthening destination competitiveness and resilience has been emphasized in the Travel & Tourism Development Index [1], while cultural heritage has been identified as an important basis for optimizing tourism promotion [2]. These contributions demonstrate that tourism resources can strengthen the attractiveness of destinations and increase awareness among potential visitors. However, the effectiveness of tourism promotion depends on the availability of updated and localized information about existing tourism assets.

In the Philippine context, tourism promotion efforts can be strengthened through the systematic documentation of tourism resources that serves as a basis for marketing and destination branding. Durán-Méndez *et al.*, [3] demonstrated the use of a tourism resource inventory to systematically document resources within a specific geographic area. Chams-Anturi *et al.*, [4] further proposed a methodology for identifying and evaluating the tourism potential of natural and cultural heritage resources. While the former emphasizes the systematic documentation of available tourism resources, the latter provides a more evaluative approach to determining tourism potential. These studies demonstrate the value of structured tourism resource documentation for identifying and assessing tourism assets. However, the application of such resource inventories at the barangay level remains limited, particularly in providing localized information that can directly support tourism promotion.

Despite the increasing focus on tourism promotion in Cavite Province, tourism research has largely examined the province at a broader regional level. Tadeo and Mendoza [5] provided a regional-based analysis of tourism in Cavite Province, contributing to an understanding of tourism conditions at the provincial level. Polon *et al.*, [6] examined the relationship between tourism development and business growth in the local tourism industry, highlighting the broader local implications of tourism development. While these studies contribute to understanding tourism development in Cavite and its local economic implications, they do not provide a detailed inventory of tourism resources within each barangay of Trece Martires City. This indicates a gap in localized, barangay-level tourism documentation that can support tourism promotion.

Trece Martires City is located in Region IV-A and serves as the administrative center of Cavite Province. It is bordered by General Trias, Amadeo, Indang, and Tanza and is accessible through major road networks such as Governor's Drive. The city is composed of thirteen barangays named after the Thirteen Martyrs of Cavite, reflecting its historical and cultural identity. These barangays contain tourism resources that remain under documented and underutilized in terms of tourism promotion.

Despite existing studies on tourism development, tourism resource inventories, and tourism assessment, limited research has focused on documenting and assessing tourism resources at the barangay level in Trece Martires City. This gap limits the availability of localized information that can support the promotion and development of tourism assets across its thirteen barangays. Therefore, this study aims to identify, classify, and assess the tourism resources in each barangay of Trece Martires City for tourism promotion purposes. Specifically, the study documents natural, cultural, historical, man-made, and tourism facility resources, classifies them as developed or underdeveloped, and examines their strengths, weaknesses, opportunities, and threats. The resulting tourism resource inventory may serve as a basis for tourism promotion and may assist the City Tourism Office, barangay officials, local government units, and other tourism stakeholders in identifying promotable tourism assets, improving their visibility, and strengthening tourism promotion strategies across the city. Furthermore, the study contributes to localized tourism research by demonstrating how barangay-level tourism resource inventories can provide information for more targeted tourism promotion initiatives.

1.1 Literature Review and Conceptual Framework

Tourism is widely recognized as a driver of local development and a means of promoting cultural and natural heritage when supported by effective planning and tourism promotion. Existing literature has emphasized the role of tourism resources in strengthening destination competitiveness and visitor attraction when properly identified and promoted [1,2]. In the context of Cavite Province, Tadeo and Mendoza [5] provided a regional-based analysis of tourism in the province, contributing to an understanding of tourism conditions at the provincial level. Polon *et al.*, [6] examined the relationship between tourism development and business growth in the local tourism industry, highlighting the broader local implications of tourism development. While these studies contribute to understanding tourism development and its local economic implications, they focus on regional or industry-level perspectives rather than providing a detailed inventory of tourism resources at the barangay level. This indicates a need for localized tourism documentation that can identify specific resources and support tourism promotion within individual communities.

Systematic tourism resource inventories provide a means of identifying and organizing tourism assets within a specific locality. Durán-Méndez *et al.*, [3] developed an inventory of tourism resources in the mountain area of Texcoco, demonstrating how resource documentation can serve as an instrument for planning and organizing a local tourism system. Chams-Anturi *et al.*, [4] proposed a methodology for identifying and evaluating the tourism potential of natural and cultural heritage resources. While Durán-Méndez *et al.*, [3] focused on documenting and organizing tourism resources for local planning, Chams-Anturi *et al.*, [4] emphasized the evaluation of their tourism potential. These studies demonstrate complementary approaches to tourism resource assessment; however, their applications do not specifically address a barangay-level inventory designed to support tourism promotion in Trece Martires City.

