

VOLUME OF SOLID WASTE ACCUMULATED BY GSC-MAIN CAMPUS: A DATA BASE FOR SOLID WASTEMANAGEMENT PROGRAM

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ABSTRACT

This study was conducted to determine the volume of solid waste accumulated by GSC Main Campus. The data gathered in the study was the actual weight of the classified waste as to non-biodegradable and biodegradable waste collected per week for five (5) consecutive months. The amount waste collected was recorded every week. Results showed that there was more biodegradable waste accumulated than the non-biodegradable wastes. Students, faculty and staff practice segregation of waste at source. Recyclable materials are recovered from the non-biodegradable waste before these dumped at the specific dumping site, and the GSC Main Campus has earned income from the recyclable materials recovered and sold at junk shops.

KEYWORDS: Solid waste, biodegradable, non-biodegradable

INTRODUCTION

Background of the Study

Nowadays, wastes are one of the major problems in our society. Anywhere you can see them, scattering along the roads, floating in the bodies of water as in the sea, in the river and the lake. It is unpleasant to the eye that they're scattered anywhere. These wastes were thrown by the residents in the community without their knowledge that these can be harmful not only to our environment but also to us as individuals. Wastes can cause pollution in air, water and the land. These problems are all caused by improper solid waste disposal. People do not practice solid waste segregation. They do not separate their garbage according to its usage.

When the solid wastes are not segregated, a large volume of garbage is handled for the collection and disposal; even an appropriate disposal system would be difficult to provide. Unsegregated solid waste in disposal sites poses environmental problems mainly air and water pollution. Segregated solid waste lessens expenditure on waste collection and disposal. Segregation enables solid waste to be more easily separated while in reusable materials out of the garden stream. The biodegradable waste can be buried or processed to become soil conditioner or fertilizers that can nourish soils in agricultural fields or gardens, the recyclables can be washed and sold to junk buyers. Segregation, composting and recycling could dramatically reduce the volume of solid waste that is dumped in disposable sites. Only residual waste, which is the non-compostable waste need to be discarded in landfill (GTZAHT SWMLGUS - Visayas leaflet).

Guimaras State College is an institution having a population of almost 2000; there is a great accumulation of waste in the campus when there is improper solid waste segregation. Thus, this study was conducted to gather baseline data to improve the practices in waste segregation; garbage problems have set forth a call for concerted efforts to improve our impoverished environment.

Statement of the Problem

This study aimed to determine the volume of solid waste accumulated by GSC Main Campus as baseline data for the Solid Waste Management Program of the College.

Specifically, this study sought answers to the following questions:

1. What is the volume of biodegradable wastes accumulated by GSC main Campus?
2. What is the volume of non-biodegradable waste accumulated by the GSC main Campus?
3. What is the volume of recyclable waste materials collected?
4. What is the cost and return analysis of selling recyclable wastes?

METHODOLOGY

This study used descriptive quantitative research methodology. It was originally developed in the nature of sciences to study natural phenomena. Quantitative Research seeks to quantify or reflect in the number the observations on the characteristics of the population being studied (David, 2000). Specifically, this study used actual weighing or observation of solid waste at GSC that is a direct indicator to explain the problem of solid waste management in the campus.

The data gathered in the study was the actual weights of the classified waste as to non-biodegradable waste collected per week for five (5) consecutive months. The amount of waste collected was recorded every week. The following steps were undertaken:

1. Prior to the gathering of data, campus-wide information dissemination campaign was done to practice segregation of solid waste.
2. Each classroom was provided with waste can labeled degradable and non-degradable so that students will be guided where to throw their garbage. Segregation at source must be practiced. Classrooms not following instructions will be monitored for appropriate action/guidance.
3. Utility personnel were assigned to gather, weigh and record data about the biodegradable and non-biodegradable wastes. Recyclable wastes were segregated and weighed separately and were presented to the researcher in charge to be sold to the junk shops, thus income was monitored.
4. Data Gathering was done three times a week for a period of five (5) months by that time; the researcher had enough baseline data for analysis.

RESULTS AND DISCUSSIONS

Volume of biodegradable wastes accumulated by GSC main campus

The data gathered were the volume of biodegradable waste accumulated by GSC Main Campus in a period of five (5) months from August, 2011 to December, 2011. Results revealed that in August, there are 1,250 kgs. of biodegradable wastes accumulated, in September, there are 1,421.20 kgs. in October, 1,359.45 kgs, in November, 1,310.54 kgs and in December, 1,446.30 kgs of biodegradable that are collected. Results further showed that the greatest volume of biodegradable waste accumulated was in the month of December followed by September, followed by October then in November and the least, was in August.

Result further implies that more biodegradable wastes were accumulated in December due to the more activities conducted in this month like holding of Christmas Party. In September, the volume of biodegradable waste is due to the conduct of the Intramural Meet.

Table 1. Volume of biodegradable waste accumulated by the GSC Main Campus

Course	Aug	Sept	Oct	Nov	Dec	Total
BIT	105.5	84	88	83	298.3	658.8
HRM	44.75	63.7	83.95	101.54	128.5	422.44
Admin/ CANTEEN	262	284	295	237	198	1276
BSBA	51.5	57	68.5	44	47.5	268.50
BED	391	483	461	446	333	2114.0
CRIM	51	23.5	35	40	77	226.50
InfoTech	55	55	91	218	212	631
EDUC	290	371	237	141	152	1191
TOTAL	1250.75	1421.20	1359.45	1310.54	1446.30	6788.24

Volume of non-biodegradable waste accumulated by the GSC main campus

Table 2 shows the volume of non-biodegradable waste accumulated by the GSC Main Campus in the period of August, 2011 to December, 2011. The greatest volume of non-biodegradable waste accumulated by the GSC Main Campus in August is 1, 112.83 kgs, in September, 1, 257.00 kgs, in October, 1, 010.15 kgs, in the month of November it is 909.25 kgs and in December the volume of non-biodegradable accumulated is 940.78 kgs. The data further revealed that the greatest volume of non-biodegradable waste accumulated at the GSC Main Campus is in September. This is followed by August; next is in October, then in December, and the least accumulation of non-biodegradable waste is in November, 2011.

The result implies that more non-biodegradable wastes were accumulated in September due to the holding of Intramural meet. It further implies that waste minimization especially the non-biodegradable waste is practiced by students, faculty and staff as shown in the decreasing accumulation of non-biodegradable waste in the later month of the survey.

Table 3 presents the volume of recyclable waste materials collected in a period of five (5) months from August, 2011 to December, 2011. The results show that in August, there are 28.50 kgs. of recyclable waste materials collected, in September 38.50 kgs., for October, 26.00 kgs., in November 13.00 kgs. and in December, 13.50 kgs. Result further revealed that the greatest collection of recyclable waste materials was in September and the least was in November.

This implies that more recyclable waste materials were used in September due to more activities conducted in this month like the intramural Meet. As there are more activities, there is more accumulation of wastes in which one is recyclable materials.

This further implies that there is a practice of segregation of wastes in GSC Main Campus as reflected in the data gathered where recyclable materials have been separated from the biodegradable and non-biodegradable wastes. Usage of recyclable materials has been minimized as shown in the decrease in the volume of recyclable waste collected in the later months of survey.

Table 2. Volume of non - biodegradable waste accumulated by the GSC main campus

Course	Aug	Sept	Oct	Nov	Dec	Total
BIT	56	69	48	31	184.28	388.28
HRM	28.25	41	54.65	36.75	26.5	187.15
Admin/ CANTEEN	233.5	236	239	233	185	1126.50
BSBA	39.5	61.5	61.5	29.5	14	206.00
BED	397	470	379	350	227	1823.00
CRIM	3	2.5	3.5	7	22	38.00
InfoTech	101	101	71	102	156	531.00
EDUC	254.58	276	153.5	120	126	930.08
TOTAL	1112.83	1257	1010.15	909.25	940.78	5300.01

Table 3. Volume of recyclable waste materials collected in period of five months

Course	Aug	Sept	Oct	Nov	Dec	Total
BIT	0	0	0	0	0	0.00
HRM	1	0	0	0	0	1.00
Admin/ CANTEEN	6.5	9	11	5	6	37.5
BSBA	0	2	0	0	0	2.00
BED	21	27.5	15	8	7.5	79.00
CRIM	0	0	0	0	0	0.00
InfoTech	0	0	0	0	0	0.00
EDUC	0	0	0	0	0	0.0
TOTAL	28.5	38.5	26	13	13.5	119.5

Table 4 shows the value of sold recyclable waste materials collected at GSC Main Campus. Data shows that in period of five (5) months, from August, 2011 to December, 2011 the total cost of recyclable waste materials sold in junk shops amounted to one thousand four hundred thirty-four pesos (Php. 1,434), from the total volume of 119.50 kgs. Of recyclable waste materials sold at Php. 12.00 per kilogram in junk shops. Data revealed that in August, the cost is three hundred forty-two pesos (Php. 342.00). In September it amounted to four hundred sixty-two pesos (Php. 462.00), for October, it is three hundred twelve pesos (Php. 312.00), November it is one hundred fifty-six pesos (Php. 156.00) and in December the cost of recyclable waste materials amounted to one hundred sixty-two pesos (Php. 162.00). The results further reveal that the highest cost of sold recyclable waste materials in September due to more recyclable waste materials collected and the least is in November having the least collected recyclable waste materials. This further implies that the more recyclable waste materials collected, the greater is the amount collected from the sale of recyclable materials. In recovering recyclable materials from other wastes, really "may pera sa basura" and at the same time reducing the bulk of wastes dump at specific site.

Table 4. Cost of sold recyclable waste materials collected at GSC Main Campus in pesos

Course	Aug	Sept	Oct	Nov	Dec	Total
BIT	0	0	0	0	0	0
HRM	12.0	0	0	0	0	12.0
Admin/ CANTEEN	78.0	108.0	132	60.0	72.0	450.0
BSBA	0	24	0	0	0	24.0
BED	252.0	330.0	180.0	96.0	90.0	948.0
CRIM	0	0	0	0	0	0
InfoTech	0	0	0	0	0	0
EDUC	0	0	0	0	0	0
TOTAL	342.0	462.0	312.0	156.0	162.0	1,434.0

Table 5 shows the summary of volume of waste (biodegradable, non-biodegradable and recyclable) accumulated at the GSC Main Campus in the period of five (5) months from August 2011 to December 2011. Results revealed that as a whole at GSC Main Campus there were 1,250.75 kgs. of biodegradable collected, 1,421.20 kgs in September, 1,359.45 kgs. in October, 1,310.54 kgs. in November and 1,446.30 kgs in December. It is shown that it is December where there was the greatest accumulation of biodegradable wastes and least in August. Data further revealed that for non-biodegradable, the greatest accumulation was in September and least in November. For recyclable wastes, the greatest accumulation was in the month of September and least in November.

This implies that when the non-biodegradable wastes are in great volume more recyclable materials are collected. The use of non-biodegradable materials has been minimized which shows that in the campus, there is a practice of reducing the use of non-biodegradable wastes.

Table 5. Summary of volume of wastes accumulated at the GSC Main Campus in kilogram

Course	Aug	Sept	Oct	Nov	Dec	Total
Biodegradable	1,250.75	1,421.2	1,359.54	1,310.54	1,446.3	6,788.24
Non-Biodegradable	1,112.83	1,257.0	1,010.15	909.25	940.78	5,230.50
Recyclable	28.50	38.50	26.00	13.00	13.50	119.50

Volume of wastes accumulated per school

Fig. 1 shows the volume of biodegradable and non-biodegradable wastes accumulated in the School of Industrial Technology for five (5) months from August 2011 to December 2011. It shows that for the month of August, the students, faculty and staff in the School of Industrial Technology have accumulated 105.50 kgs. of biodegradable and 56 kgs. of non-biodegradable wastes. In September, the wastes they have accumulated is 84 kgs. of biodegradable and 69 kgs. of non-biodegradable wastes. For the month of October, they have accumulated 88 kgs. of biodegradable and 48 kgs. of non-biodegradable and 31 kgs. and in December, 298.30 kgs. of biodegradable and 184.28 kgs. of non-biodegradable wastes were accumulated. It is further shown that in the school of Industrial technology, the greatest volume of wastes (biodegradable and non-biodegradable) accumulated was in December and least in November.

This implies that the accumulation of non-biodegradable wastes is minimal which shows that the students, faculty and staff in the School of Industrial Technology practice wastes minimization specifically the non-biodegradable wastes.



Fig. 1 Garbage accumulated in the School of Industrial Management

Fig. 2 presents the volume of wastes (biodegradable and non-biodegradable) in the School of Hotel and Restaurant Management for the period of five months from August 2011 to December 2011. The graph shows that in August, in the School of HRM, 44.75 kgs. of biodegradable and 28.25 kgs. of non-biodegradable wastes were accumulated. In the month of September, 63.70 kgs. of biodegradable and 41 kgs. of non-biodegradable were accumulated. For the month of October, the students, faculty and staff in the School of HRM have accumulated 83.95 kgs. of biodegradable and 54.65 kgs. of non-biodegradable wastes. In November, 101.54 kgs. of biodegradable and 36.75 kgs. of non-biodegradable wastes were accumulated and in December, 128.50 kgs. of biodegradable and 26.50 kgs. of non-biodegradable were accumulated. It is further shown that it is in December where the greatest volume of biodegradable waste was accumulated and in October is the greatest accumulation of non-biodegradable wastes in the School of HRM.

It implies that in the accumulation of wastes, the non-biodegradable wastes are minimal as compared to the biodegradable wastes which show that the students, faculty and staff are knowledgeable of the proper ways of protecting the environment.

Figure 3 shows the wastes (biodegradable, non-biodegradable and recyclable) accumulated at the Administration Building and the Canteen. It shows that in August, the biodegradable wastes accumulated at the administration building and canteen is 262 kgs; non-biodegradable is 233.50 kgs. and the recyclable is 6.5 kgs. In September, 284 kgs. of biodegradable, 236 kgs of non-biodegradable and 9 kgs. of recyclable materials. For the month of October, 295 kgs. of biodegradable, 239 kgs. of non-biodegradable and 11 kgs. of recyclable were collected. In November, 237 kgs. of biodegradable, 233 kgs. of non-biodegradable and 5 kgs. of recyclable were accumulated while in December, 198 kgs. of biodegradable, 185 kgs. of non-biodegradable and 6 kgs. of recyclable waste materials. It is further shown that the accumulation of non-biodegradable is as much as that of the biodegradable and the increase in wastes, increase the recyclable materials recovered. This implies that the operation of the canteen still uses more non-biodegradable materials which shows the reduction of wastes is not fully practiced.

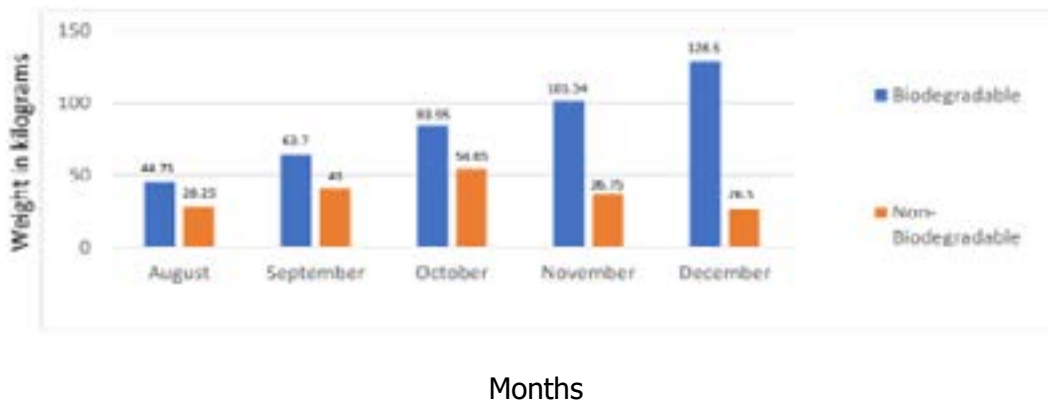


Fig. 2 Garbage accumulated in the School of Hotel and Restaurant Management



Fig. 3 Garbage Accumulated in the Administration Building & College Canteen

Figure 4 illustrates the volume of biodegradable, non-biodegradable and recyclable wastes accumulated at the School of Business Administration in the period of five (5) months from August 2011 to December 2011. It shown that in August at the School of Business Administration, 51.5 kgs. biodegradable, 39.5 kgs. of non-biodegradable and no recyclable wastes were accumulated. For the month of September, 57 kgs of biodegradable, 61.5 kgs of non-biodegradable and 2 kgs. of recyclable were collected. In October 68.5 kgs biodegradable, 61.5 kgs of non-biodegradable and no recyclable waste were gathered. In November there were 44 kgs of biodegradable, 29.5 kgs. of non-biodegradable and no recyclable materials accumulated and in December, 47.5 kgs. of biodegradable, 14 kgs. of non-biodegradable with no recyclable wastes were accumulated.

It further shows that in the School of Business Administration, the greatest accumulation of biodegradable wastes was in October while it was in September where there was the greatest accumulation of non-biodegradable wastes. The least accumulation of biodegradable was in November while it is in December where the accumulation of on-biodegradable is least. There were recyclable materials, recovered only in September in the month where the non-biodegradable wastes are more.

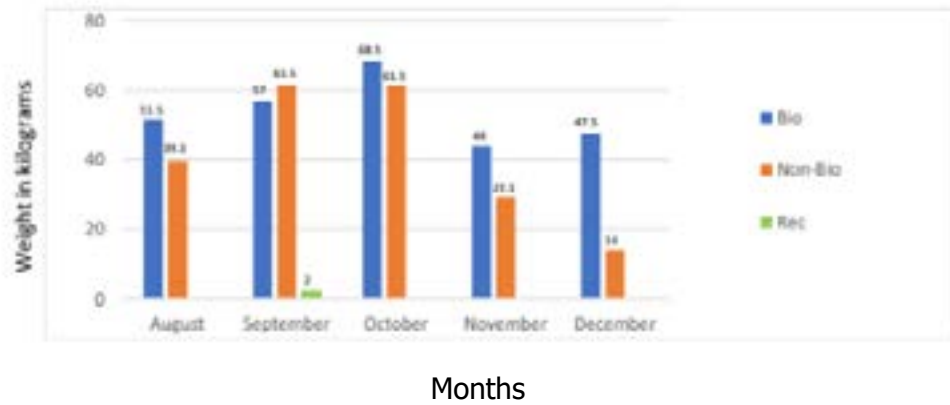


Fig. 4 Garbage Accumulated in the School of Business Canteen Administration

Figure 5 presents the wastes (biodegradable, non-biodegradable and recyclable) at the Basic Education department for a period of five (5) months from August 2011 to December 2011. It shows that in the month of August, there were 391 kgs. of biodegradable, 397 kgs of non-biodegradable and 21 kgs. of recyclable materials collected. For September, 483 kgs. of biodegradable collected, 470 kgs. of non-biodegradable and 27.50 kgs. of recyclable materials. In October, 461 kgs. of biodegradable, 379 kgs. of non-biodegradable and 15 kgs. of recyclable that were collected. In the month of November, there were 446 kgs. of biodegradable, 350 kgs. of non-biodegradable and 8 kgs. of recyclable wastes accumulated and in December, 333 kgs. of biodegradable, 227 kgs. non-biodegradable and 7.5 kgs. recyclable wastes were collected. Results further revealed that there was a decreasing use of non-biodegradable wastes in the later months at the Basic Education Department, which also resulted to a decrease in the recovered recyclable materials.

