



JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY-MOLO, INC.  
M.H del Pilar Street, Molo, Iloilo City Philippines

Tourism Spot in Santa Barbara, Iloilo

Submitted by:

Algallar, Rachelle Yvette R.

Cinco, Dianna Rose T.

Dimamay, CaileCydric M.

Elo, Jeffrey John S.

Samar, Sean Xavier

Poblador, Joshua

Submitted to:

DENZIL I. GALON, MBA-HRM, DBM-HM, DDM-ET

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## Executive Summary

This paper focuses to promoting the culture and the tourist spot of Santa Barbara. Tourism can bring both economic and quality-of-life benefits to communities. Rooted in historic preservation, one challenge is ensuring that the very places that contribute to heritage tourism are enhanced and not inadvertently altered or destroyed. This study is to know the way of living of the people in the community , in promoting the culture and the its pivotal role in the quest for freedom for the Ilonggo's - as retold in history books, to its heritage as manifested in centuries – old structures , surviving customs, traditional ways of life and gastronomy, No other town has contributed this much to Iloilo's history, economy and tourism than Santa Barbara. The tourist spots show the culture of Barbaranhon and the way of living of the people. In thinks case study we want to promote our town which is the Sta. Barbara Iloilo, Philippines.

## Introduction

Santa Barbara, officially the Municipality of Santa Barbara, is a 2<sup>nd</sup>class municipality in the province of Iloilo, Philippines. Santa Barbara has a rich cultural past that its people can be proud of. One can behold in awe the town's natural beauties for she is like a tourist paradise, dotted with scenic landmarks and replete with historic places. Known far and wide, Santa Barbara has contributed colorful and meaningful pages in our national history. She is famous not only for being a historic



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municipality but also as a sport-oriented community. Santa Barbara, the town "where football is". Located in the central plains of the province, approximately 16 kilometers away from the city, Santa Barbara boasts of her friendly, educated and hospitable people. And perhaps, this is the only town in the province which has a record of so many "first" and "bests".

Being known as one of the oldest institution in this town during the American time, Santa Barbara Central Elementary School has been chosen as one of the best schools in the province for it has contributed a lot in the progress and development of the community. Because of its panoramic location and rolling verdant hills, CadagmayanNorte of Santa Barbara was chosen as the ideal place for the 8<sup>th</sup> Boy Scout of the Philippines National Jamboree -- the first in Iloilo and in Western Visayas. Thousands of boy scouts, guests, visitors and dignitaries mushroomed all over the place for the whole week. It has also been the site of the camel motorcross competition twice, and has drawn a large number of crowds despite the distance and lack of regular transportation.

According to the 2015 census, it has a population of 60,215 people. Santa Barbara has a land area of 13,196 hectares (32,610 acres), ranks 29<sup>th</sup> as to size among the 43 municipalities of the province and occupies 1.5% of all lands in the Province of Iloilo. Almost 100% of Santa Barbara's land is cultivated and alienable or disposable.

The topography of Santa Barbara varies from slightly rolling hills to almost flat or gradually inclined plains, sliced by Tigum River at its centermost, which flows from the northwest to the southeast and the Aganan River in the southern section. One of the better restored and preserved churches in the province, Santa Barbara Church is an excellent example of the Filipino baroque colonial architecture. It is a neoclassical church where General Martin T. Delgado of the Visayan Revolutionary Government convened the junta that raised the first of cry revolution against Spain in Iloilo.



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The church was dedicated to the towns patron saint, Santa Barbara last December 3, 2015. It was also declared as a National Historical Landmark in 1991, National Museum in 2015, and Philippine National Treasure also in 2015 because of the importance of the church and convent in the history of the Philippines. This lies in the same site where the Filipino Flag was first raised outside Luzon.

The event is now popularity known as Cry of Santa Barbara, one which recognizes the heroism and bravery of General Martin T. Delgado and his Liberating Army. This marker is the anchor of the Town's important role in the Philippine History. One of the oldest landmarks in the town. Its facade bears the mark of the Spanish influence in the country and considered as one of the strongest structure in the town. It was constructed in 1845.

The Cry of Santa Barbara fueled the revolution in Visayas and Mindanao. Philippine history would have not been complete without the Ilonggos' display of bravery and heroism in defiance against Spanish oppressors. So important was the role of this uprising in Philippine history that Santa Barbara was the only municipality outside Luzon that was declared as a National Trunk Site on the Centennial Freedom Trail during the Philippine Centennial Celebration in 1998. Municipal Tourism Council proposed an innovation in the telling of "Cry" history-one which will catch the attention not only of local folks but that of foreign tourists, as well Thus, Kahilwayan Festival was launched in public during the 2001 "Cry" celebration. Kahilwayan is an Ilonggo term which means freedom or liberty, or independence and Kahilwayan Festival is a cultural festival in a dance-drama form which showcased the events that led to the historic uprising of the Ilonggos against Spain leading to its ultimate victory and freedom now known as the Cry of Santa Barbara. Hundreds of students from different contesting groups parade all over the town in colorful period costumes and revel in street dancing cum street theater to the tune of Marcha Libertador .

The highlight, however, is the dance-drama presentation depicting the events that led to the first Cry of Santa Barbara. Three major events are given emphasis in the storyline of the Kahilwayan Festival,



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first the bringing of saber and flag to Santa Barbara by Lt. Honorio Solinap and Tia Patron Gamboa; second is the use of Marcha Libertador as background music and the third is the hoisting of the Philippine Flag.

All these shall be witnessed in the course of every contesting group's performance. Basically, Santa Barbara is an agricultural town with 84.75% or 6,568.19 hectares (16,230.4 acres) devoted to agriculture. The rolling hills, amounting to 155.99 hectares (385.5 acres), are unsuitable to farming and are utilized as pasture and open grassland. The built-up areas within the poblacion and the barangay areas total 678.98 hectares (1,677.8 acres) or 8.761%. Also included in this category are the areas utilized for commercial, institutional purposes, parks and open space. Agro-industrial area is 101.928 has. or 1.315%, industrial area is .069 % or 5.330 has., utilities or roads comprise 150.853 has. or 1.946% . The area for the cemeteries is 4.720 has. or .061 % and bodies of water is 1.084% or 84 hectares. Santa Barbara was the first to revolt against an ancient stigma and belief when she accepted her role to host the Western Visayas Sanitarium for Hansenites.

Tourism is a the commercial organization and operation of vacations and visits to places of interest and dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

### **Outbound Tourism**

involving residents **traveling** in another country. mprises the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.



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Inbound tourism involving non- resident **traveling** in the given country is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and gaining money. The purpose of the travel is mostly leisure and very seldom for business.

### **Domestic tourism**

involving residents of the given country traveling only within this country. comprises the activities of residents of a given country travelling to and staying in places inside their residential.

### **Heritage**

Heritage is defined as the elements of our inherited past that we value. Heritage tourism is defined as tourism markets and the industry, which have evolved around heritage. There is a vital connection between heritage and tourism. Tourists get attracted to the places rich in cultural heritage. Heritage tourism is that form of tourism whose objective is, among other aims, the discovery of monuments and sites. It has become a more popular tourist activity to make visits to historical cultural heritage sites, in this electronic era. Culture, heritage, environment and tourism are interconnected and taking significant attention in the globe.