The Strengths, Weaknesses, Opportunities, and Threats framework or SWOT analysis provides another approach for examining tourism conditions and informing development strategies. Saragih *et al.*, [7] applied SWOT analysis to assess the management of tourism objects and formulate strategies for sustainable tourism development. In a Philippine setting, Guzman *et al.*, [8] used SWOT analysis to assess the tourism conditions of Sitio Darayaw in Oriental Mindoro. Rebuya and Gasga [9] applied SWOT analysis within the Tourism Assessment Process of San Jose, Philippines, using internal and external environmental conditions to support local tourism development planning. While Saragih *et al.*, [7] focused on sustainable tourism strategy, Guzman *et al.*, [8] demonstrated its application in a localized Philippine tourism setting, and Rebuya and Gasga [9] emphasized its use in local tourism development planning. These studies demonstrate the flexibility of SWOT analysis in examining tourism conditions across different destinations and planning contexts. This supports its application in the present study to assess the strengths, weaknesses, opportunities, and threats associated with tourism resources at the barangay level.

To address these gaps, the study is anchored on the integration of a barangay-level tourism resource inventory and the Strengths, Weaknesses, Opportunities, and Threats framework to support tourism promotion. Guided by the systematic documentation of tourism resources demonstrated in previous inventory studies [3,4] and the strategic application of SWOT analysis in local tourism planning [7,9], the researchers organized the tourism resources identified by the study participants into natural, cultural, historical, man-made, and facility-based categories. The identified tourism resources were then examined according to their accessibility, level of development, and notable characteristics before being interpreted through the Strengths, Weaknesses, Opportunities, and Threats framework. This approach enabled the researchers to organize localized tourism information into a structured inventory that may serve as a basis for tourism promotion initiatives.

Unlike previous studies that examined tourism resources at the city, municipal, provincial, or regional level, the present study focuses specifically on documenting tourism resources within each barangay of Trece Martires City. By producing a barangay-level tourism resource inventory and examining the conditions surrounding these resources through SWOT analysis, the study provides localized information that may strengthen tourism promotion and increase awareness of tourism resources throughout the city.

2. Methodology

The study employed a qualitative exploratory research design to conduct a barangay-level inventory of tourism resources in Trece Martires City, Cavite. This design was appropriate for examining underexplored local tourism contexts where limited documentation exists, as Bender *et al.*, [10] noted that qualitative research allows for the collection of rich, context-specific data in natural settings. The study further employed the Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework as the analytical framework for interpreting the identified tourism resources and examining the internal and external factors influencing their tourism promotion potential [7, 9]. The selected participants provided recurring and consistent responses regarding the tourism resources within their respective barangays, indicating that sufficient information had been obtained to support thematic analysis.

The study involved three knowledgeable participants from each of the thirteen barangays of Trece Martires City, including long-term residents and barangay officials who were familiar with the tourism resources of their respective communities. Participants were selected through purposive sampling, a nonprobability sampling method used to intentionally identify individuals with relevant knowledge of local tourism resources, as described by Nyimbili and Nyimbili [11]. Participants were required to be at least 18 years old, long-term residents of at least 10 years, and individuals familiar with local landmarks, cultural sites, and community-based tourism resources. These criteria ensured that respondents could provide accurate and firsthand information relevant to the study.

Data were collected through semi-structured interviews conducted across the thirteen barangays of Trece Martires City. Each barangay was visited to conduct interviews with the selected participants regarding the tourism resources found within their respective communities. Interviews lasted approximately 2 to 10 minutes per participant, depending on the extent of their responses, and data collection was conducted on April 21 and April 24, 2026.

A semi-structured interview guide served as the primary data gathering instrument. The interview guide was developed based on the objectives of the study and the concepts of tourism resource inventory and the Strengths, Weaknesses, Opportunities, and Threats framework discussed in the reviewed literature. It consisted of three parts: respondent profile, which gathered basic demographic and residency information; identification of tourism resources, which asked participants to identify tourism resources found within their respective barangays; and assessment of tourism resources, which gathered participants' insights regarding the condition, accessibility, level of development, and tourism-related characteristics of the identified resources. The interview guide utilized open-ended questions to encourage participants to provide detailed responses based on their firsthand knowledge and experiences. Copies of the interview guide, informed consent forms, and the permission letter addressed to the City Mayor of Trece Martires City, are provided in the appendices.