It implies that students, faculty and staff in the department are aware of the need of limiting the use of non-biodegradable wastes.



Fig. 5 Garbage Accumulated in the School of Basic Education

Figure 6 shows the biodegradable, non-biodegradable and recyclable wastes accumulated at the School of Criminology in the period of five (5) months from August 2011 to December 2011. It is shown that in the month of August 51 kgs. of biodegradable wastes that were collected and 3 kgs. of non-biodegradable. For September, 23.5 kgs biodegradable and 2.5 kgs. of non-biodegradable were accumulated; in October, 35 kgs. biodegradable and 3.5 kgs non-biodegradable. in November 40 kgs. of biodegradable and 7 kgs. of non-biodegradable while in December, 77 kgs. of biodegradable and 22 kgs. non-biodegradable wastes. It is further shown that no recyclable materials were recovered from the non-biodegradable wastes collected and the non-biodegradable wastes accumulated was minimal.

This implies that students, faculty and staff at the School of Criminology are not great generators of non-biodegradable wastes.



Fig. 6 Garbage Accumulated in the School of Criminology

Figure 7 shows that the volume of wastes (biodegradable , non - biodegradable and recyclable) accumulated in the School of Information Technology in five (5) months from August 2011 to December 2011 . It is shown that from August and September , the same amount of biodegradable wastes accumulated , 55 kgs . and also , the non - biodegradable wastes , 101 kgs . In October , there were 91 kgs . of biodegradable and 71 kgs . of non - biodegradable wastes . For November , 218 kgs . of biodegradable and 102 kgs of non - biodegradable wastes and in December , 212 kgs . of biodegradable and 156 kgs . of non - biodegradable with no recyclable materials recovered from the wastes . There are more non - biodegradable wastes generated at the School of Information Technology .

This implies that students and personnel in the Information Technology are generators of non - biodegradable wastes due to the nature of the course offered which uses materials that cannot be decomposed .

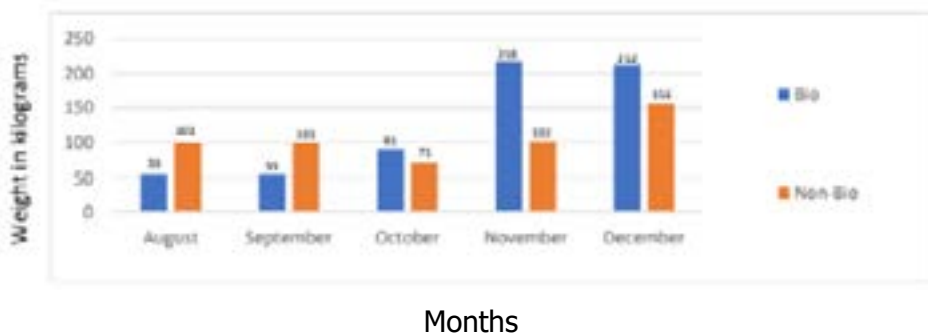


Fig. 7 Garbage Accumulated in the School of Information Technology

Figure 8 presents the volume of biodegradable, non-biodegradable only collected in the School of Education in five (5) months from August 2011 to December 2011. It shows that the greatest volume of accumulated biodegradable wastes is in September and least in November. For the non-biodegradable, greatest accumulation is in September and least in November. It is further shown that in a month where the biodegradable wastes are great the non-biodegradable were in great volume also the same with the non-biodegradable wastes. It implies that waste accumulation in the School of Education has been minimized as shown in the decreasing volume of wastes especially the non-biodegradable.



Fig. 8 Garbage Accumulated in the School of Education

CONCLUSIONS

Based on the findings revealed in the study, the following conclusions were drawn:

1. In the GSC main campus, more biodegradable wastes are accumulated than the non-biodegradable wastes.
2. Segregation of wastes at source is practiced by students, faculty and staff.
3. Recyclable materials are recovered from the non-biodegradable wastes before these are dumped at the specific dumping site.
4. GSC Main Campus has earned income from the recyclable materials recovered and sold at junk shops.

RECOMMENDATIONS

Based on the findings and conclusions of the study, the following recommendations are suggested:

1. Students, faculty and staff at GSC Main Campus must continue the waste segregation practices.
2. Improvement of the waste minimization activity especially the reduction in usage of non-biodegradable wastes.
3. Improvement of the recovery mechanism to recover all recyclable materials before dumping the non-biodegradable wastes at the specified site.
4. Development of an institutional production program that would utilize recyclable materials in producing valuable products.
5. Development of IGP from waste.
6. GSC Main Campus to develop a comprehensive solid waste management program.

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**LEVEL OF AWARENESS AND ACCEPTANCE OF THE GUIMARAS STATE COLLEGE (GSC)
VISION AND MISSION, GOALS AND PROGRAM OBJECTIVES OF THE
SCHOOL OF INFORMATION TECHNOLOGY**

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ABSTRACT

This study aimed to determine the level of awareness and acceptance of the students, faculty, parents and selected members of the community of the Guimaras State College Vision and Mission, Goals and Program Objectives of the School of Information Technology for Academic Year 2011-2012. There is a significant relationship that existed between the level of acceptance and awareness of the VMGO of the GSC-School of Information Technology. This implies that the level of awareness of a respondent tends to compliment with his level of acceptance of the VMGO which means that the more he/she is aware of the VMGO, the more he/she would likely to accept it. The School of Information Technology should strengthen the efforts of disseminating the VMGO among various stakeholders in the community most especially by its faculty and staff management to instill full awareness and acceptance of the VMGO of the college among students, faculty and community members and parents of the students.

KEYWORDS: VMGO, level of acceptance, level of awareness

INTRODUCTION

Background of the Study

The Guimaras State College in Buenavista, Guimaras was created to R.A.9138 on the June 8, 2001 and through BOT Resolution # 13-2005 the School of Information Technology was approved to be offered effective June 2005. Since 2005, the School of Information Technology is at the forefront of academic and non-academic excellence at Guimaras State College. Gearing for the 21st century, it hones students to become globally competitive professionals and highly skilled workers and computers experts in the field of Information Technology.

In order to perform the complex functions required of Information Technology Departments today, the modern Information Technology Department would use computers, servers, database management systems, and cryptography. The department would be made up of several Systems Administrators, Database Administrators and at least one Information Technology Manager.

This task forces whose functions are considered delicate and serve us the back bone of today's information superhighway, a direction and clear definition of the world ahead of them should be well crafted - a vision, mission, goals and objectives.

Setting and achieving goals are overall the most underestimated skills for success in college. Often the results of poor goals setting and achievement skills are low motivation, lack of direction and performance below one's potential. Other outcomes are often unnecessarily low grades, frustrations, discouragement, and sometimes leaving college. The ability to set and achieve goals in college is so important that without it, it's difficult perhaps impossible; to feel motivated to learn what's necessary to succeed or excel. It specifies clearly what is to be achieved. This is vital because it provides a target and direction and permits students to see progress and degree of achievement. Without clearly defined educational goals, it is normal to experience feeling of stagnation, low motivation, and lack of purpose. Clearly defined goals identify something

desired and provide direction toward a chosen target. It defines a plan of action for the process of achieving. The plan of action provides a map, a guide, a visible pathway to goals. When there is no plan for achievement, it is normal to experience discouragement, succumb to distractions, or feel lost. It acts as a continuous progress report on how well you are doing as you move toward chosen goals. A progress report is vital because it provides immediate and regular feedback to help you discover if you are on or off course toward short and long-term goals. If goals have not been defined and a plan of action developed, there can be "going forward" because there is no way to tell which way is forward. Without goals, humans are like leaves blowing in the wind. Forward is whichever way the wind happens to blow. Like a leaf in the wind, people without goals are not in control of their destiny but someone or something else is.

The vision encompasses the institution's dreams; the mission statement reflects the general overall directives where the institution is trying to achieve; objectives and policies in turn reflects the manifold interest that have to be satisfied for the mission to be accomplished. The vision, mission, goals and objectives should be understood, accepted and assimilated by all stakeholders.

Guimaras State College is committed to serving the people of the island province of Guimaras and the neighboring places. Its operation is guided by its vision, mission, goals and objectives.

Ideally, students ought to be aware of the institution's vision, mission, goals and program objectives. Likewise, they need to understand and accept these to guide them to perform as expected and eventually reach their goals and expectations of the college. However, it is observed that the majority of the population is not aware of the vision, mission, goals and objectives of the college, or if they are, they have not fully come to realize the importance of living up to its ideals. Because of the foregoing reasons, the researchers were motivated to conduct the study.

Statement of the problem

This study aimed to determine the level of awareness and acceptance of the B.S. Information Technology students of the Guimaras State College for the 1st Semester, AY 2011-2012 about the vision, mission of the college, goals and objectives of the School of Information Technology.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents as to:
a. age b. sex c. civil status d. course
2. What is the level of awareness of the VMGO of GSC as whole and according to variables of age, sex, civil status and course?
3. What is the level of acceptance of the VMGO of GSC as whole and according to variables of age, sex, civil status and course?
4. What are the sources of information on the GSC vision, mission, goals and objectives of the School of Information Technology?
5. Is there a significant relationship between the level of awareness and acceptance of the VGMO of the Guimaras State College?

Theoretical Framework

The most fundamental of all the ten (10) areas to be surveyed in the accreditation of higher education is an area of vision, mission, goals and objective. Everything in SUC is justified only to the extent that it realizes its avowed mission, goals and objectives. It is essential, therefore, for the SUC to draw up for itself the mission, goals and objectives that express its philosophy of education and training that should pervade its operation. The college is judged not in comparison with others, but by the degree to which the mission, goals and objectives are attained. (AACCUP Master Survey Instrument, 2005).

The vision is the state the institution hopes to become in the future. The VMGOs represent the hierarchy of aims of the institution. The mission refers to the mandate/aim of the whole state college or university. The goals are the aims of the hierarchical structure below the SUC, i.e., the academic college/school and the objectives are the aims at the level of the program, i.e., what the program hopes to produce. (AACCUP Master Survey Instrument, 2005)

The SUC shall define its mission in accordance with its development mandate and thrusts of the government.

It should be demonstrated that the defined program objectives are listed to the Goals and the latter to the Mission of the Institution. On a long-term perspective, the accomplishment of the Mission will lead to the realization of the Vision of the institution. The activities and projects that are carried out should directly contribute toward the achievement of the program outcomes. (AACCUP Master Survey Instrument, 2005)

It is expected that the institution disseminates and works for the acceptance of the vision, mission, goals and objectives. Likewise, it is good practice that the faculty, non-teaching staff, students, linkages, people in the community and other stakeholders are involved in the formulation, review and/or revision of the VMGOs in order to facilitate awareness and acceptance. (AACCUP Master Survey Instrument, 2005).

METHODOLOGY

This study used the descriptive-survey research design. The respondents of this study were a total of 323 consisting of 239 students, 22 faculty members from the Guimaras State College, 24 community members, and 38 parents. The sample size was determined using Slovin's since the population was too large to be managed by the researcher. The lists of students, teachers, community and parents were gathered. These lists became the sampling frame for the study. The respondents were selected randomly from each identified location. The researchers personally distributed to the respondents the researcher-made questionnaire duly validated and tested for reliability. The questionnaire has two parts; first part solicits the personal profile/information of the respondents while the second part will be the questionnaire proper which consist of (a) Level of Awareness (b) Level of Acceptance, and (c) Source of Information. The respondents were asked to respond to each item in the questionnaire by indicating check mark (V) on the space corresponding their choices of any of the following responses: "very much aware"; "very aware"; "aware"; "slightly aware"; and "not aware" for the Level of Awareness and "very much accepted"; "very accepted"; "accepted"; "slightly accepted"; and "not accepted" for the Level of Acceptance. Each response was given a weight of 5, 4, 3, 2, and 1 respectively.

The statistical tools used in this study were frequency, frequency distribution, percentage, mean and Pearson's (r) Coefficient.

RESULTS AND DISCUSSIONS

Profile of the respondents

Table 1 presents the profile of the respondents as to age, sex, civil status and course. The result revealed that out of 323 respondents, 21 (62.2%) have ages ranging from 16 to 27 years old, followed by (71, 22%) who did not indicate their age, 26 (8%) were 40 to 51 years old, 28 (8.6%) were 28-39 years old and 14 (4.3%) at above 51 years old.

In terms of sex, results revealed that most of the respondents are female (200 or 61.9% out of 323), 108 (33.4%) were male, and 15 (4.6%) did not indicate their sex.

For civil status, majority of the respondents were single, 259 (83.9%), 51 (15.8%) were married, 12 (3.7%) did not indicate their civil status and only 1 was (.3%) separated.

As to course of the respondents, result revealed that 69 (21.4%) out of 323 respondents did not indicate their course. This was followed by BSBA 56 (17.3%) and Information Technology 54 (16.7%) having almost the same number of respondents, the same as with BSCRIM 42 (13.0%) and BSHRM 41 (12.7%). BIT and BSED/BEEEd had the least respondents with 32 (9.9%) and 29 (9.0%) respectively.

Table 1. Profile of the respondents

Variable	f	%
Age		
16-27 years old	201	62.2
28-39 years old	11	3.4
40-51 years old	26	8
Above 51 years old	14	4.3
Did not indicate	71	22.0
Total	323	100.0
Sex		
Male	108	33.4
Female	200	61.9
Did not indicate	15	4.6
Total	323	100.0
Civil Status		
Single	259	83.9
Married	51	15.8
Separated	1	0.3
Did not indicate	12	3.7
Total	323	100.0
Course		
BSBA	56	17.3
BSHRM	41	12.7
BSed / BEED	29	9.0
BSCrim	42	13.0
BIT	32	9.9
BS Infotech	54	16.7
Did not indicate	69	21.4
Total	323	100.0

Level of awareness of the VMGO of GSC as a whole and when classified according to the variables age, sex, civil status, and course.

Data in Table 2 shows the level of awareness of respondents when taken as a whole. The result revealed that the respondents are "very much aware" of the vision and mission of Guimaras State College, while as to the goals and program objectives of Information Technology, they were "very aware."

Table 2. Level of awareness VMGO of GSC as a whole

Category	Mean	Sd	Interpretation
Vision of GSC	4.44	.784	Very Much Aware
Mission of GSC	4.44	.788	Very Much Aware
Goal of Info Tech	3.90	1.044	Very Aware
Objectives of Info Tech	3.88	1.026	Very Aware
Total	4.17	.767	Very Aware

Scale : 1.00-1.79 Not Aware (NA) , 1.80-2.59 Slightly Aware (SA) , 2.60-3.39 Aware (A) , 3.40-4.19 Very Aware (VA) , 4.20-5.00 Very Much Aware (VMA)

Data in table 3 shows the level of awareness of the respondents when classified according to the variable age. It was found out that the respondents with ages ranging from 16-27 years old, 28-39 years old, and 40-51 years old were "very much aware" of the Vision, Mission of GSC as well as the Goals & Objectives of the School of Information Technology. On the other hand, those at age above 51 and those who did not indicate their response were "very aware" of the VMGO. This implies that most of the young and middle-aged respondents are very much aware of VMGO compared to the old age group. The respondents, when grouped according to the variable age, revealed that their level of awareness of the VMGO was "very aware."

Table 3. Level of awareness of the VMGO of GSC as classified according to age

	Mean	N	Sd	Interpretation
Age				
16-27 years old	4.29	201	.734	Very Much Aware
28-39 years old	4.30	11	.416	Very Much Aware
40-51 years old	4.29	26	.848	Very Much Aware
Above 51 years old	4.05	14	.952	Very Aware
Did not indicate	3.78	71	.720	Very Aware
Total	4.14	323	.767	Very Aware

Scale : 1.00-1.79 Not Aware (NA) , 1.80-2.59 Slightly Aware (SA) , 2.60-3.39 Aware (A) , 3.40-4.19 Very Aware (VA) , 4.20-5.00 Very Much Aware (VMA)

Data in Table 4 presents the level of awareness of the respondents in terms of sex. It was found out that both male and female were "very aware" of the Vision and Mission of GSC, and the Goals & Objectives of School of Information Technology. On the other hand, result for those who did not indicate their sex revealed that they were "very much aware." When grouped according to the variable sex, the respondents were "very aware" of the VMGO.

Table 4. Level of awareness of the VMGO of GSC as classified according to sex

	Mean	N	Sd	Interpretation
Sex				
Male	4.10	108	.796	Very Aware
Female	4.19	200	.757	Very Aware
Did not indicate	4.23	15	.716	Very Aware
Total	4.17	323	.767	Very Aware

Scale : 1.00-1.79 Not Aware (NA) , 1.80-2.59 Slightly Aware (SA) , 2.60-3.39 Aware (A) , 3.40-4.19 Very Aware (VA) , 4.20-5.00 Very Much Aware (VMA)

Data in Table 5 shows the level of awareness of the respondents when classified according to the variable civil status. It was found out that single respondents and those who did not indicate their response were "very aware", married respondents were "very much aware" and separated respondents were "slightly aware". When grouped according to the variable civil status, the respondents were "very aware" of the Vision and Mission of GSC, and the Goals & Objectives of the School of Information Technology.

Table 5. Level of awareness of the VMGO of GSC as classified according to civil status

	Mean	N	Sd	Interpretation
Civil Status				
Single	4.18	259	.749	Very Aware
Married	4.21	51	.744	Very Much Aware
Separated	2.00	1	-	Slightly Aware
Did not indicate	3.85	12	1.014	Very Aware
Total	3.56	323	.767	Very Aware

Scale : 1.00-1.79 Not Aware (NA) , 1.80-2.59 Slightly Aware (SA) , 2.60-3.39 Aware (A) , 3.40-4.19 Very Aware (VA) , 4.20-5.00 Very Much Aware (VMA)

Data in Table 6 shows the level of awareness of the respondents when classified according to course. It was found out that BS Information Technology and BIT students were "very much aware" of the VMGO. On the other hand, BSBA, BSHRM, Education, and those who did not indicate their course were "very aware" of the Vision and Mission of GSC, and Goals and Objectives of School of Information Technology. Those who did not indicate their course were the faculty members and probably some of the respondents coming from the members of the community and parents. The number of the students exceeds the total number as stated in the respondents of the study since the questionnaires were distributed randomly and there were identified members of the community or parents who were at the same time students during the conduct of the study. The respondents, when grouped according to the variable course, revealed that they were "very aware" of the Vision and Mission of GSC, and Goals and Objectives of School of Information Technology.

