

TOURISM SAFETY AND SECURITY PRACTICES IN SITIO KANYAKAN, NORZAGARAY BULACAN

ABSTRACT

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This study explored the factors influencing pilgrimage and tourism at the National Shrine and Parish of the Divine Mercy in Marilao, Bulacan—one of the most prominent Catholic pilgrimage sites in the Philippines. Known for its spiritual significance and religious events, the shrine attracts a wide range of pilgrims and tourists from various cultural and demographic backgrounds. The research aimed to identify and analyze the motivations, experiences, and sociocultural factors that drive visitation to the site, contributing to a deeper understanding of faith-based tourism in the local context. This study employed a survey-based approach involving 100 pilgrims who visited the National Shrine and Parish of the Divine Mercy in Marilao, Bulacan, for both pilgrimage and tourism purposes. Data were collected through a structured questionnaire designed to gather information on respondents' demographic profiles, motivations for visiting, expectations before the visit, and levels of satisfaction with their pilgrimage and tourism experiences. The data provided insights into the factors influencing visitor behavior and perceptions at the site. The study revealed that the primary factors influencing pilgrimage tourism at the National Shrine and Parish of the Divine Mercy are spiritual growth, cultural exploration, and personal reflection. Survey responses indicate a high level of satisfaction among visitors regarding the shrine's facilities, services, and overall pilgrimage experience. These findings underscore the shrine's dual role as both a spiritual sanctuary and a significant cultural tourism destination. The findings suggest that the National Shrine and Parish of the Divine Mercy possesses a strong spiritual and cultural appeal that effectively supports both pilgrimage and tourism activities. Pilgrims' expectations are largely fulfilled by the shrine's facilities, services, and overall atmosphere, reinforcing its reputation as a meaningful religious destination. These insights highlight opportunities for sustainable tourism development that can further enrich the pilgrim experience, foster deeper community involvement, and promote responsible management of faith-based tourism in the region.

RECOMMENDED CITATION

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