Data were analyzed using thematic analysis, which involved coding and grouping responses into meaningful categories as described by Özden [12]. Tourism resources were classified into natural, cultural, historical, man-made, and facility-based categories, and were further classified according to

their level of development (developed or underdeveloped), as identified by the participants during the interviews. The identified themes were subsequently interpreted using the SWOT framework to determine the strengths, weaknesses, opportunities, and threats associated with the tourism resources identified in each barangay.

Prior to data collection, the semi-structured interview guide underwent adviser validation to ensure that the questions were clear, relevant, and aligned with the objectives of the study. The interview guide was revised based on the recommendations provided before its final administration.

Ethical considerations were strictly observed throughout the study. Permission to conduct the research was secured through an official request addressed to the Office of the City Mayor of Trece Martires City. Participants were informed of the purpose of the study and voluntarily signed informed consent forms before the interviews commenced. Confidentiality and anonymity were maintained by using the collected information solely for academic purposes, and participants were informed of their right to decline participation or withdraw from the study at any time.

3. Results

This part presents the findings of the study based on the semi-structured interviews conducted among selected residents from the thirteen barangays of Trece Martires City, Cavite. The findings are presented according to the objectives of the study, beginning with the identification and documentation of tourism resources, followed by their assessment and implications for tourism promotion. Consistent with the qualitative nature of the study, the findings are presented through narrative discussion supported by participants' responses and interpreted alongside related literature.

A total of 39 participants were interviewed for the study, with three respondents representing each of the 13 selected barangays in Trece Martires City. The participants included barangay officials, barangay employees, and residents who were knowledgeable about the tourism resources and community activities within their respective barangays. Their length of residence or service in their respective barangays ranged from 10 to 60 years, indicating varying levels of familiarity and experience within their communities. All participants were considered appropriate key informants due to their firsthand knowledge of the tourism resources and community activities in their respective barangays.

The interviews revealed that the thirteen barangays of Trece Martires City possess a variety of tourism resources that differ in type, accessibility, and level of development. Participants identified tourism resources belonging to five major categories: natural, cultural, historical, man-made, and facility-based tourism resources. Although the number of attractions varied across barangays, respondents consistently emphasized that these resources contribute to the local identity of their communities and have the potential to support tourism promotion when properly documented and recognized.

3.1 Natural Tourism Resources

Although Trece Martires City is primarily recognized as an urban and administrative center, the findings revealed that it also possesses several natural tourism resources distributed across its barangays. These include rivers, waterfalls, caves, and other naturally occurring landscapes that contribute to the city's tourism potential. However, compared to its cultural and man-made attractions, natural resources were identified less frequently by participants, suggesting that they remain relatively underrecognized and less promoted. Most of these resources continue to be known

primarily within their local communities rather than by tourists from outside the city, indicating opportunities for improved documentation, conservation, and tourism promotion.

Among the natural tourism resources identified, rivers were the most frequently mentioned. Participants identified Puting Ilog River, Kubuhan River, and Polunan River as bodies of water that serve as recreational areas for local residents, particularly during the summer season. According to respondents, these rivers continue to attract visitors from neighboring barangays because of their natural scenery and accessibility despite the absence of formal tourism facilities.

One participant shared, "Many visitors come through word of mouth and through vloggers posting on social media. Tourists usually engage in swimming, camping, and research activities." (Respondent 3, Barangay Hugo Perez).

Participants also identified Mayang Falls, Mahogany Falls, and Pasong Anday Falls as natural attractions with tourism potential. These waterfalls were described as scenic destinations that remain relatively unknown outside their local communities. Several respondents explained that while these sites possess attractive natural features, limited promotion and insufficient infrastructure reduce their visibility to potential visitors.

One participant explained, "Yes, the attractions are accessible, although the route going there can be tiring because of the uphill paths." (Respondent 2, Barangay Hugo Perez).

These findings support the observations of Chams-Anturi *et al.*, [4], who emphasized the systematic identification and evaluation of natural and cultural heritage resources as a basis for assessing their tourism potential. Similarly, Iswanto *et al.*, [2], explained that properly identified cultural heritage resources can contribute to tourism promotion and destination branding by highlighting unique local resources. However, the findings also suggest that many natural attractions in Trece Martires City remain underutilized because they have not yet been systematically promoted beyond the barangay level.