Table 6. Level of awareness of the VMGO of GSC as classified according to course

	Mean	N	Sd	Interpretation
Course				
BSBA	4.15	56	.800	Very Aware
BSHRM	4.00	41	.503	Very Aware
Educ	3.59	29	.572	Very Aware
BSCrim	3.92	42	.742	Very Aware
BIT	4.34	32	.893	Very Much Aware
BS Infotech	4.74	54	.406	Very Much Aware
Did not indicate	4.14	69	.833	Very Aware
Total	4.13	323	.767	Very Aware

Scale : 1.00-1.79 Not Aware (NA) , 1.80-2.59 Slightly Aware (SA) , 2.60-3.39 Aware (A) , 3.40-4.19 Very Aware (VA) , 4.20-5.00 Very Much Aware (VMA)

Level of acceptance of the VMGO of GSC as a whole and when classified according to the variables age, sex, civil status, and course

Data in table 7 shows the level of acceptance of respondents when taken as a whole. The result revealed that the respondents' level of acceptance obtained an overall mean of 4.30 interpreted as "very much accepted."

Table 8 shows the level of acceptance of the respondents when classified according to age. It was found out that the responses of the respondents aging 16-27 years old, 28-39 years old, and 40-51 years old were interpreted as "very much accepted", while those aging 51 years old and above and those who did not indicate their age have a level of acceptance interpreted as "very accepted". The respondents' responses on the level of acceptance of the vision and mission of GSC and the goals and objectives of School Information Technology when grouped according to the variable age was interpreted as "very much accepted" (M=4.30).

Table 7. Level of acceptance of the vision mission and goals and objectives of the School of Information Technology as a whole

Category	Mean	Sd	Interpretation
Vision of GSC	4.56	0.647	Very Much Accepted
Mission of GSC	4.55	0.673	Very Much Accepted
Goal of Info Tech	4.07	0.933	Very Accepted
Objectives of Info Tech	3.99	1.02	Very Accepted
Total	4.3	0.672	Very Much Accepted

Scale : 1.00-1.79 Not Accepted (NA), 1.80-2.59 Slightly Accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very Accepted (VA), 4.20-5.00 Very Much Accepted (VMA)

Table 8. Level of acceptance of the VMGO of GSC as classified according to age

	Mean	N	Sd	Interpretations
Age				
16-27 years old	4.38	201	.734	Very Much Accepted
28-39 years old	4.50	11	.416	Very Much Accepted
40-51 years old	4.55	26	.848	Very Much Accepted
Above 51 years old	4.20	14	.952	Very Accepted
Did not Indicate	3.97	71	.720	Very Accepted
Total	4.32	323	.767	Very Much Accepted

Scale : 1.00-1.79 Not Accepted (NA), 1.80-2.59 Slightly Accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very Accepted (VA), 4.20-5.00 Very Much Accepted (VMA)

Data in Table 9 shows the level of acceptance of the respondents in terms of sex. It was found out that both male and female including those who did not indicate their sex "very much accepted" the Vision and Mission of GSC and Goals & Objectives of School of Information Technology.

Table 9. Level of acceptance of the VMGO of GSC as classified according to sex

	Mean	N	Interpretation
Sex			
Male	4.23	104	Very Much Accepted
Female	4.33	200	Very Much Accepted
Did not indicate	4.37	15	Very Much Accepted
Total	4.30	323	Very Much Accepted

Scale : 1.00-1.79 Not Accepted (NA), 1.80-2.59 Slightly Accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very Accepted (VA), 4.20-5.00 Very Much Accepted (VMA)

Data in Table 10 shows the respondents' level of acceptance of the VMGO when classified according to civil status. It was found out that the single, married, and separated respondents gave a "very much accepted" response and those who did not indicate their civil status have "very accepted" response to the Vision and Mission of GSC and Goals & Objectives of School of Information Technology. As a whole the level of acceptance is "very much accepted".

Table 10. Level of acceptance of the VMGO of GSC as classified according to civil status

	Mean	N	Sd	Interpretation
Civil Status				
Single	4.28	259	.662	Very Much Accepted
Married	4.43	51	.581	Very Much Accepted
Separated	4.25	1	0	Very Much Accepted
Did not indicate	4.10	12	1.135	Very Accepted
Total	4.27	323	.672	Very Much Accepted

Scale : 1.00-1.79 Not Accepted (NA) , 1.80-2.59 Slightly Accepted (SA) , 2.60-3.39 Accepted (A) , 3.40-4.19 Very Accepted (VA) , 4.20-5.00 Very Much Accepted (VMA)

Data in Table 11 shows the level of acceptance classified according to course. It was found out that BSBA, BIT, BS Info Tech including those who did not indicate gave "very much accepted" response while BSHRM, Education, and BSCrim gave "very accepted" response. As a whole, the level of acceptance is "very much accepted" to the Vision and Mission of GSC and Goals & Objectives of School of Information Technology.

Table 11. Level of acceptance of the VMGO of GSC as classified according to course

	Mean	N	Sd	Interpretation
Course				
BSBA	4.25	56	6.72	Very Much Accepted
BSHRM	4.06	41	4.7	Very Accepted
Educ	3.67	29	0.539	Very Accepted
BSCrim	4.03	42	0.654	Very Accepted
BIT	4.54	32	0.66	Very Much Accepted
BS Infotech	4.81	54	0.329	Very Much Accepted
Did not indicate	4.4	69	0.701	Very Much Accepted
Total	4.25	323	0.672	Very Much Accepted

Scale : 1.00-1.79 Not Accepted (NA) , 1.80-2.59 Slightly Accepted (SA) , 2.60-3.39 Accepted (A) , 3.40-4.19 Very Accepted (VA) , 4.20-5.00 Very Much Accepted (VMA)

Sources of information of the Guimaras State College Vision, Mission, Goals, and Objectives (VMGO)

The sources of information were gathered and ranked as the most common to the least utilized source of information. Results revealed that students' handbook served as the most common source of information (ranked 1) among the respondents with 78.9%. This was closely followed by bulletin board with 74.3%; flyers with 57%; social media with 51.7%; classroom instruction with 51.4%; newspaper with 51.1%; teacher's lecture/test with 49.5%; posters with 45.5%; test booklet with 45.2%; signage with 43.3%; newsletters 31.9%; course syllabus with 30% and brochure with 25.1%. Data are presented in table 12.

Table 12. Sources of Information

Category	f	%	Rank
Bulletin Board	240	74.3	2
Flyers	184	57.0	3
Signage (Tarp)	140	43.3	10
Newsletters	103	31.9	11
Brochure	81	25.1	13
Student Handbook	255	78.9	1
Course Syllabus	97	30.0	12
Posters	147	45.5	8
Classroom Instruction	166	51.4	5
Teacher's lecture/test	160	49.5	7
Newspaper	165	51.1	6
Test booklet	146	45.2	9
Social Media	167	51.7	4
Total	323	100.0	

*Multiple Responses

Relationship between the level of awareness and acceptance of the VMGO of Guimaras State College

There is a significant relationship that existed between the level of acceptance and awareness of the VMGO of the GSC-School of Information Technology, $r = 0.719$ (.000). This implies that the level of awareness of the respondents tends to compliment with the level of acceptance of the VMGO which means that the more they become aware of the VMGO, they would likely to accept it.

Table 13. Relationship between the Level of Acceptance and Level of Awareness of the VMGO

Level of Acceptance	Level of Awareness	
	r	Sig.
	0.719	.000*

* $p \leq 0.0$

CONCLUSIONS

Based on the results of the study, the following conclusions were made:

1. Majority of the respondents have ages of 16-27 years old, female, single and with course of BSBA.
2. Results on the level of awareness of the respondents when taken as a whole and when classified according to age, sex, civil status and course got an average mean interpreted as "very aware".
3. Results on the level of acceptance of the respondents when taken as a whole and when classified according to age, sex, civil status and course showed that they highly accepted the vision, mission and the goals and objectives of the School of Information Technology.
4. The most common source of information of the VMGO of the GSC-School of Information Technology was student handbook.
5. A significant relationship existed between the level of awareness and acceptance of the VMGO of the GSC-School of Information Technology which means that the more he/she is aware of the VMGO, the more he/she would likely to accept it.

RECOMMENDATIONS

Based on the conclusions made, the following recommendations were advanced:

1. Strengthen the efforts of disseminating the VMGO among various stakeholders in the community most especially by the School of Information Technology management to support full awareness and acceptance of the VMGO of the college among students, faculty and community members and parents of the students. Solicitation of radio and TV advertisements could also be utilized as one of the approaches to fully disseminate the information.
2. Students should be required to memorize and internalize the vision and mission of the college and encourage them to be familiar of the goals and program objectives of their respective schools.
3. Inclusion of the VMGO statement on various printed materials such as test booklets, course syllabus, brochures, flyers and newsletters to advertise and disseminate the information to the students and to gain familiarity of such among them.
4. Further studies regarding VMGO awareness and acceptance should be conducted to assess or evaluate as to what goals and objectives of the School of Information Technology need to be improved so that it could translate positive changes to the department.
5. It is further recommended that the level of significance using Pearson's (r) should be further tested using the Likert Scale since this test would further give the researchers a type of survey question where respondents are asked to rate the level at which they agree or disagree with a given statement. This scale is used to measure attitudes, preferences, and subjective reactions. This further objectively measures efficiency and effectiveness with performance metrics such as time taken or errors made.

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LEVEL OF EFFECTIVENESS OF CAMPAIGN DEVICES AND STRATEGIES OF THE GUIMARAS STATE COLLEGE SCHOOL OF EDUCATION

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ABSTRACT

This study aimed to determine the level of effectiveness of campaign devices and strategies used by the School of Education to attract more enrollees to the teacher education program. The respondents were the First Year and Second Year college students enrolled during the A.Y. 2012-2013. The descriptive research design was used. The findings revealed that more than majority (96.2%) of the respondents have ages between 16-24 years old, more than majority were female (86.1%) single. Meanwhile, the career guidance had greatly influenced the respondents to enroll at Guimaras State College School of Education (82.5%), followed by an invitation of GSC Education students (23.8%) and Educational Tour to Dep.Ed schools (6.3%). Flyers were found to be the most influential among the campaign devices used. The career guidance program was very much effective (4.28%) while the educational tour to DepEd schools was very effective (3.84%) as well. The result also revealed that the respondents whose ages were from 25-43 consider the campaign strategies very much effective. With regard to the categories of sex, civil status, course and year level, the respondents find it very effective. All the campaign devices used were very effective when taken as a whole. The young respondents (16-24 years old) consider the campaign devices very effective while those 25-34 years old find it very much effective. Both male and female respondents rated it very effective; for the married ones, it was very much effective while for single respondents, it was very effective. Lastly, both the BSEd and BEEd first year and second year respondents consider it very effective. It was concluded that the campaign strategies were very effective when taken as a whole and when categorized according to sex, civil status, course and year level. Furthermore, all the campaign devices used were very effective when taken as a whole and in categories of sex, civil status, course and year level.

KEY WORDS: Campaign devices, campaign strategies, College of Teacher Education

INTRODUCTION

Background of the study

Enrolment growth is of strategic importance to the future of the college. That's why there had been a concerted effort by the Office of the Student Affairs and Services, the Office of the Career Guidance Services and the Offices of the deans of the different schools of Guimaras State College to create and implement marketing tools to support the endeavor of increasing enrolment at Guimaras State College (GSC) particularly in the School of Education. These offices have pooled resources in order to reach a broader audience of potential students. Indeed, this partnership had been a positive step in achieving enrolment goals and must continue in the future with the support of other departments across the campus.

The School of Education of Guimaras State College main campus in Mclain, Buenavista had been using campaign devices and recruitment strategies that include career guidance program, flyers, billboards/ tarpaulins, school publications, radio advertisements, an invitation from a GSC teacher education student and campus/educational tour.

To ascertain which of the marketing tools are most effective to attract enrolment in the GSC School of Education, the researchers decided to conduct this study.

In addition, the results of this study was used as supporting documents of the Area I Accreditation Committee because this is one of the recommendations of the accreditors during the Level I accreditation of the BSEd curricular program of the Guimaras State College conducted by the Accrediting Association of the Chartered Colleges and Universities in the Philippines (AACUP) in January 2009.

Moreover, the GSC Office of the Student Affairs and Services was challenged to take actions to strengthen the campaign devices and strategies so as to attain its purpose of increasing the college enrolment. In addition, some new ways of recruiting prospective college students were implemented by the dean and faculty members using social media and technology.

Statement of the problem

This study aimed to determine the level of effectiveness of campaign devices and strategies used by the School of Education to attract more enrollees to the teacher education program of Guimaras State College.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents according to:
 - a. Age
 - b. sex
 - c. civil status
 - d. course
 - e. year level
2. What are the campaign strategies of the GSC School of Education?
3. What are the campaign devices of the GSC School of Education?
4. What is the level of effectiveness of the campaign strategies used by the GSC School of Education when taken as a whole and when taken according to variable of age, sex, civil status and course?
5. What is the level of effectiveness of the campaign devices used by the GSC School of Education when taken as a whole and when taken according to variable of age, sex, civil status and course?
6. What is the enrolment trend for the last three years (2009-2012)?

Theoretical framework

This study was anchored on William J. McGuire's Theory of Input/Output Persuasion Model. According to this theory, message design, source, and channel as well as receiver (audience) characteristics effect the behavioral outcome of communication.

Effective attraction of enrollees in the School of Education therefore was conditioned by several factors like strategies and campaign devices used. How these strategies may be used and how the receivers may have reacted to it will surely affect the campaign to attract the students to enroll at the GSC School of Education.

Conceptual framework

This study was directed by the conceptual framework presented in the schematic diagram. It was based on the premise that the level of effectiveness to attract enrollees varies when the respondents are categorized according to independent variables such as personal profile of the respondents (age, sex, and civil status) and the campaign strategies and campaign devices used by the GSC School of Education. Sex as variable may somehow affect the effectiveness of the campaign devices and strategies used by the GSC School of Education to attract the enrollees because female students are more likely easier to persuade than male students are.

As to age, the subjects of the study were categorized as to teenagers and young adults. The teenagers have less experience in weighing things out, hence they are easier to persuade while the young adults are more meticulous in scrutinizing what is presented to them. Therefore, it was perceived that effectiveness of the campaign devices and strategies will be affected in accordance with the variable age.

When it comes to civil status, married ones are expected to have less time in thinking about the options presented to them. Therefore, campaign devices and strategies are more effective when offered to them.

Campaign Strategies which was classified into Career Guidance, Invitation of a GSC Student and Educational Tour to Dep Ed Schools were described as not effective, effective, very effective and very much effective.

Campaign Devices which was classified into Flyers, Billboards/ Tarpaulin and School Publication were described as not effective, effective, very effective and very much effective.

The above beliefs were presumptions and were investigated in this research study. Hypotheses on the differences and relationships between and among variables were shown in Figure 1.

Research paradigm

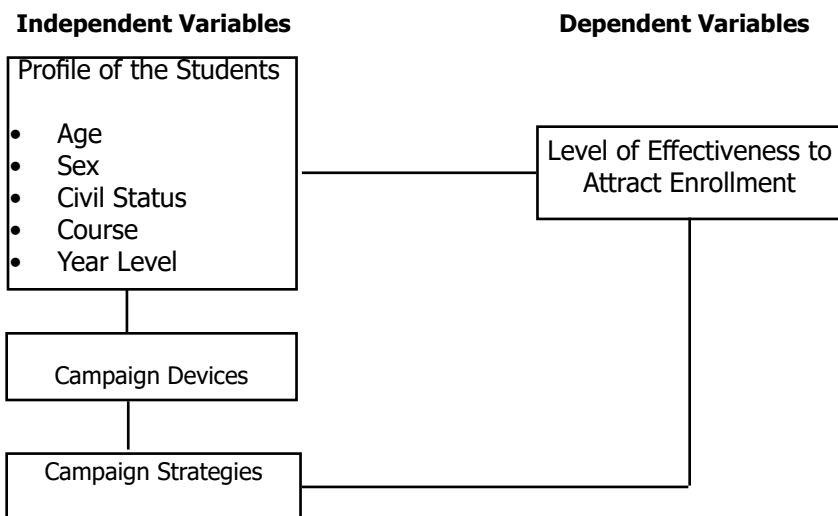


Figure 1. Schematic Diagram showing the relationship of the dependent and independent variables of the study.

METHODOLOGY

The descriptive method of research was used in this study to determine the level of effectiveness of campaign devices and strategies used by the School of Education to attract more enrollees to the teacher education programs of Guimaras State College. The respondents of the study were the First Year and Second Year college students of GSC enrolled during the A.Y. 2012-2013. Sampling was done using the Slovin's Formula. The data were gathered using the researcher-prepared questionnaire composed of three parts. Part I includes items of personal information of the respondents such as name, year, course, age, sex, and civil status. Part II includes questions about the reasons why the respondents have chosen teacher education course in college. Part III includes questions on campaign devices and strategies that influenced the respondents to enroll at GSC School of Education. Before the questionnaire was administered to the respondents, it was first pre-tested to a sample of thirty (30) first year and second year BSEd and BEEd students enrolled at GSC Mosqueda Campus to determine the reliability of the instrument using the Cronbach's Alpha. The data gathered was analyzed by getting the frequency and percentages of the results.

RESULTS AND DISCUSSIONS

Profile of the respondents as to age, sex, civil status, course and year level

Data in table 1 presents the profile of the respondents categorized according to age (16-24, 25-34), civil status, course, and year level. It was found out that as to age, majority of the respondents were teenagers or in the age of 16-24. In addition, it was also found that majority of the respondents were female. Moreover, the result showed that as to civil status, majority of the respondents are single. As to course, it was found out that majority of the respondents are taking up Bachelor of Elementary Education. Moreover, it was shown in the result that 44 or 55.7% of the respondents are from the second year and the remaining 35 or 44.3% are from the first year.

Table 1. Profile of the respondents as to age, sex, civil status, course and year level

Variable	f	%
Age		
16-24 years old	76	96.20%
25-34 years old	3	3.80%
Total	79	100.00%
Sex		
Male	11	13.9%
Female	68	86.1%
Total	79	100.00%
Civil Status		
Single	71	89.9%
Married	8	10.1%
Total	79	100.0%
Course		
BSed	30	38.00%
BEED	49	62.00%
Total	79	100.00%
Year Level		
1st Year	35	44.3%
2nd Year	44	55.7%
Total	79	100.0%

The campaign strategies of the GSC School of Education

Data in table 2 showed the campaign strategies that influenced the respondents to enroll at Guimaras State College School of Education. It was found out that career guidance program has the greatest influence followed by invitation of a GSC Education Students and educational tour to DepEd schools.

Table 2. Campaign strategies of GSC School of Education

Campaign Strategies	f	%
1. Career Guidance Program	52	82.5
2. Invitation of a GSC Educ. Student	15	23.8
3. Educational Tour to DepEd Schools	4	6.3

*Multiple Responses (N=74)

Campaign devices of the School of Education

Data in table 3 present the campaign devices that influenced the respondents to enroll at GSC School of Education. It was found out that the flyers were the most influential among the campaign devices used by the GSC School of Education.

Table 3. Campaign devices of education

Campaign devices	f	%
1. Flyers	13	61.9
2. Billboards/ Tarpaulin	1	4.8
3. School Publication	9	42.9

*Multiple Responses (N=74)

Effectiveness of campaign strategies when taken as a whole

Data in table 4 present the level of effectiveness of campaign strategies when taken as a whole. The result revealed that the career guidance program was very much effective with the mean of 4.24 while the educational tour to DepEd Schools was very effective that which have a 3.84 mean.

Table 4. Level of effectiveness of campaign strategies when taken as a whole

Category	Mean	Sd	Interpretation
1. Career Guidance Program	4.24	.772	Very Much Effective
2. Educational Tour to DepEd Schools	3.84	.993	Very Effective
Total	4.04	.771	Very Effective

Scale : 1.00-1.79 Not effective (NE) , 1.80-2.59 Slightly effective (SE) , 2.60-3.39 Effective (E) , 3.40-4.19 Very effective (VE) , 4.20-5.0 Very much aware (VME) .

Level of effectiveness of campaign strategies when categorized according to age, sex, civil status, course and year level

Data in table 5 show the level of effectiveness of campaign strategies when categorized according to age, sex, civil status, course and year level. The result revealed that the respondents where ages are from 25-43 considered very much effective while 16-24 considered very effective. The respondents in terms of sex, civil status, course and year level, resulted as very effective.

Table 5. Level of effectiveness of campaign strategies when categorized according to age, sex, civil status, course and year level

Variable	Mean	Sd	Interpretations
Age			
16-24 years old	4.01	.774	Very Effective
25-34 years old	4.67	.289	Very Effective
Sex			
Male	3.59	1.020	Very Effective
Female	4.11	.706	Very Effective
Civil Status			
Single	3.99	.787	Very Effective
Married	4.44	.496	Very Effective
Course			
BSed	3.83	.874	Very Effective
BEED	4.16	.680	Very Effective
Year Level			
1st Year	4.04	.771	Very Effective
2nd Year	4.03	.781	Very Effective
Total	4.04	.771	Very Effective

Scale:1.00-1.79 Not effective (NE), 1.80-2.59 Slightly effective (SE),2.60-3.39 Effective (E), 3.40-4.19 Very effective (VE), 4.20-5.0 Very much aware (VME).

Level of effectiveness of campaign devices when taken as a whole

Data in Table 6 present the level of effectiveness of campaign devices when taken as whole. It revealed that all the campaign devices used were very effective.

Table 6. Level of effectiveness of campaign devices when taken as a whole

Campaign Devices	Mean	Sd	Interpretations
1. Flyer	3.63	.894	Very Effective
2. Billboard/ Tarpaulin	3.56	.997	Very Effective
3. School Publication	3.91	1.015	Very Effective
Total	3.70	.796	Very Effective

Scale:1.00-1.79 Not effective (NE), 1.80-2.59 Slightly effective (SE),2.60-3.39 Effective (E), 3.40-4.19 Very effective (VE), 4.20-5.0 Very much aware (VME).

Level of effectiveness of campaign devices when categorized according to age, sex, civil status, course and year level

Data in table 7 present the level of effectiveness of campaign devices when categorized according to age, sex, civil status, course and year level. The result showed that the respondents aging from 16-24 found campaign devices very effective while those aging from 25-34 found it very much effective. As to sex, both the male and the female respondents also found it very effective. In addition, those who were married found the campaign devices very much effective in persuading them to enroll in the School of Education while the single respondents found it very much effective.

On the other hand, both the BSED and BEED first year and second year respondents consider it very effective.

Table 7. Level of effectiveness of campaign devices when categorized according to age, sex, civil status, course and year level

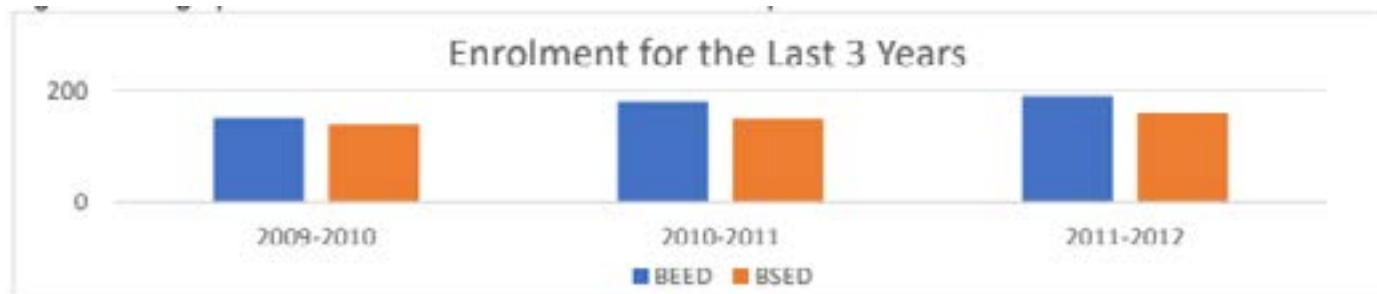
Variable	Mean	Sd	Interpretations
Age			
16-24 years old	3.67	.789	Very Effective
25-34 years old	4.56	.509	Very Much Effective
Sex			
Male	3.42	1.050	Very Effective
Female	3.75	.747	Very Effective
Civil Status			
Single	3.64	.801	Very Effective
Married	4.21	.562	Very Much Effective
Course			
BSed	3.61	.817	Very Effective
BEED	3.76	.787	Very Effective
Year Level			
1st Year	3.63	.900	Very Effective
2nd Year	3.76	.709	Very Effective
Total	43.70	.796	Very Effective

Scale:1.00-1.79 Not effective (NE), 1.80-2.59 Slightly effective (SE),2.60-3.39 Effective (E), 3.40-4.19 Very effective (VE), 4.20-5.0 Very much aware (VME).

Enrolment trend for the last three years

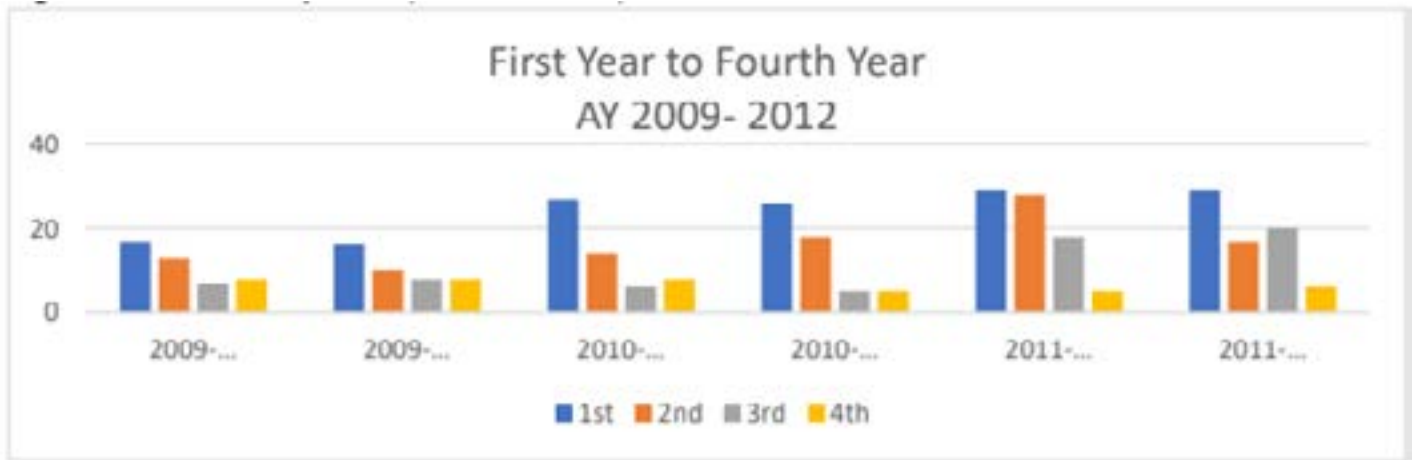
Data in figure 2 showed the trend of enrolment for the last three years beginning from AY 2009-2010 until 2011-2012. Results showed that the School of Education got the highest number of enrolments in Academic Year 2011-2012. This indicated that every Academic Year, the enrolment in the School of Education has increased.

Figure 2. Bar graph of the enrolment trend for the last three years



Data in Figure 3 present the enrolment profile from A.Y. 2009-2010 to AY 2011-2012. Result revealed that every academic year, first year always has the highest enrolment.

Figure 3. Enrolment profile (AY 2009-2012)



CONCLUSIONS

1. The profile of the first year and second year BEED and BSEd students were as follows:
 - a. Ages - most of the respondents are young.
 - b. Sex - there is a greater number of female students compared to male students.
 - c. Civil status - most of the students are single.
 - d. Course - majority is taking up Bachelor of Elementary Education.
 - e. Year level - a number of the respondents come from the second year.
2. Among the campaign strategies, career guidance program has the greatest influence.
3. The flyers are the most influential among the campaign devices.
4. The campaign strategies are very effective when taken as a whole and when categorized according to sex, civil status, course and year level.
5. All the campaign devices used are very effective when taken as a whole and in categories of sex, course and year level.
6. The enrolment in the School of Education increases every year, and first year always has the highest population each time. Therefore, it is inferred that campaign devices play an important role in attracting more enrollees.

RECOMMENDATIONS

Based on the results of the study, the researchers made the following recommendations:

1. Strengthen the campaign strategies by encouraging all the education students to invite more enrollees to the School of Education.
2. Increase the number of flyers and school publications to be distributed to the community.
3. Educational Tour to DepEd schools must be made as an annual activity where the education students can win friends among high school students. This way, the former can influence the latter to enroll at Guimaras State College.
4. Implement additional campaign strategies and devices using social media and technology.
5. Make further studies.

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LEVEL OF AWARENESS AND ACCEPTANCE OF THE GSC VISION AND MISSION AND THE GOALS AND PROGRAM OBJECTIVES (VMGO) OF THE SCHOOL OF EDUCATION AMONG THE STAKEHOLDERS

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ABSTRACT

This study was conducted to determine the level of awareness and acceptance of the GSC Vision and Mission and the Goals and Program Objectives of the School of Education among stakeholders. The study utilized the descriptive research methodology. The respondents of the study were the Barangay and municipal officials of Buenavista, Guimaras and the faculty and staff of Guimaras State College. Results showed that the majority of the stakeholders were young adults, married and College graduates. The majority were "Very much aware" and they "Highly Accepted" the VMGO when taken as a whole and when they were categorized according to the variables age, sex, civil status, educational attainment and position. Their main source of information of the VMGO was flyers. Result further revealed that there was a significant relationship between the level of awareness and acceptance of the VMGO, that means that a person who is aware of an existing VMGO is more likely open to accepting it.

KEYWORDS: Awareness and acceptance, VMGO, GSC, School of Education

INTRODUCTION

Background of the study

An institution of higher learning like Guimaras State College had set its vision, mission, goal and objectives that serve as guiding lights in its journey to excellence. All of these - mission, goals and objectives were based on the philosophy which states the commitment of the college for the development of the students' potentials through quality instruction, research, extension and production.

Guimaras State College had utilized different forms of media such as print and broadcast not only in the dissemination of the VMGO but also in its acceptance among the stakeholders. Furthermore, the college had involved the faculty, non-teaching staff, students, linkages, and the people in the community in the formulation, review and revision of the VMGO.

With those practices mentioned above, the researchers believe that the stakeholders were aware, and they do accept the GSC VMGO. However, it was knowing the stakeholders' level of awareness and acceptance of the VMGO that motivates the researchers to conduct the study after having known the results of their study conducted last January 2009 with the education students as their respondents.

Statement of the problem

This study aimed to determine the level of awareness and acceptance of the Guimaras State College Vision, Mission and Goals of the School of Education and the Program Objectives of the Bachelor of Secondary Education (BSEd) and Bachelor in Elementary Education (BEED) among stakeholders of the college.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents as to:
a. Age b. Sex c. Civil Status d. Highest Educational Attainment e. Position
2. What is the level of awareness of the VMGO of GSC as a whole and according to variables of age, sex, civil status, highest educational attainment and position?
3. What is the level of acceptance of the VMGO of GSC as a whole and according to variables of age, sex, civil status, highest educational attainment and position?
4. What are the sources of information of the GSC Vision, Mission, Goals of the School of Education and the Program Objectives of BSEd and BEEd?
5. Is there a significant relationship between the level of awareness and acceptance of the VMGO of the Guimaras State College?

Theoretical framework

This study was anchored on Information Processing Theory approach to the study of cognitive development that evolved out of the American experimental tradition in psychology. Developmental psychologists who adopt the information processing perspective account for mental development in terms of maturational changes in a person's mind. This theory was based on the idea that humans process the information they receive, rather than merely responding to the stimuli. This perspective equates the mind to a computer that was responsible for analyzing information from the environment. According to the standard information processing model, the mind's machinery includes attention mechanisms for bringing information in, working memory for actively manipulating information, and long-term memory for passively holding information so that it can be used in the future.

Similarly, people's awareness of the existence of Vision, Mission of Guimaras State College and the Goals and Program Objectives of the Guimaras State College School of Education was very imperative since what a person was aware of, he/she more or less hold in his/her memory to analyze and use in the future. Should this happen, acceptance of its existence then follows?

Conceptual framework

This study was conducted to determine the level of awareness and acceptance of the Guimaras State College Vision, Mission, Goals of the School of Education and Program Objectives of the Bachelor of Secondary Education (BSEd) and Bachelor of Elementary Education (BEEd) among the stakeholders of the college on the idea that an institution was expected to disseminate and work for the acceptance of the VMGO by the stakeholders. The study also looked into different dissemination strategies and devices that facilitated the stakeholders' awareness and acceptance of the VMGO.

Research paradigm

Independent variables

Profile of the Respondents

- Age
- Sex
- Civil Status
- Highest Educational Qualification

Dependent variables

Level of Awareness and
Acceptance of Vision, Mission,
Goals and Program Objectives

Figure 1: The Schematic Diagram showing the relationship between the profile of the Barangay and Municipal Officials of Buenavista, Guimaras and their level of awareness and acceptance of VMGO

METHODOLOGY

This study utilized the descriptive research methodology. The total number of respondents is 104 composed of the Barangay and municipal officials of Buenavista, Guimaras and the faculty and staff of Guimaras State College. A researcher-made questionnaire consisting of two parts was utilized in order to gather the needed data. Part I- the Personal Profile of the Respondents and Part II- the questionnaire proper which consists of (a) Level of Awareness; (b) Level of Acceptance; and (c) Source of Information. The respondents were asked to respond to each item in the questionnaire by indicating a check (/) mark on the space corresponding to their choices of any of the following responses: "very much aware"; "very aware"; "aware"; "slightly aware"; and "not aware" for the Level of Awareness. On the other hand, respondents were made to answer: "very highly accepted"; "highly accepted"; "accepted"; "slightly accepted"; and "not accepted" for the Level of Acceptance. Each response was given a weight of 5,4,3,2,1 respectively.

The researchers personally distributed and gathered the questionnaires from the respondents. The statistical tools used in the study were frequency count, percentage, mean, and Pearson r.

RESULTS AND DISCUSSION

Profile of the respondents

Data in the Table 1 show the age of the respondents who were considered stakeholders. Results revealed that out of 104 respondents, 48 or 46.2% were at the age of 42-56, 39, or 37.5% were at the age of 27-41 and 17 or 16.3% were at the age of 57-73. The result means that majority of the respondents were young adults, and only few were senior citizens.

In addition, data in Table 1 also show the sex of the respondents. It was revealed that out of 104 respondents, 54 or 51.9% were female, and 50, or 48.1% were male. This indicates that there were more female stakeholders than male stakeholders who responded to this study.

Table 1. Profile of the respondents as to age and sex

Age	f	%
27-41	39	37.5
42-56	48	46.2
57-73	17	16.3
Total	104	100.0
Sex		
Male	50	48.1
Female	54	51.9
Total	104	100.0

Data in Table 2 presents the profile of the respondents as to civil status. It revealed that out of 104 respondents, 79 or 76.0% were married, 23 or 22.1% were single, 1 or 1.0% was separated and 1 or 1.0% was widowed.

Table 2. Profile of the respondents as to civil status

Civil Status	f	%
Single	23	22.1
Married	79	76.0
Separated	1	1.0
Widow	1	1.0
Total	104	100.0

Data in Table 3 present the profile of the respondents as to educational attainment. Result revealed that out of 104 respondents, 44 or 42.3% were College Graduate, 31 or 29.8% were post Graduate, 15 or 14.4% were College Level, 10 or 9.6% were High School Graduate, 3 or 2.9% were High School Level, and 1 or 1% was Elementary Graduate.

Table 3. Profile of the respondents as to educational attainment

Educational Attainment	f	%
Elementary Graduate	1	1.0
High School Level	3	2.9
High School Graduate	10	9.6
College Level	15	14.4
College Graduate	44	42.3
Post Graduate	31	29.8
Total	104	100.0

Data in Table 4 present the position of the respondents. Results revealed that out of 104 respondents, 30 or 28.8% were Barangay Kagawad, 30 or 28.8% were Faculty, 30 or 28.8% were Staff, 8 or 7.7% were Councilors, 4 or 3.8% were Barangay Captains, 1 or 1% was a Municipal Vice Mayor and 1 or 1.0% was Board Member.

Table 4. Profile of the respondents as to position

Position	f	%
Barangay Kagawad	30	28.8
Barangay Captain	4	3.8
Councilor	8	7.7
Vice Mayor	1	1.0
Board Member	1	1.0
Faculty	30	28.8
Staff	30	28.8
Total	104	100.0

Data in table 5 present the stakeholders' Level of Awareness of the MGO when taken as a whole. Result revealed that the respondents were very much aware in categories such as Vision, Mission, Goals and Objectives.

Table 5. Level of awareness of the VMGO when taken as a whole

Categories	Mean	Sd	Interpretation
Vision of the GSC	4.44	.666	Very Much Aware
Mission of the GSC	4.44	.666	Very Much Aware
Goals of the School of Education	4.29	.706	Very Much Aware
Program Objectives of BSEd & BEED	4.23	.714	Very Much Aware
Total	4.35	.625	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in table 6 show the level of awareness of the respondents when classified as to age. It was found out that the respondents across age levels are Very Much Aware of the VMGO.

Table 6. Level of awareness of the VMGO when classified as to age

Age	Mean	N	Sd	Interpretation
27 - 41 years old	4.34	39	.687	Very Much Aware
42 - 56 years old	4.35	48	.579	Very Much Aware
57-73 years old	4.37	17	.756	Very Much Aware
Total	4.35	104	.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in Table 7 revealed the Level of Awareness of the respondents in terms of civil status. It was found out that majority of the respondents were married and were very much aware of the VMGO.

Data in Table 8 presented the respondents' level of awareness of the VMGO when they were classified according to sex. Result showed that when the respondents, when classified as to sex, were very much aware of the VMGO.