3.2 Cultural Tourism Resources

Cultural tourism resources identified by the respondents mainly consisted of annual fiestas, patron saint celebrations, religious processions, and traditional community activities. While not every respondent identified cultural tourism resources in their respective barangays, the findings showed that religious and community traditions remain the most commonly recognized cultural assets. Several respondents described these celebrations as regular community events that continue to preserve local traditions and strengthen community participation.

Cultural tourism resources emerged as the most prominent and frequently identified tourism assets across the barangays of Trece Martires City. The findings suggest that the city's tourism identity is strongly rooted in its cultural heritage, particularly through religious celebrations, patronal fiestas, community traditions, and local festivities that continue to be actively practiced. Nearly every barangay identified these cultural activities as significant attractions that foster community participation while drawing visitors throughout the year. Participants emphasized that these events serve as important expressions of local identity, preserve long-standing traditions, and provide opportunities to showcase the unique heritage of each barangay. The widespread presence of these cultural resources indicates their strong potential to support tourism promotion and strengthen the city's distinct tourism identity.

Religious celebrations honoring patron saints were the most commonly identified cultural resources. Participants explained that annual fiestas attract former residents, neighboring communities, and guests who participate in religious activities, cultural programs, and community

gatherings. Although these events are primarily intended for local communities, respondents believed they also possess tourism value because they reflect the city's cultural heritage.

One participant shared, "The barangay celebrates a yearly fiesta for their patron saint, Our Lady of Lourdes, where they conduct karakol processions. They also organize community games and activities during the fiesta celebration." (Respondent 1, Barangay Hugo Perez).

The findings are consistent with Pallega [13], who emphasized that cultural tourism resources possess strong tourism potential but may remain underutilized because of insufficient promotion. Likewise, the findings suggest that documenting cultural heritage can strengthen destination identity and enhance tourism promotion by highlighting authentic community experiences.

3.3 Historical Tourism Resources

Historical tourism resources were identified in fewer barangays compared to cultural and other tourism resources, indicating that historical attractions are relatively limited within Trece Martires City. Despite their small number, participants regarded these sites as valuable representations of the city's historical identity and local heritage. Respondents identified Mina Tunnel and Tulay na Bakal as notable historical resources that continue to reflect the city's past and hold cultural significance within their respective barangays. Their presence highlights the importance of preserving historical landmarks as tangible connections to local history and as potential attractions that can contribute to tourism promotion.

Participants explained that these sites represent important aspects of local history and serve as points of interest for visitors interested in the heritage of Trece Martires City. Despite their historical value, respondents noted that these attractions receive relatively little public attention and lack sufficient promotional efforts.

One participant explained, "Mina Tunnel was built in the 1800s as an underground water irrigation system in the Philippines." (Respondent 2, Barangay Cabezas).

Several participants also mentioned that historical tourism resources would become more attractive if supported by improved information materials, directional signage, and organized promotional activities.

The findings agree with Pallega [13], who emphasized that historical attractions may remain underutilized because of limited accessibility and promotion. Zhang and Long [14] similarly explained that destination attractiveness depends not only on the existence of tourism resources but also on their visibility and accessibility to potential visitors. Together, these findings highlight that the presence of historical and other tourism resources alone may not be sufficient to attract visitors without adequate accessibility and promotion.

3.4 Man-Made Tourism Resources

Participants likewise identified several manmade tourism resources distributed across different barangays, including recreational parks, viewing areas, and privately developed attractions. Among the most frequently mentioned were Sherwood Hills Golf Club, People's Park, and other community recreational facilities that residents considered attractive destinations for leisure and social activities.

Respondents explained that these attractions receive visitors because they provide recreational opportunities and organized spaces for family gatherings and community events. Compared with many natural resources, participants generally viewed man-made attractions as more accessible and better maintained.

One participant explained, "Yes, visitors also go to Sherwood Hills because of its marketing strategies and promotions." (Respondent 3, Barangay Cabezas).

The findings support Saragih *et al.*, [7], who explained that properly maintained tourism facilities contribute to destination competitiveness and improve visitor experiences.

3.5 Facility-Based Tourism Resources

Facility-based tourism resources were widely identified throughout the barangays and included restaurants, cafés, resorts, event venues, and recreational establishments. Participants frequently described these establishments as destinations visited not only by local residents but also by guests from neighbouring municipalities.