Table 7. Level of awareness of the VMGO when classified as to civil status

Civil Status	Mean	N	Sd	Interpretation
Single	4.39	23	.797	Very Much Aware
Married	4.34	79	.606	Very Much Aware
Separated	4.50	1	.000	Very Much Aware
Widow	4.00	1	.000	Very Aware
Total	4.35	104	.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Table 8. Level of awareness of the VMGO when classified as to sex

Sex	Mean	N	Sd	Interpretation
Male	4.21	50	0.736	Very Much Aware
Female	4.48	54	0.52	Very Much Aware
Total	4.35	104	0.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in Table 9 show the respondents' level of awareness of the when they were classified according to educational attainment. Result revealed that College Graduate and Post Graduate respondents are very much aware of the VMGO while respondents who were classified as High School Graduates, Elementary Graduates and College Level were only Very Aware. On the other hand, High School Level respondents were found out to be Aware of the VMGO. This indicates that College Graduate and Post Graduate respondents were the ones who are Very Much Aware of the VMGO.

Data in Table 10 presents the respondents' level of awareness of the VMGO when they are classified as to position. Result revealed that the Board Member, the Vice Mayor, the Councilors and the Faculty and Staff were Very Much Aware of the VMGO while the Barangay Captains and the Barangay Kagawads were Very Aware of the VMGO. This result means that those stakeholders who have higher government positions, along with the faculty and staff were Very Much Aware of the VMGO while those stakeholders who have lower government official positions were only Very Aware of the VMGO.

Table 9. Level of awareness of the VMGO when classified as to educational attainment

Educational Attainment	Mean	N	Sd	Interpretation
Elementary Graduate	4.13	10	.358	Very Aware
High School Level	4	1	0	Very Aware
High School Graduate	4.17	15	.617	Very Aware
College Level	2.67	3	1.16	Aware
College Graduate	4.35	44	.553	Very Much Aware
Post Graduate	4.69	31	.496	Very Much Aware
Total	4.35	104	.645	Very Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Table 10. Level of awareness of the VMGO when classified as to position

Position	Mean	N	Sd	Interpretation
Barangay Kagawad	4.04	30	.692	Very Aware
Captain	4.13	4	.250	Very Aware
Councilor	4.28	8	.773	Very Much Aware
Vice Mayor	4.00	1	.000	Very Much Aware
Board Member	5.00	1	.000	Very Much Aware
Faculty	4.75	30	.425	Very Much Aware
Staff	4.3	30	.610	Very Much Aware
Total	4.35	104	.645	Very Much Aware

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Level of acceptance when taken as a whole and when categorized according to profile

Data in table 11 showed the respondents' Level of Acceptance of the VMGO when they were taken as a whole. Result revealed that the respondents have Very Highly Accepted the VMGO of Guimaras State College.

Table 11. Level of acceptance of the VMGO when taken as a whole

Categories	Mean	Sd	Interpretation
Vision of the GSC	4.57	.635	Very Highly Accepted
Mission of the GSC	4.53	.653	Very Highly Accepted
Goals of the School of Education	4.40	.718	Very Highly Accepted
Program Objectives of BSEd & BEED	4.39	.674	Very Highly Accepted
Total	4.47	.619	Very Highly Accepted

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in table 12 showed the level of acceptance of the respondents when classified as to age. It was found out that respondents have Very Highly Accepted the VMGO of Guimaras State College.

Table 12. Level of Acceptance of the VMGO when classified as to age

Age	Mean	N	Sd	Interpretation
27 - 41 years old	4.52	39	.621	Very Highly Accepted
42 - 56 years old	4.45	48	.562	Very Highly Accepted
57-73 years old	4.43	17	.784	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in table 13 present the respondent's level of acceptance of the VMGO when they are classified as to Civil Status. Result revealed that all Civil Status classifications, except for the Widow who have only stated Very Accepted, have Very Highly Accepted GSC's VMGO.

Data in table 14 present the respondents' level of acceptance of the VMGO when they were classified as to sex. Result revealed that both male and female respondents have Very Highly Accepted the VMGO.

Table 13. Level of acceptance of the VIMGO when classified as to civil status

Civil Status	Mean	N	Sd	Interpretation
Single	4.50	23	.707	Very Highly Accepted
Married	4.47	79	.601	Very Highly Accepted
Separated	4.75	1	.000	Very Highly Accepted
Widow	4.00	1	.000	Very Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not accepted (NA), 1.80-2.59 Slightly accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very accepted (VA), 4.20-5.0 Very highly accepted (VHA).

Table 14. Level of acceptance of the VMGO when classified as to Sex

Sex	Mean	N	Sd	Interpretation
Male	4.32	50	.720	Very Highly Accepted
Female	4.62	54	.473	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not accepted (NA), 1.80-2.59 Slightly accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very accepted (VA), 4.20-5.0 Very highly accepted (VHA).

Data in table 15 showed the respondents' level of acceptance of the VMGO when these respondents were classified according to educational attainment. Result indicated that the College Graduates, Post Graduates and High School Graduates have Very Highly Accepted the VMGO, the Elementary Graduate and the College Level have indicated that they saw the VMGO to be Very Accepted while the High School Level have only Accepted the VMGO.

Data in table 16 showed the respondents' Level of Acceptance of the VMGO when they were classified as to Position held. Result revealed that respondents have Very Highly Accepted the VMGO

Table 15. Level of acceptance of the VMGO when classified as to educational attainment

Educational Attainment	Mean	N	Sd	Interpretation
Elementary Graduate	4.60	10	.568	Very Highly Accepted
High School Level	4.00	1	.000	Very Accepted
High School Graduate	4.17	15	.532	Very Accepted
College Level	2.67	3	1.16	Accepted
College Graduate	4.49	44	.510	Very Highly Accepted
Post Graduate	4.74	31	.406	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not accepted (NA), 1.80-2.59 Slightly accepted (SA), 2.60-3.39 Accepted (A), 3.40-4.19 Very accepted (VA), 4.20-5.0 Very highly accepted (VHA).

Table 16. Level of acceptance of the VMGO when classified as to position

Position	Mean	N	Sd	Interpretation
Barangay Kagawad	4.27	30	.793	Very Highly Accepted
Captain	4.38	4	.479	Very Highly Accepted
Councilor	4.34	8	.667	Very Highly Accepted
Vice Mayor	4.50	1	.000	Very Highly Accepted
Board Member	5.00	1	.000	Very Highly Accepted
Faculty	4.75	30	.410	Very Highly Accepted
Staff	4.43	30	.541	Very Highly Accepted
Total	4.47	104	.619	Very Highly Accepted

Scale: 1.00-1.79 Not aware (NA), 1.80-2.59 Slightly aware (SA), 2.60-3.39 Aware (A), 3.40-4.19 Very aware (VA), 4.20-5.0 Very much aware (VMA).

Data in Table 17 present the sources of information of the GSC Vision and Mission as well as the GSC Goals and Program Objectives. The flyers ranked first (83.3%), followed by the Bulletin Boards (76.5%) Billboards/Tarpaulins (75.5%), Student Publication (62.7%), PTA Meetings (52.9%), Brochure (33.3%), Forum (31.4%), Posters (28.4%), Newsletters (24.5%), Radio (10.8%) and Internet (3.9%). This indicated that flyers ranked first in terms of information sourcing of the VMGO.

Table 17. Sources of information of the GSC vision, mission, goals of the School of Education and the program objectives of the BSEd and BEEd

Sources of Information	f	%	Rank
Bulletin Board	78	76.5	2
Flyers	85	83.3	1
Billboards/Tarpaulin	77	75.5	3
Newsletters	25	24.5	9
Brochure	34	33.3	6
Student publication	64	62.7	4
PTA Meetings	54	52.9	5
Posters	29	28.4	8
Forum	32	31.4	7
Radio	11	10.8	10
Internet	4	3.9	11
Total	104	100	

*Multiple Responses

Relationship between the level of awareness and acceptance of VMGO

Below is the computation of the relationship between the Level of Awareness and Acceptance of the VMGO. Result indicated that there was a significant relationship between awareness and acceptance of VMGO at alpha .001 level of significance.

Table 18. Relationship between the level of awareness and acceptance of VMGO

Acceptance	Awareness	
	r	Sig.
	.735**	.000

**p<.001 level of significance

CONCLUSIONS

Based on the findings of the study, the following conclusions:

1. Most of the stakeholders are young adults and only a few of them belonged to the senior citizen category. Majority of the respondents are also married; most of the stakeholders are also college graduates and most of the respondents were Barangay kagawad, faculty and staff.
2. Most of the stakeholders were very much aware of the GSC VMGO when taken as a whole and when classified as to age, civil status, educational attainment, and position.
3. Most of the stakeholders have Very Much Accepted the VMGO when taken as a whole and when classified as to age, civil status, educational attainment, and position.
4. The sources of information of the vision, mission of GSC, goals of the School of Education and the program objectives of BSED and BEED are the flyers which rank first, followed by bulletin board, PTA meetings, billboards/tarpaulin, student publication, brochure, forum, newsletters, and posters.
5. The relationship between the level of awareness and acceptance of GSC VMGO was significant since it has a high correlation. This implies that a person who is aware of an existing VMGO is more likely open to accepting it.

RECOMMENDATIONS

Based on the results of the study, the researchers made the following recommendations:

1. There should be an increase in the circulation of flyers, brochures, and newsletters in order to reach as many clientele as possible especially the alumni and the representatives of cooperating agencies.
2. More number of stakeholders such as the cooperating agencies, linkages, and alumni should be involved in the review and revision of the VMGO.
3. Increase the number of billboards to be placed in the strategic process.
4. Launch fundraising project or request for donation to support financially dissemination strategies like broadcasting and printing of VMGO in local newspapers.
5. Students' participation in the dissemination of VMGO should be encouraged or intensified.

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REDISCOVERING BUENAVISTA(Guimaras)THROUGH ARTIFACTS AND NATURAL HERITAGE

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ABSTRACT

This paper highlights the contribution of Buenavista in the history of Guimaras. This aimed to connect the history of the town with the artifacts, man-made and natural sites that are existing. The data was gathered through interviews of the old folks and unearthing secondary data. The history started as early as pre-Spanish time when Muslim raiders ravaged the resources of the locality and instigated the blindfolded people of Getulio to fight up to death known as Bulang Moros. The Spanish era left artifacts such as the Church, the Belfry, the bell and the cemetery of Navalas, as well as the bell of Sto. Rosario Church, the ruins of the old church and the first municipal hall in Old Poblacion formerly known as Tilad. The location of the municipal hall atop a hill revealing the panoramic view then enthralled the Spanish Governor who was the guest of honor during the inauguration of the town in 1844 and who exclaimed "Buena vista" or good view, thus, the name Buenavista. The American forces left an indelible mark in the town. Among these were the ruins of camp Jossman, an American cantonment located in Supang, where Gen. Douglas Mc Arthur spent his first year in service after graduation in the US military school in 1903. It was in Buenavista where he was ambushed by the natives that could have caused his death and could have changed the course of the history of the world. These artifacts were the bowling alley, tennis court, old bottles, the culvert, the post of the hospital, the cemented foundation of a building, the road, Punta Blanco firing range and others. These artifacts need to be preserved and transformed into a tourist attraction as part of the historical heritage of the municipality.

KEYWORDS: Buenavista, artifacts, historical heritage

INTRODUCTION

Background of the study

Every place has reasons for its existence. No place has existed without any beginnings. People of any place would always look back to the humble beginnings of their community upon which they can claim that they were part and parcel of such beginnings. These beginnings spell out the contribution of any place and its constituents in the society that could likewise serve as the inspiration of the future generation.

Buenavista coined as one of the oldest municipalities in the province of Guimaras had a colorful history of its own to mention the stay of Douglas MacArthur in the island, the famous Navalas Church as a mute witness of the Christianization of the island and many others.

These things, however were all in the past. There were many written bits of information about the different places and events in the Municipality, but these facts and information were not collected and just became part of the bedtime stories among the folks in the Barangays.

Buenavista is one of the five municipalities of the island province of Guimaras. The others are the municipalities of Jordan, Nueva Valencia, San Lorenzo and Sibunag. Buenavista has a total of 36 Barangays-17 coastal

and 19 inlands. Its agricultural products are rice, corn, copra, calamansi, mango and a variety of vegetables. It is also very rich in first-class limestone deposits which are produced in a commercial scale since the 1800's. Manufacturing of lime has immensely contributed to the development of the sugar industry in Panay and Negros islands.

The dominant religion is Roman Catholic with two parishes-the parish of the Most Holy Name of the Child Jesus in Brgy. Mclain and the Sto. Rosario Church in Sto. Rosario, Buenavista and St. Isidore the Worker in Brgy. Navalas. There are other religious sects, such as the Iglesia Filipina Independencia (IFI) popularly known as the Aglipayan, the Seventh Day Adventists, various Baptist churches, Iglesia ni Kristo and the Born Again and Pentecostal churches.

The events in the history of the municipality have left several markers that served as mute witnesses of what happened in the past. Knowing these artifacts and relating them to the events in the past would be the best legacy a person or an institution could leave to the future generation, so that they could establish their identity and help preserve these artifacts for the generations to come.

It is, therefore, the objective of this work to relate the artifacts found in the different Barangays in Buenavista, Guimaras and the significance of such artifacts in the history of the municipality.

Guimaras in the Pre-Spanish Era

During the pre-Spanish era, the island of Guimaras was Himara-os in the ancient map of Panay. The people of Panay and Guimaras had already a flourishing civilization and trade relations with other neighboring countries with proofs gleaned from the Oton diggings. The writeup about the history of Oton states "the early people of these islands had trade relations with the Chinese and other Asian countries."

The two similar maps below showed the ancient names of several islands in Western Visayas pin-pointing the places in each island. Figure 1a shows the island of Panay with points of entry such as Irong-Irong (Iloilo), Ogtong (Oton); Araut (Dumangas); Tabucan (Molo), Gibuangan (Guimbal), and Salog (Jaro) as recognized ports during the ancient time. The adjacent island is known as Himara-os (Guimaras). Figure 1b is the ancient map of Western Visayas showing the three islands Panay, Himaraos and Bugras. In Panay the points of Akean (Aklan) mentioning other towns such as Batang and Madianos; other points are Hamtik (Antique), Ogtong (Oton), Salog (Jaro), Araut (Dumangas), and Zuruaqa (San Joaquin) were clearly indicated. The adjacent island is called Himaraos (Guimaras) and the next island to Himaraos is Bugras (Negros).



Fig.1a. Ancient map of the islands of Panay and Guimaras

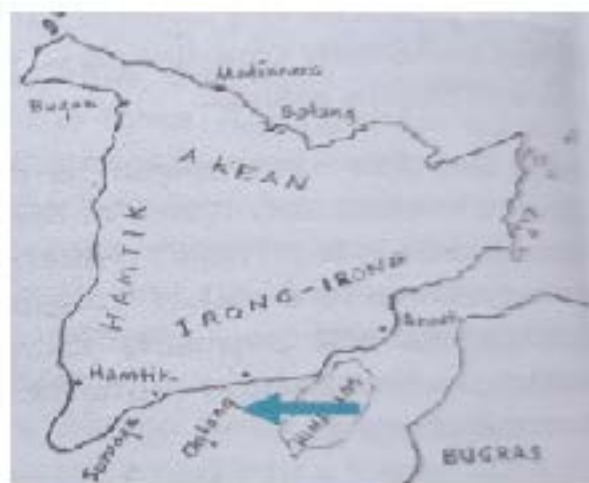


Figure 1b. Ancient map of Panay, Guimaras and Negros. These two similar maps (Figs.1a and 1b) were taken from the history of Oton as provided by Vice Mayor Jose Niel P. Olivares

Spanish era

During the arrival of the Spaniards here in the Philippines, many events in the history of Buenavista lingered in the memories of the Buenavistahanons. One of these was the story of "Bulang Moros." Prior to the arrival of the Spanish colonizers, the islands of Visayas were frequented by Muslim pirates known as Moros. Most of the Datus and their soldiers were very cruel. The two Muslim leaders Sali and Silungan devastated Cebu, Negros and Panay unopposed by people who were without sufficient men and weapons (Franco and Regalado, 1973). The story of Bulang Moros.

During the Spanish time pirates frequently attacked Panay Island looking for food and to get slaves. The Island of Guimaras was their refuge for relaxation. They found a place called "Elle" or Getulio. They stayed in a cave known as "Kinubkuban." This was their temporary shelter while in Guimaras. This cave is located in a secluded place along the mountains of Getulio. The pirates were fond of cock fighting. However, while in Guimaras (Buenavista) they made fun of their "alipins." They were men from different places in the country, which are robust and strong looking whom they kidnapped to be their alipins including people from Buenavista. Instead of holding a fight between roosters they did it between men. They held the fight inside the cave wherein they have placed a big stone wide enough to hold two persons fighting as if they are in the arena of a "Bulangan." However, at present this stone is not found any more inside the cave. The fighters used either "Kris, Espading or Binangon" and a "Taming" or shield to protect their bodies. According to stories, the Muslims believed that their weapons are more valuable than their wives. Both fighters were chosen and trained by the Datu themselves. The natives participated as well by betting their properties, either a cow or a carabao. The Muslim pirates were after prize and popularity. The declaration of winners depended upon the agreement made by both parties prior to the start of the game. The fighters wore warrior ornaments in their bodies and had G-strings as their form of clothing. The dead warrior was brought back by the Muslim pirates either to their own place or thrown to the sea.

The cockfighting of men lasted even until the Japanese invasion of the country. It stopped only when the natives of Getulio fought against the Muslim pirates after they have felt that they have enough of the abuses and kidnappings done by the pirates. The people of Getulio were successful enough to drive the pirates away. At present, the people called the place as "Bulang Moros"(Victor M. Sinfuego, 2012, Informant).

Below are the pictures of the cave. It has two openings. The first opening is not frequented by people because it is stiff and has a hole which is very dark that nobody yet has explored its depth. The other opening is somewhat flat and it is where the "bulang" or cockfight was done.



Navalas was the first to become a town in Guimaras during the Spanish Regime

The detail of how the municipalities in Guimaras were created especially the town of Buenavista was discussed by Aurelio Zambrano (Undated) (Presidente/Alcalde of Buenavista, Iloilo, 1908-1909) in his, "Ang Maragtas sa Pulo sang Guimaras cag Pagpatukod sang mga Municipio sang Navalas, Jordan, Buenavista cag Nueva Valencia."

During the early years or before the turn of the 200 years of Spanish regime, Navalas was already a town or municipio in this part of Guimaras Island. The leadership of Navalas town was called "tendiente absolute," together with the "Ministros de Justicia," "tenientes" and "cabeza de barangay." "This town continued to thrive with independence and a known municipio up to the highest leaders of the Spanish regime in the country until 1896 prior to the "riboc" or "revolucion" (revolution) of the Filipinos against the Spanish rule.