Respondents explained that these establishments contribute to tourism promotion because they encourage visitors to spend more time within the city while supporting local businesses and employment opportunities.

One participant shared, "The barangay has a food hub called Hampas Lupa Restaurant, which is becoming well-known because of its affordable food offerings." (Respondent 3, Barangay Osorio).

However, several respondents also mentioned that many establishments rely primarily on social media and word-of-mouth promotion, resulting in varying levels of public awareness.

The findings are consistent with Hesna *et al.*, [15], who emphasized that tourism-support facilities improve visitor satisfaction and strengthen destination attractiveness. Likewise, Lustan *et al.*, [16], noted that documenting tourism-related establishments enables local governments to identify resources that may support future tourism promotion initiatives.

3.6 Development Status

After identifying the tourism resources across the thirteen barangays, participants also described their present level of development. In the study, tourism resources were classified as developed or underdeveloped based on recurring participant descriptions regarding accessibility, maintenance, visitor activity, and the presence of supporting facilities. This classification was derived from participants' experiences and perceptions rather than official government classifications.

Most participants described several tourism resources as developed because they were accessible to visitors, regularly maintained, and capable of accommodating community activities. These attractions generally possessed basic facilities, established access roads, and were already recognized by local residents.

One participant shared, "The area continues to be developed and maintained." (Respondent 1, Barangay Hugo Perez).

Conversely, respondents identified several tourism resources as underdeveloped, particularly natural and historical attractions that lacked sufficient facilities, promotion, and maintenance. Participants explained that although these sites possessed tourism potential, they remained relatively unknown because of limited visibility and inadequate tourism support.

One participant explained, "The area is not yet fully developed because the roads and pathways still need improvement." (Respondent 1, Barangay Lallana).

These findings support Chams-Anturi *et al.*, [4], who emphasized that tourism resource inventories should consider not only the existence of tourism assets but also their characteristics and tourism potential. Similarly, Guzman *et al.*, [8], emphasized that understanding the strengths and limitations of tourism resources provides a stronger basis for identifying opportunities that may improve tourism promotion.

3.7 SWOT Analysis

Upon completing the documentation and assessment of tourism resources, the responses gathered from participants were organized and interpreted using the Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework. The analysis focused on recurring themes from participants' observations regarding the condition, accessibility, level of development, and tourism-related characteristics of the identified resources. Rather than evaluating Trece Martires City as a single tourism destination, the findings highlighted conditions and experiences observed within individual barangays. Through this analysis, the study identified factors that may influence tourism promotion and provided insights into how existing tourism resources may be utilized to support future promotional initiatives.

3.7.1 Strengths

The SWOT analysis showed that the tourism resources identified across the thirteen barangays already have existing features and strengths that may help support tourism promotion. Based on the responses of participants, the barangays have different types of tourism resources including natural attractions, historical sites, cultural activities, recreational areas, and tourism-related establishments. Among these, cultural resources such as fiestas, religious celebrations, and traditional activities appeared to be more visible because they continue to involve local residents and attract visitors during special occasions. Participants also shared that several attractions remain accessible through existing roads and transportation routes. Some tourism resources were further described as maintained and continuously used by the community, which helps preserve their value and relevance. These findings suggest that the identified tourism resources already provide opportunities to increase tourism awareness and strengthen local promotion efforts.

One participant in Barangay Aguado said, "Yes, they are visited by vloggers and were even featured in KMJS because of the Tatlong Tubo River".

3.7.2 Weaknesses

Although tourism resources were identified across the thirteen barangays, participants also described several weaknesses that limit their tourism promotion potential. Respondents commonly explained that many attractions receive limited promotion, causing them to remain less recognized outside their local communities. Because of this, public awareness of existing tourism resources remains low in some barangays despite the presence of attractions with tourism value. Participants also noted that several areas still lack tourism-support facilities and establishments that may improve visitor experience and encourage longer stays. Concerns regarding infrastructure and accessibility were likewise observed, particularly in attractions that require improvements in roads, pathways, and access routes. In addition, respondents mentioned that maintenance is not consistently practiced in some areas, resulting in reduced attractiveness and limited use of certain tourism resources. These findings suggest that the tourism potential of existing resources may remain limited unless supported by stronger promotion, improved facilities, increased awareness, and continued maintenance.

One participant from Barangay Lallana said, "The area is not yet fully developed because the roads and pathways still need improvement."