A simple deduction from the information provided in the writeup of Zambrano as to when the township of Navalas was created may show that if the Spanish regime started with Miguel Lopez de Legaspi's arrival in Cebu, Philippines in 1565 (minus 10 or 20 years= 190 or 180,, adding these numbers to 1565, then Navalas would probably be established in 1755 (minus 10 years) or 1745 (minus 20 years from the "before the turn of 200 years of Spanish regime". This information would tally more or less with the account of Fr. Fernandez, who mentioned that as early as 1742; Guimaras became part of Dumangas up to 1751 when the Augustinians ceded it to the Jesuits and in 1768, to the Dominicans. In addition, considering the geographical nearness of Dumangas and Navalas, the likelihood of the Augustinian priests crossing into this part of Guimaras is not impossible.

Furthermore, Zambrano mentioned that for so long a time, the people of this town lived a peaceful, happy and prosperous life wherein they have built a beautiful Roman Catholic Church donated by the richest man of Navalas during that time in the person of Don Miguel Jayme. There was no other religion during that time except the Roman Catholic.

During the Spanish time, (1573) the "Real Ordenanza Para Nuevas Poblaciones" (Royal Ordinances for New Towns) was publicized. This Law required a gathering of population in a square plaza complex or a high ground for the "Iglesia" (church) as the centerpiece. Around the church were built the "convento" (Convent), "patio" (Cemetery), "corral real" (municipal hall), "Casa Tribunal" (court house), "Escuela publica" (Public school) and "cuartel" (headquarters) of the "guardia civil" or colonial police (Sevilla).

This Spanish Law corroborates the existence of Navalas as a "municipio" during the Spanish time because it has a church of its own, a plaza, and a cemetery which are all in existence up to this time. However, the only missing link was the municipio and the school. As per personal conversation with Lola Iska (Francesca Del Solor Manuel), 92 years old (one of the oldest residents of Navalas), the municipio of Navalas was found in the place where the present house of Justo Hiponia is located. This site is fronting the sea exactly opposite the Navalas church. Later Navalas also got the school which was called "pribada" (private). It was managed by the priest. It was located just in front of the old belfry which was constructed during the Spanish period. The same account was narrated by Mrs. Clarita Hiponia, 89 years old and also a resident of Navalas. According to her, the great grandfather of her husband has mentioned that the municipio of Navalas was located near the "imburnal" or drainage which was covered by culvert along the Navalas road just in front of the Navalas church. Adjacent to this drainage is the house of Justo Hiponia. According to the story of Mrs. Nenita J. Cotimo, one of the older residents of Navalas, that this drainage was before a river wherein ships or "batels" can dock. The residents of Navalas mentioned that there is still "tisa" buried in the drainage even up to this time; however, they need to be excavated. The corroboration of these stories has concretized the story of Zambrano that Navalas was indeed the first town to be established in Guimaras during the Spanish period.

Lola Iska further mentioned that during the construction of the church in 1880, Teniente Egel (referring to Miguel Jayme) would provide new clothing materials (made from lanot or piña fiber) to the residents so that they can attend the mass during Sundays but they were required to bring with them "sillar" or coral rocks shaped into square to be used in building the walls of the church. These are still the walls found in the facade of the present-day church of Navalas. These "sillar" were gathered by the people from the "katunggan" (mangrove area).



The Navalas Church built during the Spanish period.



The Belfry of Navalas Church built during the Spanish period.

The pictures below indicated the location of the municipal building of the town of Navalas during the Spanish period.



This is the place according to the old folks where the old municipal building of Navalas was built during the Spanish era when Navalas was still a municipio.

The bell of Navalas church was minted in 1882. According to Salvilla, when the church was finished in 1885, it had a very big bell made of an alloy of silver and gold. Its diameter was about a meter. Its peals could be heard as far as the pueblo of Dumangas across the Strait. The bell warned the natives of the coming of Muslims raids who raided the village and took away the big bell. On their way, they threw it at the sea near the Islas de Siete Pecados (Isles of the Seven Sins), a cluster of seven mystic islands between Navalas and Dumangas. At present, only the lower part of the belfry was left as a reminder of that big bell of long ago.

The bell of Navalas that is presently kept at Jaro Archbishop Palace for safekeeping has an inscription that it was minted in 1882 while that of Buenavista was made in 1877 under the parish priest Fr. Francisco Consing.



Pictures of Navalas bells presently kept at the Archbishop Palace, Jaro, Iloilo City



The marker inside the Navalas Church which shows that the church was built in 1880 until 1885

In 1896 to 1899, "junta local" was established in Navalas according to the "Orden General" General Order of the Central Revolutionary Government in Central Luzon headed by General Emilio Aguinaldo, President Cristeto Gonora, Vice President Eusebio Jayme, Delegados de Policia, Justicia kag Rentas.

As part of the growth of Navalas as a thriving municipio during the spanish time, one of the supporting stories is in the biography of Teofisto Guingona, Sr. the father of former Vice President of the Republic of the Philippines Teofisto Tayko Guingona, Jr. In his biography (Guingona autobiography) he became the first Municipal Treasurer of Navalas from 1899 to 1901. He then became Municipal President from 1901-1902. However, their stay in the municipio of Navalas (Navalas) was short lived because in 1907, (five years after he became the Municipal President of Navalas), he graduated from the Escuela de Derecho with the degree Bachelor of Laws and left Navalas to settle in Negros Oriental.

Further, according to Zambrano, after Navalas, Nagaba (now Jordan) was the next to become a town. Jordan was the first town to have leaders called Gobernadorcillo, Jues de Cementera and Jues de Gagados, Tenientes and Cabeza de Barangay. The whole barrio in Buenavista including those in the western part of the province called Nueva Valencia was formerly part of Jordan. However, Navalas was not part of the jurisdiction of Nagaba (Jordan). Nagaba was like a town because it has a "gobierno local" during the Spanish regime. The barrio Valencia now Nueva Valencia was made into a town during the riboc (revolution) against the Spaniards in 1896- 1901 under the ruling of the first Republic of the Philippines with Gen. Emilio Aguinaldo as the first president of the republic. Nueva Valencia's separation from Nagaba was historic because after it was fused with Nagaba (Jordan) it was separated from the mother town to be formed later into an independent town. It was realized because of the efforts made by the people of the municipality coming from the junta local headed by D. Manuel Segovia as President, Vice President Gregorio Gonzaga, Delegates Marcelo Geonanga (Police), Alberto Gonzaga (Justice) and Pio Geisana (Revenue and member).

The Creation of Barrio Tilad Now Buenavista as a Municipality in Guimaras, Iloilo (literal translation from the Ilonggo version)

In 1854, which was already more than hundred years (1 century) as to the time of the writing of this history by Zambrano, the people of barrio Tilad and the neighboring barrios located in the northern part of the whole island of Guimaras composed of Barrio Tacay, Ambolong now Salvacion, Culambog now Mclain, Supang now San Fernando (Sic), Aguilongan now Abila, Umilig, Mantangingi now East Valencia, Libas, Sinalgan, Mantasic, Langab, Suclaran, Paus now M.Chavez, Piña, Agsanayan, Daragan, Montpellier(Sic) and other sitios which are part of the above mentioned barrios headed by well-off people of the places composed of Patricio Gallo, Domingo Garganera, Babilicio Vilches, Mariano Martir, Eugenio Tarrazona and Jacinto Gabinete were the ones who have made efforts to submit the "escrito" (written request) to the highest Spanish authority in the country to convert into town or municipality the barrio Tilad including the above- mentioned barrios and sitios to be separated from the mother town which is Nagaba (Jordan). It was a lengthy time of suffering which the people of those barrios have experienced because the leadership of the Mother town Nagaba did not permit the dream and the request of the people of Tilad to be a town despite the efforts of the elders for the construction of a town hall (tribunal), school, church, cemetery and other requirements needed for the creation of a town. This was covered by the law Real Ordenanza Para Nuevos Poblacion (Sevilla).

In 1841, the people were able to construct and to comply with the requirements that Tilad would be converted into a town. They needed a priest to be the "Cura Parroco" of the town because during that time the church and the state were not separated. However, during that time priests were very scarce in Panay because the Archbishopric was found in Cebu so the people of Tilad had chosen representatives to compose the team to go to Cebu. They were Domingo Garganera, Mariano Martir, Eugenio Tarrazona and Francisco Lachica. In a short time, the dream of the people of Tilad to form their own municipality which is Buenavista was realized. The group was able to request from the archbishop of Cebu for a Cura Parroco to be assigned in Buenavista in the person of Redondo (Rdo.) Padre Jose Arias and after him was Redondo (Rdo.) Francisco Consing and others. In year 1844 Buenavista became a municipality or a town.

The first Capitan or Gobernadorcillo was chosen by the twelve (12) "Delegado de la Principalia" coming from the Cabeza de Barangays in the person of Valentin. This activity was attended by Gobernador P.M. of Iloilo and the parish priest Rdo. Jose Arias. The place where the names were written in "leyenda" or legend was burned during the "rivoc" by the "revolucionarios" including the municipal archives of all the towns in the whole Philippines.

In the year 1844, Tilad was changed to Buenavista as requested by Governor P.M., and it was appreciated by those who attended the event. The people celebrated a "fiesta" or feast which they called "pagcagos sang baras" and sang "Te Deum" (Thee O God, We Praise) in the church, and the whole town was jubilant. The name "Buenavista" was given to Tilad because the town hall in Tilad or old Poblacion was overlooking the panoramic view of Guimaras strait separating Buenavista and the City of Iloilo.

The assignments of priest for the three towns of Guimaras as per records of the Roman Catholic Church book Curas Almas (19th century) are shown in table 1.

Table 1. Parish Priest in 19th Century

Buenavista Parish 1858 April 14 (Redondo) Guimaras Island		
Years	Curas Parrocos/ Misioneros	Variations in Spelling/ Remarks
1855- 1859	(el de Guimaras)	
1860	D Jose Arias	
1861- 1864, 1875- 1879, 1884- 1886, 1890- 1893	D. Francisco Consing	Conig, Comig, Cosing, Cousing, Consiac, Consiag, Consin
1885- 1896	D. Cipriano Pedrasa	Pedroza
1897- 1898	D Simon Covarubias	Fr. Simon Covarubias
1892	D Praxedes Magalona, cdj.	
1896- 1897	Fr Jose Lino Ojanguren	
1898	Fr Wenceslao Garcia OSA	
1892	D Eusebio de la Riarte, cdj	
Nagaba also spelled Nagaua, Naguba, Nagava (formerly Guimaas (also spelled Guinaras), listed 1839-1856, 1864; now Jordan, on Guimaras Island		
1839- 1852	D. Bernardo Chaves	
1853	D –	
1855- 1864, 1875- 1879, 1884- 1886	D Mateo Jalandoni	
1890	D Cornelio Salas	
1891- 1898	D Luis Jalandoni	Fr Luis Jalandoni, Jacandoni
Navalas on Guimaras Island		
1895- 1898	El de Buenavista	1895- 1898

During the period of revolution (riboc) Buenavista was ruled by the "junta local decreto" or local board decree by the "Gobierno Central Revolucionario" or Revolutionary Central Government in Luzon headed by General Emelio Aguinaldo.

The chosen local leaders were as follows:

Presidente	-Crispulo Gaylan
Vice Presidente	-Mateo Zambarrano
Delegado de Plicia	-Manuel Zarganera
Delegado de Justicia	-Aurelio Zambarrano
Delegado de Rentas	-Aguedo Vilches

Furthermore, according to Aurelio Zambarrano (undated), in 1903 there was a fusion of four(4) towns in Guimaras, namely; Navalas, Jordan, Nueva Valencia and Buenavista, making the later(Buenavista) as the cabesera (head village) making three(3) other towns as the "Arrabal sa Cabesera" (outskirt of the town). Since Buenavista became the "cabesera," it turned out to be progressive because it is where the Campamento Militar (Military Encampment) of the regimen of American military was located, specifically in Supang. This American military government was able to construct a beautiful concrete port in Buenavista and a road from the port to Barrio Supang with a budget of P1,000,000.00 was constructed. Besides these, mejoras (improvements) were made Buenavista got a school called "Escuelas Central de Concreta" (Concrete Central School) in Poblacion (now Old Poblacion) in 1909 and was completed in 1910 with a total budget of P75,000.00. Roads from the town going to Jordan and roads going to all important barrios and roads in going to "Arrabal" (outskirts) of Navalas were constructed. There were three (3) important "fabrica" (factory) of lime in Tacay, Taminla and Salvacion and many limestones quilns were found. There were also other products like rice, corn, copra, fishes and many other industries and commerce in the Municipality.

In support to these claims, in the 1903 Census of Population (Guimaras in Focus, (1999), four (4) Guimaras municipalities were mentioned: Buenavista, Jordan, Nueva Valencia and Nabalas. However, in the 1918 and 1939 Census of Population, Guimaras contained only two municipalities, Buenavista and Jordan. Nva. Valencia had been incorporated with Jordan while the former municipality of Nabalas formed part of Buenavista.

The historical accounts mentioned previously maybe thought of as not very plausible, but there are physical evidences that could attest to the time by which these churches were built. These physical evidences could prove and support the corroboration of the existence of the church and the priest assigned in the two churches of Buenavista and Navalas. One of these is the old bell found in the present day Roman Catholic Church in Sto. Rosario with the Spanish inscription:

"Dulcísimo Nombre de Jesus Sefundio Esta Consia del Pueblo de Buenavista en el año 1877 Siendo Cura Parroco de Francisco Consing"

Or:

"Sweetest name of Jesus melted this for the town of Buenavista in the year 1877 with/being Francisco Consing as Parish Priest"

This bell is still being used in the Roman Catholic church in Sto.Rosario, Buenavista, Guimaras.



Spanish Inscription of the Sto. Rosario Bell: "Dulcísimo Nombre de Jesus Sefundio Esta Consia del Pueblo de Buenavista en el año 1877 Siendo Cura Parroco de Francisco Consing"

Rough Translation of the Spanish Inscription:

"Sweetest name of Jesus melted this for the town of Buenavista in the year 1877 with/ being Francisco Consing as Parish Priest"

The ruins of the early church found in the property of the family Gumarin in Old Poblacion, Buenavista,Guimaras are proofs of the creation of the Municipality of Buenavista in 1844. Adjacent to it within the compound of the Old Poblacion Elementary School are also the ruins of the old Municipal Building of Buenavista. These edifices were totally burned down during the Japanese occupation of the Municipality. Below is the picture of the ruins of the old Roman Catholic Church found in Old Poblacion, Buenavista, Guimaras.

The ruins of the roman Catholic Church in Poblacion formerly Poblacion Buenavista, Guimaras constructed in 1844 but was burned during the revolution Shown are the coral stones which served as the walls of the church. According to the elders of Old Poblacion, every time they went to church they were required to bring with them coral stones,hence, it can be attributed the first feast day of the town which is named "cagos baras".



The ruins of the early church found in the property of the family Gumarin in Old Poblacion, Buenavista, Guimaras are proofs of the creation of the Municipality of Buenavista in 1844. Adjacent to it within the compound of the Old Poblacion Elementary School are also the ruins of the old Municipal Building of Buenavista. These edifices were totally burned down during the Japanese occupation of the Municipality. Below is the picture of the ruins of the old Roman Catholic Church found in Old Poblacion, Buenavista, Guimaras.



The remains Old Poblacion Municipal Building, Old Poblacion, Buenavista housed within the compound of the Old Poblacion, Elementary School.



These artifacts are proofs of the existence of this "municipios" as mentioned above. The bells of the Roman Catholic Church in Sto. Rosario is one solid evidence that the church was in existence in 1844. It has the inscription of 1877 (or 33 years after the founding of Buenavista as a town) under Fr. Francisco Consing who was assigned as the parish priest of Old Poblacion beginning in 1861 to 1864 (Zambarrano undated) after Fr. Arias.

In 1948, the municipal officials passed Resolution No. 7 which was about the transfer of the seat of government from Old Poblacion to another place. It mentioned that the town while that time was already more than 100 years old. The excerpt of the resolution was:

"Whereas, the Municipal Building of this municipality was completely burned by the Japanese Forces during their occupation of this town; Whereas, the present seat of the municipal government is very inadequate for it contains not more than 400 square meters and located at the top of the hill which could not provide for a suitable ground for town plaza, playground and a market place; hence improvement and beautification of this town are impossible. Whereas, because of the aforementioned condition of its site, this town has never been improved although it had been established in its present seat for more than one hundred years before the destruction of the municipal building by the enemy, and as a matter of fact there are actually 14 small houses found in the whole Poblacion."

According to Aurelio Zambarrano that the municipality of Tilad or Buenavista was created in 1844 and deducing from this resolution, it shows that when the resolution was made, Buenavista in 1948 was already 104 years old.

In 1908, the Guimarasnons were given the right to elect their municipal president. Table 2 shows the list of municipal officials in Buenavista.

Table 2. Chronology of Gobernadorcillo and Capitanes of Buenavista during the Spanish Period

Names	Period
Valentin (Surname cannot be deciphered in the Leyenda or Legend)	1844- 1845
Casem (Surname cannot be deciphered in the Leyenda or Legend)	1846- 1847
Patricio Gallo	1848- 1849
Carlos Quison	1850- 1851
Domingo Garganera	1852- 1853
Victorino Gaylan	1854- 1855
Basilicio Gaylan	1856- 1857
Mateo Gallo	1858- 1859
Magdaleno Natividad	1860- 1861
Mariano Martir	1862- 1865
Eugenio Tarazona	1866- 1867
Jacinto Gabinite	1868- 1871
Pablo Gabutin	1872- 1873
Hipolito (cannot be deciphered in the legend)	1874- 1875
Manuel Garganera	1876- 1877
Marcelo Gabiazon	1878- 1879
Sergio Consing	1880- 1882
Pedro Saldivar	Year Cannot be deciphered

Table 3. The presidents and mayors of Buenavista, Iloilo

Names	Period
1 Sergio Consing	1904-1905
2 Feliz Gonzales	1906-1907
3 Aurelio Zambarrano	1908-1909
4 Luis Garganera	1910-1911
5 Licerio Segovia	1912-1916
6 Melquiades Javellana	1917-1919
7 Silverio Gabutin	1920-1922
8 Nicolas Gabales	1923-1925
9 Laureano Tarazona	1926-1931
10 Pascual Beltran	1932-1934
11 Rubin Habaña	1935-1940
12 Guerra Mundial [Occupacion sang mga Hapones, (Alcalde Habaña evacuated to Panay)]	1941-1945

Camp Jossman and the American occupation of Buenavista

When the Americans established their government in the Philippines after the Spanish-American War Buenavista was their choice for the installation of a military unit in Guimaras. The construction of the camp in Guimaras Island was authorized by US Congress in July 1902, and it was named Camp Jossman (Wiki Camp Jossman 2009).

Camp Jossman was named after Albert L. Jossman, a graduate of the University of Michigan who fought in the Spanish-American War. As a member of the 35th Michigan Volunteer Infantry, he joined the regular army as a member of the 22nd Infantry Regiment. Jossman was wounded in the battle of Bayan and died in Manila on July 28, 1902 while en route to the United States (Seeley 1912). Camp Jossman was a US Army Cantonment in Supang, Buenavista, and Guimaras, Philippines after the Spanish-American War.

The subsequent Acts of Congress authorized the expansion of the Camp, 67 buildings were planned for Camp Jossman and not all of these buildings had been completed when the post was vacated. Camp Jossman was the base for the 19th Infantry and two battalions of Philippine Scout (USA-PMA Graduates, 1939).

General Douglas MacArthur left a landmark at Guimaras. After his graduation at West Point in June 11, 1903, he was first assigned to the Philippines at the age of 23. He sailed to the Philippines and arrived in Manila in October 28, 1903. His next six months were filled with high adventures.

Assigned to the Department of Visayas, he saw duty in Panay, Samar, Cebu, Leyte, the four major Visayas islands. Assigned as an engineer, MacArthur commanded work parties that cleared roads and built bridges and piers in the area. He wrote to his home about his narrow escape when two Filipino bandits attacked a work detail he was commanding. As he recounted in his memoirs: "While attempting to construct piers and docks at Guimaras island, located at the mouth of Iloilo Harbor (in Panay Island), I had to procure my own piling, and took a small detachment to cut timber in the jungle forests. The place was dangerous, being infested with brigands and guerillas." On a narrow jungle trail, his party was waylaid "by two of these desperados". Like all frontiersmen, I was an expert with a pistol," he bragged. "I dropped them both dead, but not before one had blazed away at me with his antiquated rifle. The slug tore through the top of my campaign hat and almost cut the sapling tree immediately behind me"(Young 1994). However, during the one-year tour of duty in the Philippines, he spent much of his time in Manila (Young, 1999). He had his headquarters in Guimaras at Camp Jossman in Barangay Supang, Buenavista while he was here in Guimaras. The monument of the stay of Gen. Douglas MacArthur in Buenavista, Guimaras was the Sto. Rosario Wharf and the road from Sto. Rosario wharf to Supang, which is about seven kilometers.

MacArthur was the third son of Gen. Arthur MacArthur, a senior officer in the United States. Gen. Arthur MacArthur served in the Philippines as the military governor and as a replacement for Gen. Elwell S. Otis. He served in the Philippines from 1900 until 1903 when he and the civilian governor William Howard Taft were always in clash with one another. The former was relieved of his post and transferred to Command the Department of the Pacific. The year 1903 was also a time when Douglas MacArthur graduated with highest and finest records in the West Texas Military Academy.

Lewis E. Gleeck, Jr. an American Consul in Manila (1962-1968) and consultant of Agrarian Reform in 1974 to the Director of the US Agency for International Development gave a recount of Camp Jossman during the year 1908 - 1909. The revolution enables one to take a look at Camp (and barrio) life in those early days of the Occupation. Camp Jossman located at the Guimaras Island, nine (9) miles from Iloilo, had several hundred men of the 4th Infantry stationed in the Camp in 1908.

The presence of 150 Americans billeted in Iloilo encouraged joint social and recreational activity. The construction of the Panay railroad and a small railroad from Iloilo to Capiz prompted road building of all kinds including a small railroad in Guimaras itself. Camp Jossman was not an exciting duty for the enlisted men, but its relation both with the small barrios of Guimaras and the city of Iloilo was cordial, and it was a pleasant station. Contact to Manila was minimal, but there were few distinguished visitors. Among them was Episcopal Bishop Brent, who had dropped in, preached a magnitude sermon before General John Bubb and the men of the 12th Infantry then beat all the tennis players who were prepared to give them a game? The young officers impressed both by the bishop's sermon and his tennis prowess raised enough money to buy a bell for the Episcopal cathedral in Manila. The tennis court today is still part of the grounds of the family Yuday in Supang, Buenavista. Information also from the elders of the community showed that the cemetery in Camp Jossman is found opposite the present compound of Supang Elementary School.



Camp Jossman Tennis Court at the property of family Yuday in Supang, Buenavista, Guimaras

The same author, Lewis E. Gleck, Jr. traced the humble beginnings of the real estate millionaire C. N. Huges to bottle legging liquor at Camp Jossman. Different types of bottles were excavated surrounding the area in Supang where the artifacts/ remains of the US Camp can be found specifically at the place of Brgy. Captain Alfredo Magsipoc.



These are the bottles collected from the property of Brgy. Capt. Alfredo Magsipoc, Brgy. Supang, Buenavista, Guimaras. Some of the bottles have an inscription of M.B. & C. CO.18

Moving farther, in the junction of the road going to San Fernanda and toward the national road is the property of the family Odollia Jasanggas, where a cemented part in his property according to the people of Supang, Buenavista, was also part of the old camp.



Picture of the remains of the original Road constructed by the American forces in Supang, Buenavista, Guimaras

In the property of family Betansos, one can find the remains of the bowling alley which the American forces had constructed during their stay in Supang. Now, it is part of the house/ property of the Betansos family.



Remains of the Camp Jossman Bowling Alley which is now part of the house of the Betansos family

Before entering the property of the Betansos family, on the left portion is the cemented pit which is still part of the relics of the old Camp. AS to its purpose, no one knows. There are theories that this might be their "Ice Refrigerator".



Cemented Pit or the Ice Refrigerator of the Americans

Moving farther, towards the national road, one can pass the two culverts constructed by the American forces.



Culvert 1



Culvert 2

Considering the number of soldiers assigned in Camp Jossman a hospital was built to take care of their medical needs. This edifice was found in the property of Mr. Bernabe Galanza. According to Galanza, his property Was the site of the Camp Jossman Hospital. It measures approximately 40 meters by 100 meters. The relics of the posts of the hospital can still be seen in their property. Alongside the hospital was the drainage that ended up to the creek where the culvert was constructed. It was presumed that the Wastes coming from the hospital went directly to the drainage.



Relics of the posts of the old Hospital of Camp Jossman

Southwest of Camp Jossman, about three (3) kilometers from the junction of Barangay Salvacion to Tinadtaran is Punta Blanco, the target range of the American Army in the early 1900. Punta Blanco is now part of Barangay Tinadtaran. The two parallel parapets are made of rocks and mortar. The larger parapet was parallel to and about 20 feet from the dirt road of San Roque, Tinadtaran and Gaban road sections. It was six (6) and a half foot wide and about 420 feet long. Facing the road near the center of the parapet was a slab of rock embedded on the wall marked "29 Inf. 1903," a mute autograph of the builders of the parapets. About 1,100 feet from this larger parapet is a smaller one parallel to it, about 75 feet high and about 2 feet thick. The center of Punta Blanco is located at Mount Sulangan, Tinadtaran, Buenavista, Guimaras.



Picture of the small parapet about 1,100 feet from the larger parapet measuring about 75 feet high and 2 feet thick.



The big parapet is about 20 feet from the dirty road of San Roque, Tinadtaran and Gaban road sections measuring 6 % ft. wide and about 420 ft. long.



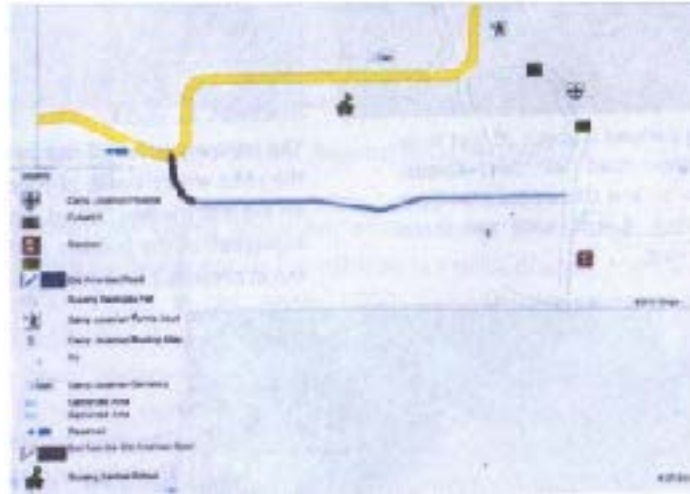
The hallow portion of the parapet facing the road where a slab of rock embedded on the wall marked "29 Inf. 1903", a mute autograph of the builders of the parapets but at present it is already gone.



The close-up view of the parapet showing the materials used by the American soldiers to build it.

Camp Jossman is still a point of reference of the Bureau of Land Sketch Plans of properties around this Barangay. Camp Jossman to this day still hides the remains of the stability of the American Army occupation of those early days. Farmers plowing their fields around the area many years ago occasionally found oversized rusty horseshoes of a long dead mule of cavalry horse or bottles of different sizes, thickness, shape and color, and even bullets or mortars and other ammunitions can still be found in the area. To enable the readers and the Buenavistahanons to have a glimpse of Camp Jossman as it was during the American occupation, the researchers restructured the map based on the available relics as of the conduct of the study.

Figure 1 shows the restructured map of Camp Jossman. From the present Buenavista Water District water reservoir, approximately 200 meters is the present Supang Barangay hall. Opposite the Barangays hall is the property of the family Serra wherein there is a cemented part which according to Capt. Magsipoc was part of the relics of the old camp. The Barangay road on the side of the water reservoir going to San Fernando was the remains of the road constructed by the American forces.



The Reconstructed Map of Camp Jossman

However, in 1912, an order from the US High Command came instructing them to vacate Camp Jossman and close the base. This was probably because a good water supply could not be established here. Surface wells of 12-16 ft. depth provided the water. An attempt was made to drill about 850 feet deep trying to establish a deep well in search of an adequate water source, but no good water was found. All the structures then that were established during the stay of the American soldiers were all demolished.

The development of Guimaras during the period and the steady growth of its population necessitated the splitting of the Island into municipalities. It was during the term of Don Melquiades Javellana that the progressive barrio of Nagaba was separated from the mother town Buenavista. It became an independent municipality of Jordan in 1918 with independent municipality in 1941.

As early as 1926, a certain Doctor Daniel Evangelista with the support of the people of the northern barrios made a move to transfer the seat of government to Supang. The move was not materialized because of the people of the southern barrios led by Aurelio Zambarrano, Melquiades Javellana, Sergio Consing and Crisostomo Javellana opposed the transfer. However, Governor General Simpson came to Buenavista to settle the considered delicate problem of the town folks. Soon after his return to Manila, he gave his verdict. The seat of the Municipal government continued to be in the old site. Atty. Pascual Beltran Sr. was then the Municipal Mayor with Rubin Habaña as the Vice Mayor. Atty. Pascual Beltran took his oath as the first elected mayor in 1932.

Buenavista during the Japanese Occupation

Historical Account of the Filipino Soldiers

The Province of Guimaras can be called "the Cradle of the Revolution." The three municipalities especially the Municipality of Buenavista, originally revolted against the Spanish government during the latter part of their colonization. The spirit of nationalism was then inculcated to the people, thus, they again fought against the Japanese cruelties and oppressions during their Occupation of the country. The harassment and the cruelty of the Japanese were long remembered by the Filipinos, especially by the people of Buenavista.

Their fight against the Japanese made them leaders of their compatriots with the same courage, indomitable will and self-sacrificing spirit that characterized military leaders of the world.

The Municipality of Buenavista was also the home of Filipino revolutionaries against the Japanese occupation and public servant's unknown in our history. They reflected the spirit and quality of a hero, faced the war proudly throughout history, shaping it according to their aspirations, making the best of the most trying circumstances and emerging as persons worthy to be called Filipino heroes.

The spirit of nationalism was the greatest factor that inspired and forced the people of Buenavista to revolt and to put an end to the 300 years of Spanish colonization and the Japanese government. Long before the spirit of nationalism had been conceived, the Filipinos in general and the people of Buenavista in particular, were not aware of the future of the Filipinos under the role of the harsh and cruel colonizers.

During the bombing of Pearl Harbor and the beginning of World War II, Rubin Habaña was the Municipal Mayor. In 1942, the Japanese invading forces were met by a few inhabitants headed by Candido Yngalla, who later became Mayor of a Puppet Government set by the Japanese. During the liberation, Ingalla was accused of rebellion, killing, burning of properties and being a traitor. He was sentenced to "Cadena Perpetua" (Life sentence) in Munting Lupa prison in Manila. Yngalla was captured by the guerillas under Captain Dominador Gregorio (Zambarrano undated).

Military historian, Manikan made an account of the first Japanese troops landing in Guimaras during the war (Undated). He stated that in April 18, 1943, Japanese transport unloaded 3,000 enemy troops in four (4) different points of Guimaras Island.

The holocaust of war did not stop the supreme sacrifice offered by the sons of Buenavista in the battlefields of far flung provinces. In August 1943, the most tragic event in the history of the town occurred, as narrated below:

After Southern Iloilo (Capt. Tai-1) Watanabe's mobile forces crossed over on August 25, 1943 to the nearby Guimaras Island. According to the OCCA "Special Report," Watanabe and his murderous band, finding no guerilla troops in Guimaras, continued their gruesome massacres of the people. The covering civilians were killed in their hiding places and during the two weeks of bloody and orgiastic murder of the civilians in Guimaras the population was reduced to at least 1,000 victims. In the barrio of Salvacion, for instance, 50 women were captured, stripped, maimed and abused. After abusing them, they were exposed naked for half a day under the scorching heat of the sun. In the barrio of Nazaret, the women were killed after being abused. On the same day, 2nd Lt. Salvador Militante "D" Company, 15th Battalion, 63rd Infantry was captured by the enemy in Guimaras Island. He was tortured by the bayonet thrusts. Later, he was burned alive and left unburied. A week later his decomposing remains was discovered by Sgt. Eñano, who buried him in Ban - Ban, Navalas, Buenavista.

Militante was killed in the present site of Cansilayan Elementary School particularly at the place where the flagpole of the school is located. After the enemy brutally killed 2nd Lt. Salvador Militante, they went back to Iloilo. The information from civilians and the smoke of the burning houses reached Eduardo Legita. He prepared an ambush operation with Francisco Mucho supplying him a grenade but returned to him after he saw the coming of many Japanese soldiers. While hiding at the creek by the side of the road in Sitio Hulot, the whole company of Japanese soldiers took a rest and prepared for their meal before proceeding to Iloilo. Legita surprisingly fired his automatic carbine rifle killing two (2) Japanese soldiers near him, and a group preparing their meals, pouring all the bullets loaded in his rifle followed by a quick retreat to a safety place to secure himself. Despite counter fires of automatic weapons and "tekenando" grenade throwing bomb, Legita was able to escape. The dead Japanese soldiers were carried by oxen cart to nearby Sto. Rosariogarrison. Mr. Victor Selebio, his sister and Francisco Mucho were the witnesses of the incident. In January 20, 1944, Legita with sufficient logistics attacked the garrison with the guerillas and almost killed the entire enemy, but one Japanese soldier countered by throwing a grenade killing Lt. Custodio Aligaen, Lt. Rufino Umali, and wounded other enlisted men including Legita.

A number of army officers and practically all of the key men in Confesor's resistance government in Guimaras headed by Deputy Governor Constantino Gulmatico had to surrender to the Japanese soldiers in order to stop the wanton killing of innocent civilians by the Japanese soldiers. They were taken to the City of Iloilo to attend the Japanese School for "spiritual rejuvenation" at Fort San Pedro. But the persistent defense and counter attacks by local heroes did not cease under the command of Dominador Gregorio. They were able to capture the officials of the Japanese puppet government including Candido Yngalla.

In the account of Zambarrano, Perfecto Luhan was chosen by Gov. Tomas Confesor to be the mayor of Buenavista during the Second World War (1942-1945). Liberation took place in 1945. Rubin Habaña returned to his position as mayor. During the next election, Habaña was elected again for the third time as mayor of Buenavista.

Liberation of Buenavista

The Sto Rosario Garrison which was captured and overran by the Japanese was liberated at 3:30 A.. on March 18,1945 under the command of Capt. Luis C. Herrera. The "F" Company was on its way to attack and captured the enemy garrison at Buenavista, that was defended by 32 Japanese troops while on the approach march its 1" platoon engaged an enemy patrol of seven (7) men. During a brief skirmish, one of the enemy's enlisted men was killed, and three (3) others were wounded. At 6:30 A.M the attack began, the second platoon was deployed in the immediate front of the enemy with one.50 machine gun. The 3rd platoon was assigned as beach guard along the shore. At about 8:00 A.M., three (3) Japanese soldiers were captured, one of whom was the commissioned officer Captain Uno the garrison commander identified by insignia that consisted of one gold stripe superimposed by three small silver stars. The captured Japanese soldiers tried to get away from the guard but were immediately shot and later died. At about 12:00 noon, an undetermined number of enemy troops aboard one small motor boat and sailboat landed at Montpiller. On their way to Sto Rosario, Buenavista, they were ambushed by the platoon led by Lt. Mijares and Gumayan. Twenty (20) Japanese were bagged, but some were able to reach the garrison. The attack was resumed at 5.00 P.M that continued throughout the night.

The following morning, March 19, 1945 Sto. Rosario garrison fell and was burned. The total enemy found dead in the garrison was 15 and four (4) more were wounded. Booties were composed of one (1) samurai sword, two (2) Japanese rifles, and several Japanese hand grenades.

Heroes of Buenavista During the 2nd World War

A historical landmark in the town plaza was constructed in recognition of the courage and heroism of Buenavistahanons who fell victims to the holocaust of war. The memorial for the town heroes during the global war stands out significantly in the town plazá. This monument was erected by freedom-loving people of Guimaras Island, officers and members of the Six Military District World War II Veterans Association headed by Col. Ernesto P. Golez, its national chairman. To honor the painful memory of 1st Lt. Salvador Militante, Chief Officer, "Company 15t Infantry Reg. 6 MD (captured and killed by the enemy on the 25th day of August 1943). He made the supreme sacrifice of organizing rear guard action against the superior number of the enemies conducting primitive campaign, "Jues de Cuchillo" in the island of Guimaras. This became their futile effort to subdue or destroy the enemy. They were in the 6MD Forces stationed in the Island under the command of Major Ernesto Golez.



The shrine containing the names of the heroes of Buenavista during 2nd World War found at the plaza of Buenavista, Guimaras constructed through the efforts of the late Gov. Abelardo Javellana and the municipal officials during that time. The improvement and beatification of this monument was done during the administration of Mayor Samuel T. Gumarin

Buenavista after the war and its subsequent development

On March 19, 1945, Mr. Perfecto Luhan was appointed municipal mayor by Governor Tomas Confesor. Then a small group of American soldiers came on March 21, 1945 and reorganized the local government. Mr. Perfecto Luhan continued serving as appointed mayor under the Philippine Civilian Authority Unit (PCAU) - Municipal Government. His service in that capacity was short lived. The seat of Municipal government was in Supang. When the educational machinery was revived, Mr. Luhan resumed his teaching position, and Mr. Rubin Habaña was appointed municipal mayor. The destruction brought by World War II enabled the municipal officials to have a temporary office at the house of Roy Davis at Salvacion, Buenavista.