These findings are consistent with Pallega [13], who reported that tourism resources with significant potential may remain underutilized because of limited promotion and accessibility.

Similarly, Chams-Anturi *et al.*, [4], emphasized that tourism resource inventories should not only identify attractions but also evaluate their tourism potential and characteristics. The findings of the present study likewise indicate that documentation alone was insufficient unless accompanied by initiatives that improve the visibility of local tourism resources.

3.7.3 Opportunities

Tourism resources identified in the barangays also revealed several conditions that may create opportunities for stronger tourism promotion. Participants shared that some attractions remain underutilized but may receive greater attention through organized promotional efforts and wider public exposure. Respondents believed that social media platforms may serve as practical tools for increasing awareness and introducing local tourism resources to a larger audience. Participants also recognized that support from local government units through tourism related programs and promotional initiatives may improve the visibility of attractions across the barangays. Community participation was likewise viewed as important because local involvement may help maintain tourism activities and encourage continued promotion of local resources. Annual festivals, religious celebrations, and community events were also identified as opportunities to showcase local identity and attract visitors. In addition, participants recognized that partnerships among barangays, local stakeholders, and tourism offices may strengthen tourism planning and support future promotional activities. These findings suggest that existing tourism resources may gain greater recognition when supported by coordinated promotion and active community involvement.

One participant from Barangay Cabuco stated, “Yes, many visitors come through word of mouth and through vloggers posting on social media. Tourists usually engage in swimming, camping, and research activities.”

3.7.4 Threats

Some respondents expressed concern from threats like urbanization and increasing residential development, which may reduce available spaces for natural attractions. Neglect and lack of continuous maintenance were also identified as factors that may affect the condition and attractiveness of tourism resources. Participants further noted that low awareness among the public may lead to limited visitation, causing some attractions to lose interest over time. Environmental degradation, including natural wear and unmanaged surroundings, was also viewed as a threat to the quality and sustainability of these sites. In addition, competition from nearby destinations in Cavite was mentioned, as visitors may prefer more established or well-promoted attractions. Respondents also explained that natural calamities may further damage tourism resources and increase recovery costs.

A participant from Barangay Hugo Perez said, “Most of the trees and natural areas in the barangay have already been replaced by subdivisions” While another participant from Barangay Gregorio said “None. We used to have a river (Cañas River), but it is now inaccessible because it was not maintained”.

3.7.5 SWOT Analysis Table

The SWOT analysis showed that the tourism resources across the thirteen barangays have existing strengths that may support tourism promotion but also face several limitations that affect their current use and visibility. While participants recognized the value and diversity of local tourism

resources, they also emphasized the need for better promotion, improved facilities, and continued maintenance. At the same time, opportunities related to community participation and tourism promotion may help increase awareness of local attractions. Overall, the findings provide useful information that may serve as a basis for future tourism promotion initiatives in Trece Martires City, as presented in Table 1.

Strengths

Diverse tourism resources, including natural, cultural, historical, man-made, and facility-based resources; Active cultural traditions, including fiestas and religious celebrations; Existing visitor activity in several tourism resources; Accessibility through existing roads and transportation routes in some areas.

Weaknesses

Limited promotion of several tourism resources; Low public awareness outside local communities; Lack of tourism-support facilities in some areas; Infrastructure and accessibility limitations, particularly roads and pathways; Inconsistent maintenance of some tourism resources.

Opportunities

Greater promotion and public exposure of underutilized attractions; Use of social media to increase tourism awareness; Tourism-related programs and promotional initiatives from local government units; Increased community participation in tourism activities; Festivals, religious celebrations, and community events as promotional opportunities.

Threats

Urbanization and increasing residential development; Neglect and lack of continuous maintenance; Low public awareness and limited visitation; Environmental degradation and unmanaged surroundings; Competition from more established destinations in Cavite; Natural calamities that may damage tourism resources.

Table 1

SWOT analysis of tourism resources among the Barangays of Trece Martires City, Cavite

Strengths	Diverse tourism resources, including natural, cultural, historical, man-made, and facility-based resources; Active cultural traditions, including fiestas and religious celebrations; Existing visitor activity in several tourism resources; Accessibility through existing roads and transportation routes in some areas.
Weaknesses	Limited promotion of several tourism resources; Low public awareness outside local communities; Lack of tourism-support facilities in some areas; Infrastructure and accessibility limitations, particularly roads and pathways; Inconsistent maintenance of some tourism resources.
Opportunities	Greater promotion and public exposure of underutilized attractions; Use of social media to increase tourism awareness; Tourism-related programs and promotional initiatives from local government units; Increased community participation in tourism activities; Festivals, religious celebrations, and community events as promotional opportunities.

Table 1 (Continued)

Threats	Urbanization and increasing residential development; Neglect and lack of continuous maintenance; Low public awareness and limited visitation; Environmental degradation and unmanaged surroundings; Competition from more established destinations in Cavite; Natural calamities that may damage tourism resources.
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Based on the tourism resources identified during the interviews, the researchers developed a consolidated barangay-level inventory that organizes the tourism resources found across the thirteen barangays. The inventory classifies each identified tourism resource according to its barangay location, tourism resource category (natural, cultural, historical, man-made, or facility-based), current condition, and tourism promotion potential. By systematically organizing these tourism resources, the inventory provides a clearer representation of the tourism assets present within each barangay.

It highlights the unique attractions, cultural traditions, and tourism-related establishments that contribute to the tourism identity of each barangay. This organization allows local stakeholders to easily identify tourism resources that may be promoted individually or combined with nearby attractions to create tourism circuits and community-based tourism experiences.

The inventory also serves as a practical reference for tourism promotion by providing organized information that may assist the City Tourism Office, barangay officials, and other stakeholders in preparing promotional materials, planning tourism campaigns, and identifying tourism resources that deserve greater visibility. By consolidating the identified tourism resources into a single reference, the inventory supports future tourism promotion initiatives while encouraging continuous documentation and updating of barangay-based tourism resources as new attractions and tourism facilities emerge.

4. Conclusions

The study identified and classified the tourism resources found among the thirteen barangays of Trece Martires City. The findings revealed that the city possesses a variety of natural, cultural, historical, manmade, and facility-based tourism resources, with cultural resources being the most prominent due to the presence of religious fiestas and community traditions observed across several barangays. Although the quantity and type of tourism resources vary among the barangays, each community contributes unique tourism assets that collectively reflect the city's local identity and tourism potential. The SWOT analysis further showed that Trece Martires City possesses strengths that can support tourism promotion, particularly through its diverse tourism resources, active cultural traditions, and accessible tourism-related establishments. However, the findings also identified weaknesses and threats, including the limited promotion of some tourism resources and the underdeveloped condition of selected attractions, which may affect their visibility and appeal to visitors. Finally, the study successfully developed a barangay-level tourism resource inventory for tourism promotion, providing an organized compilation of the tourism resources identified throughout the study.

Based on these findings, it can be concluded that Trece Martires City possesses sufficient tourism resources that may be promoted to strengthen the city's tourism identity. Rather than the absence of tourism resources, the findings suggest that the greater challenge lies in increasing awareness and visibility of the attractions already existing within the barangays. The tourism resource inventory developed through the study demonstrates that organizing tourism resources at the barangay level may support more localized and inclusive tourism promotion efforts by highlighting attractions that are often less recognized in broader city promotions.

The findings of the study may benefit the City Tourism Office, barangay officials, and other tourism stakeholders by providing an organized reference that can support tourism promotion initiatives within Trece Martires City. The tourism resource inventory may serve as a useful guide in preparing promotional materials, tourism campaigns, and other destination marketing initiatives that showcase the unique tourism assets of each barangay. Since the study focused on thirteen barangays and relied primarily on qualitative data gathered from selected participants, future researchers may expand the inventory by including additional stakeholders, incorporating quantitative approaches, or conducting similar studies in other localities to further strengthen tourism promotion strategies.

5. Output

The primary output of the study was a Tourism Resource Inventory Among the Barangays of Trece Martires City as a basis for Tourism Promotion. The inventory was developed from the tourism resources identified through interviews with barangay officials and residents. It provides a consolidated record of tourism resources found across the thirteen barangays by organizing each resource according to its location, tourism resource category, current condition, and tourism promotion potential. As a research-based inventory, it is intended to serve as a reference that supports tourism promotion efforts by highlighting the unique tourism assets present within each barangay.

The output aims to provide a comprehensive barangay-based compilation of tourism resources in Trece Martires City that may serve as a reference for tourism promotion, destination marketing, and future updating of tourism records at the barangay level. To achieve this goal, the following objectives were established:

- To consolidate the tourism resources identified across the thirteen barangays of Trece Martires City into a single inventory.
- To classify each tourism resource according to its tourism resource category, development status, and tourism promotion potential.
- To provide an organized reference that may assist the City Tourism Office, barangay officials, and other stakeholders in tourism promotion activities.
- To support future tourism promotion initiatives by highlighting the unique tourism assets found within each barangay.

The Barangay-Level Tourism Resource Inventory serves as a consolidated reference of the tourism resources identified during the conduct of the study. The inventory organizes each tourism resource according to its corresponding barangay, tourism resource category, current development status, and tourism promotion potential. By including the tourism promotion potential of each resource, the inventory not only documents existing tourism assets but also identifies the type of tourism experiences that may be promoted, such as cultural tourism, nature-based tourism, heritage tourism, food tourism, or leisure tourism. This organized presentation provides a clearer overview of the tourism resources distributed across the thirteen barangays of Trece Martires City and may assist the City Tourism Office, barangay officials, and other stakeholders in developing promotional materials, destination branding initiatives, and tourism campaigns. As tourism resources continue to evolve, the inventory may also be periodically updated to reflect newly identified attractions, tourism facilities, and community-based tourism initiatives within the barangays.

Table 2

Barangay-level tourism resource inventory in Trece Martires City, Cavite

Barangay	Tourism Resource	Category	Condition	Tourism Promotion Potential
San Agustin	Puting Ilog River	Natural	Underdeveloped	Nature-Based Tourism
Luciano	Paliguang Bayan ng Luciano	Natural	Developed	Leisure Tourism
Lallana	Kubuhan River	Natural	Underdeveloped	Nature-Based Tourism
Osorio	Polunan River	Natural	Developed	Nature-Based Tourism
Conchu	Mayang Falls	Natural	Developed	Nature-Based Tourism
Conchu	Mahogany Falls	Natural	Developed	Nature-Based Tourism
Cabuco	Pasong Anday Falls	Natural	Developed	Nature-Based Tourism
Gregorio	St. Francis Fiesta	Cultural	Developed	Nature-Based Tourism
San Agustin	St. Judge Fiesta	Cultural	Developed	Festival and Religious Tourism
Luciano	St. Jude Fiesta	Cultural	Developed	Festival and Religious Tourism
Aguado	Black Nazarene Fiesta	Cultural	Developed	Festival and Religious Tourism
Lapidario	Sto. Niño Fiesta	Cultural	Developed	Festival and Religious Tourism
De Ocampo	San Isidro Fiesta	Cultural	Developed	Festival and Religious Tourism
Inocencio	St. Jude Fiesta	Cultural	Developed	Festival and Religious Tourism
Hugo Perez	Our Lady of Lourdes Fiesta	Cultural	Developed	Festival and Religious Tourism
Cabezas	San Isidro Labrador Fiesta	Cultural	Developed	Festival and Religious Tourism
Osorio	Miraculous Medal Fiesta	Cultural	Developed	Festival and Religious Tourism
Conchu	Immaculate Conception Fiesta	Cultural	Developed	Festival and Religious Tourism
Cabuco	Señor De La Paz Fiesta	Cultural	Developed	Festival and Religious Tourism
Hugo Perez	Tulay na Bakal	Historical	Underdeveloped	Historical/ Adventure Tourism
Cabezas	Mina Tunnel	Historical	Developed	Historical/Adventure Tourism
Gregorio	Mini Plaza de Gregorio	Man-made	Developed	Leisure Tourism
San Agustin	People's Park	Man-made	Developed	Leisure Tourism
Conchu	Barangay Arch/ Landmark	Man-made	Developed	Cultural Tourism
Cabezas	Sherwood Hills Golf Club	Man-made	Developed	Sports and Recreation Tourism
San Agustin	Queens Joy Resort	Facility-based	Developed	Leisure Tourism
Aguado	Giselle Resort	Facility-based	Developed	Leisure Tourism
Aguado	143 Resort	Facility-based	Developed	Leisure Tourism
Lapidario	Publico Restaurant	Facility-based	Developed	Culinary Tourism
Lapidario	Mama Lola Cafe	Facility-based	Developed	Culinary Tourism
Lapidario	Munti Cafe	Facility-based	Developed	Culinary Tourism
Lapidario	Villa Lucila Resort	Facility-based	Developed	Leisure Tourism
De Ocampo	Pitsop Cafe	Facility-based	Developed	Culinary Tourism

Table 2 (Continued)

Osorio	Hampas Lupa Food Hub	Facility-based	Developed	Culinary Tourism
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