After the restoration of peace and order, many American soldiers opted to settle in the Island. Among them were Mr. Roy Davis and Mr. Clark, who married local girls and raised their families. Another enterprising American was Mr. John Bordman, who established a lime factory in Buenavista (Pendon, 1985).

As a municipality, Buenavista after the war lacked national government agency offices which are national in scope such as the Circular Letter of the Commission on Election regarding the establishment and designation of election precincts and polling places in the municipality of Buenavista for the coming plebiscite to be held on March 11, 1947 and on motion of Mr. Gabriel Rubrico, seconded by Mr. Federico Piodena the following precincts, with its corresponding barrios and sitios were created:

Precinct No.	Location	Barrios & sitios
1	Central School	Daliran, Buang, Poblacion
2	Central School	Montpiller, Poblacion Proper
3	Public Market	Rizal, Sto. Rosario
4	Zaldivar School	Salag Diutay, Zaldivar, Itor
5	Dagsa-an School	Sawang, Dagsa-an, Boroboro
6	Salvacion School	Banugon, Cabanbanan, Laude, Sinamay
7	Salvacion School	Tago-on, Salvacion
8	Calingao School	Taminla, Mabini, Mclain, Calingao
9	Supang School	San Pedro, San Nicolas, Supang, San Fernando, Nazaret
10	Navalas School	Tacay, Getulio, San Miguel, Navalas, Bacjao
11	Cansilayan School	Tanag, Umilig, Igsungay, Cansilayan
12	East Valencia School	Avila, East Valencia
13	Suclaran School	San Enrique, Suclaran, M. Chavez
14	San Roque School	Tastasan, San Roque, Agsanayan, Piña, Daragan

Municipal Council Resolution No. 7, series of 1948 was passed, a move to transfer the town site from Old Poblacion to a new place in the municipality. Considering that the municipal building was completely burned by the Japanese forces during their occupation of the Island, and with the desire of the municipal officials to facilitate the development of Buenavista they felt that there was a need to transfer the seat of the municipal government to another place which had an adequate space and a level ground to provide space for a plaza, playground and market. To quote: "Whereas, the Municipal Building of this municipality was completely burned by the Japanese Forces during their occupation of this town; Whereas, the present seat of the municipal government is very inadequate containing less than 400 square meters and located at the top of a hill which could not provide for a suitable ground for town plaza, playground and a market place, hence, improvement and beautification of this town are impossible; Whereas, because of the aforementioned conditions of its site, this town has never been improved although it had been established in its present seat for more than 100 years before the destruction of the municipal building by the enemy, and as a matter of fact there are actually 14 small houses found in the whole Poblacion." Thus, the Municipal Council decided to hold a convention at Salvacion, Buenavista, and Iloilo for the purpose of selecting a new town site as per Resolution No. 5, series of 1948. The result of the convention for the selection of the new town site composed of 96 delegates representing the 33 barrios of Buenavista, 75 voted for Sitio Calingao, Salvacion; five (5) voted for Sto. Rosario; two (2) voted for Sitio Igbuyo, Tastasan; five (5) voted for Poblacion the present site and nine (9) abstained from voting.

With the result of the said convention, the Municipal Council on March 16, 1948 session passed Resolution No. 15 series of 1948 on motion of Mr. Apolonio Sandoval seconded by Mr. Luis Germina, Sr. and unanimously approved, recommending approval for the Provincial Board of Iloilo for the transfer of the seat of the municipal government from the present site (Poblacion) to Sitio Calingao, Salvacion. Whereas, Municipal Council Resolution 15 series of 1948 was approved by the Provincial Board of Iloilo as per its 1st endorsement on April 22, 1948.

The Municipal Council on their January 6, 1949 session approved Resolution No. 1 series of 1949 Requesting the District Engineer to undertake the survey of the new town site.

In January 1949, the Municipal Council passed a resolution requesting the President of the Philippines to approve the transfer. The request was granted and by the virtue of Executive Order No. 406 dated February 1951 signed by Pres. Elpidio Quirino the town site was transferred to Sitio Calingao now Poblacion.

The lot for the new town site was donated by Former Vice President Fernando H. Lopez with an area of more or less seven (7) hectares which took effect in 1967 during the incumbency of Mayor Abelardo Javellana.

On February 16,1951 the Municipal Council in the temporary building at Salvacion approved the transfer of the seat of the municipal government to Sitio Calingao Salvacion as embodied in Executive Order No.406 dated February 7,1951 of President Elpidio Quirino. This authorization was accepted as motioned by Mr. Cirilo Fernandez seconded by Mr. Apolonio Sandoval through Resolution No.16 series of 1951. Further, this was affirmed by the Letter from the Technical Assistant and Chief, General Affairs Division acknowledging receipt of Resolution No.16 series of 1951 regarding the approval for the transfer of the seat of the municipal government to Sitio Calingao by President Elpidio Quirino.

Further, to affect the transfer, Mr. Cirilo Fernandez made a motion and was seconded by Mr. Asterio Eñano to change the name of Poblacion to Daan Banwa and that of Salvacion to Poblacion as per Municipal Resolution No. 32 series of 1951.

Ordinance No. 4 series of 1952 on the motion of Vice Mayor Mateo Auayan, seconded by Councilor, Ernesto Natividad imposed a municipal license tax on cement factory. It required any person, company or corporation desiring to engage in the business of manufacturing cement within the jurisdiction of this municipality before effecting said business, shall obtain a permit from the Municipal Mayor and to pay the Municipal Treasurer an annual municipal license tax of Php 5,000.00 payable quarterly.

Municipal Resolution 36, series of 1952 proposed to acquire two (2) lots in barrio Sto. Rosario described as: 1) "A parcel of commercial land owned by Mr. Jose Nava, situated in barrio Sto. Rosario, Buenavista, Iloilo, with an area of 270 square meters, valued at Php 320.00, Lot. No. 12 bounded on the North and East by Provincial Road; South by lot of Eugenio Guilaran; and West by Daliran Cave"; 2 "A parcel of residential, forest and coconut land owned by John Bordman Lime Factory, Ltd. situated at barrio Sto. Rosario, Buenavista, Iloilo, with an area of 16,532 square meters, assessed at Php500.00 under Tax Declaration No. 352, Assessor's Lot No.14."

On the motion of Jose Sideño, seconded by Luis Germina, Sr. an appropriation in the sum of Php 50.00 from the unappropriated balance of General Fund for the purchase of a house of mixed materials owned by Mateo Auayan situated at the wharf in barrio Sto. Rosario of this municipality is used as the police station.

Resolution No. 51, series of 1952 passed on June 16,1952 during the Municipal Council Regular Session requested the owners, operators or managers of the land and water transportation operating in this municipality to charge only one-half fare to all students who are bonafide residents of this municipality as a response to the letter of the Buenavista Students' Association led by Rizalino A. Beltran submitted to the Municipal Council through Manuel Eñano, of which after due deliberation Ernesto Natividad motioned and seconded by Jose Sideño, which the council unanimously approved.

Resolution No. 56, series of 1952 requested Hon. Pascual Espinosa, Congressman 2nd District of Iloilo province, to secure an allotment from the war damage aid for the reconstruction of school buildings from War Damage Commission.

On November 17, 1952, Resolution No. 100 series of 1952 during the Regular Session, requested the Hon. Secretary of the Department of Public Works and Communications, that in the event that the radio-telegraphs station is removed from Gigantes Island it would be transferred to the municipality of Buenavista.

In the year 1961, General Douglas MacArthur made his sentimental journey to Iloilo City. Buenavista, Guimaras is very memorable to him having been assigned in Camp Jossman at Supang, Buenavista right after his graduation from the Military Academy.



General McArthur in his 1961 sentimental journey to Iloilo (Picture courtesy of Interesting Facts about West Visayas by Rex Salvilla)

Picture of Gen. Douglas from the collection of FernandoC Lopez Foundation

In 1972-1976 Martial Law Regime was imposed by the late President Ferdinand Marcos. Election during this time was done by block voting meaning that the vote of Mayor was the vote of all candidates in a particular party. The Kilusang Bagong Lipunan (KBL) party dominated the government power. The constitution in 1972 abolished the bicameral form of government, and a unicameral system was in full force which was reinforced by the Presidential decree in the promulgation of enabling laws governed by the President, Prime minister and cabinet Minister until the EDSA Revolution in 1986.

1986 The freedom constitution

Right after the EDSA revolt, all the incumbent government officials were considered resigned; thus, the DILG Secretary as alter ego of the President has to appoint government officials.

Buenavista after EDSA

Despite controversies in the appointment of Officers In-Charge (OICs) in all levels of bureaucracy all over the country, the municipality experienced a smooth transfer of leadership. On August 15, 1986, outgoing Mayor Abelardo D. Javellana, turned-over the stewardship of the town to Rubin C. Ferrer, the incumbent Vice Mayor, and then Mayor Abelardo Javellana was appointed OIC Governor of the Sub-Province of Guimaras and OIC Mayor Rubin G. Ferrer served for more than a year (Pendon, 1985).

The year 1987 was considered as the Cory Aquino Administration. The ratification of the Freedom Constitution restored democracy and lifted Martial Law. The first local election on February 2, 1988 was held, and Rubin Ferrer was elected as Mayor.

In April 08, 1993, the Sangguniang Bayan of Buenavista approved a resolution requesting Hon. Albertito Lopez to create another municipality in the Province of Guimaras for effective delivery of services to the people in far-flung barangays of Jordan and Buenavista. With the great concern of Albertito Lopez, he responded positively to Resolution No. 77, series of 1993 and introduced the House Bill 7795, an Act creating San Lorenzo resulting to the reduction of an area of Buenavista from 15,384 hectares to 12,826 covering the territorial jurisdiction of Gaban, Cabungahan, M.Chavez, Suclaran and San Enrique.

President Fidel V. Ramos marked the historic event in signing Bill 7795 into law (R.A. 7897) for the people of San Lorenzo on February 20, 1995. Honorable Arsenio B. Zambrano the number one councilor of Buenavista during the May 11, 1995 election was appointed Mayor of San Lorenzo the newly created municipality and made a temporary town hall at the Barangay hall of M. Chavez taken from Buenavista. On July 25, 1995 Buenavista shared some of its territory of Lebas, Gaban, Cabungahan, Suclaran and M.Chavez (Paos) to create the municipality of San Lorenzo.

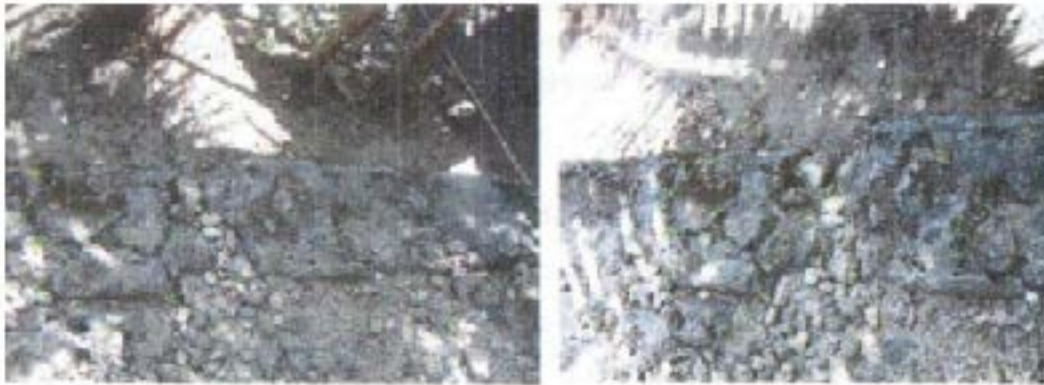
The Local Government Code allowed only (8) eight members of the municipal council but for the period of four (4) months, 10 councilors and two (2) representatives from ABC Federation and Sangguniang Kabataan Federation composed the Sangguniang Bayan of Buenavista. Hon. Arsenio Zambrano left Buenavista to serve the Newly born baby San Lorenzo in 1995 while the two councilors Jimmy Gajo and Rolando Gananan remained for 36 months and preferred to serve Buenavista.

The municipal buildings of Buenavista from Old Poblacion to the present location

The municipal town hall in the Old Poblacion was an elevated structure gleaned from the ruins of the building with a "terasa" or terrace where one could see the beautiful view of Guimaras strait. According to stories, the ground structure served as the prison cell during that time for those who committed crimes against the government. This building was presumably constructed in 1881.



Prior to the transfer of the seat of government of Buenavista from Daan Banwa to New Poblacion the municipal officials have their office at Mr. Roy Davis' house. The ruins of the house are still found at its present location as shown on this picture. This house is just opposite the present site of John Bordman Lime Factory in Salvacion, Buenavista.



The post and cemented remains of Mr. Davis' house (A & B) in Salvacion, Buenavista which served as the temporary Municipal Building in 1951 prior to the construction of the Municipal Building in New Poblacion, Buenavista. C is the present house where the old house of the Davis' was located. This is just opposite the John Bordman Lime Factory in Salvacion, Buenavista.



The wooden municipal building was constructed in the site of the present children's park in a place where the marker of the Buenavista Balikbayan is located. This was the first municipal building in the new town site after the approval of the resolution by President Elpedio Quirino in Feb. 1951.



The Municipal officials of Buenavista with their background, the Old Wooden Buenavista Municipal Hall constructed right after the transfer of the seat of government from Old Poblacion to Sitio Calingao, Salvacion (1951)



The present children's Park was the site of the old town hall. The circular base of this structure was the remains of the first town hall in New Poblacion, Buenavista.

SALIENT FINDINGS AND RECOMMENDATIONS

Early Names

The early name of Buenavista as seen in the ancient map of Panay and Western Visayas prior to the arrival of Spaniards in the country cannot be separated from the early names given to Guimaras because it was collectively called in the old name of the island which is either Himaraos, Ymaraos, Himal-us, Guimaraes, etc. Gonzalo Ronquillo de Peñaloza was struck by the beautiful scenery as early as 1581. The Island is rich in limestone and has excellent hunting and fishing grounds. No account can pinpoint that these old names refer to the different municipalities in the island, or it mean only a certain place. But in the account of Mrs. Adoracion Alzate, the old name of Buenavista was Tilad that means valley but, it was changed to Buenavista when one Spanish Gobernadorcillo was struck by the beautiful view and he exclaimed "Buen Vista" or good view.

The old name of Buenavista in 1569 was Nayup. There are some write ups which referred to as Navalas to a small settlement in Himal-us, with San Pedro Apostol as its patron saint; while Jordan was called Nabilhan with St. John the Baptist as titular saint; and Igang or Nueva Valencia with Sta. Ana as the patron saint.

The first Augustinian ministers who visited these settlements were Fr. Diego Maza and Fr. Benito Lamas.

During the Spanish time Navalas, was the first municipio created by the Spanish government (between 1740-1750 more or less), followed by Nagaba (Jordan) and the last was Tilad now Buenavista.

In 1901-1902, former Sen. Teofisto Guingona, Sr. the father of former Vice President Teofisto Guingona, Jr. became the first Municipal Treasurer of Nabalas (Navalas) and later became the Municipal President.

Tilad was created in 1854 with the seat of government in the Old Poblacion but after the war between the Spaniards and the Americans in 1903, these three (3) towns were fused into one town with Buenavista as the capital and the other three (3) towns made as "arrabal" or outskirts of a town.

- In 1918, Jordan separated from Buenavista and in 1941, Nueva Valencia followed suit.
- As early as 1859, Buenavista was already visited by important persons such as Sir John Bowring, the British governor of Hongkong and Mr. Dean Worcester, who came in 1877. Some people who were considered as national figures who visited the place particularly the late Jaime Cardinal Sin among others.
- Supang housed the well - known Camp Jossman, an American installation in the island and the famous Gen Douglas MacArthur was part of the corps of engineer who established the more or less seven (7) km road from Sto. Rosario to Supang. However, the remains of Camp Jossman are not located where the present marker of MacArthur's Headquarters is located, rather it is found near the Barangay hall of Supang and the surrounding areas as shown in figure 2 (the recon structured map of Camp Jossman).

- During the Japanese Occupation, Buenavistahanons had fought hard just to liberate the town that happened in 1945 after four (4) years of struggle. The list of those who fought and died in the war can be found in the Heroes Park of Buenavista.
- Camp Jossman was a camp complete with facilities such as hospital, canteen/bar, bowling alley, tennis court, cemetery and the target range known as Punta Blanco.

Economics

- Buenavista was the place for boat construction by Nicholas Loney, who revolutionized the sugar industry in Western Visayas. Their boats were called "lorchas" patterned from the former Brixham trawler of Devonshire, the place of Nicholas Loney in England.
- The limestone of Buenavista was used in the production of sugar in Negros and Iloilo, and its production started as early as 18th century. The witness of this industry was the John Bordman Lime Factory considered as the oldest lime factory located at Salvacion, Buenavista, Guimaras.E
- The first privately owned cement factory was established in 1949 at Getulio, Buenavista known as the Philippine Panay Cement Factory owned by the Lopez family, but it was closed in 1976 due to labor disputes.
- Two (2) multinational organizations had put up their businesses in Buenavista, the AFC Agribusiness Corp (AAC), a subsidiary of Atlas Fertilizer Corporation, which pioneered aseptic technique of producing processed fruit puree, dried fruits and juices/nectars such as mango, papaya, passion fruit, guayabano and guava. The plant has the capacity of 20 tons raw materials per day. The other one is the Oro Verde Holding and Development Corporation with 240 hectares farm located at Piña, Buenavista, Guimaras.
- The famous, single proprietorship processing business named McNester Food Products is owned by Mrs. Rebecca Tubongbanua, who produces dried mango, mango puree, mango ketchup, mango polvoron and many others is located at San Isidro, Buenavista. Her business started only as a kitchen scale fruit processing project until it reached its present stature. McNester's Products are gaining reputation all over the country and even in other countries outside of the Philippines.
- Buenavista has evolved from a rural municipality to a prosperous one with available services such as hospital, medical center, water factory, pension house, in-land and beach resorts, computer shops with internet facilities, etc.

Education

- In Buenavista, the first religious organization was the Roman Catholic Church established together with the establishment of the government earlier than 1844.
- The Iglesia Filipina Independiente (IFI) was founded in 1904 at Sto. Rosario, Buenavista with Mr.Federico "Tiyo Ikong" Zaragoza as the founding member.
- The Seventh Day Adventist had started preaching and teaching among the Buenavistahanons in 1928 - 1930 when they put up the West Visayan Academy at Banogon Hill, Salvacion, Buenavista, the present site of Good Shepherd Fold Academy.
- The oldest Baptist church in Buenavista is the East Valencia Fundamental Baptist Church founded in 1928 at East Valencia, Buenavista, Guimaras.

Miscellaneous Facts

- Guimaras is the source of "tabreya" or stone tablets for the construction of Miag-ao Church.
- of the entire town in West Visayas, only Buenavista had a folksong of its own entitled, "Sa Banua sang Buenavista May Tatlo ka Dalaga."
- The Roca Encantada in Navalas was already the place of social events by the elite young men and women for Iloilo and Bacolod as early as 1910.
- Navalas as the oldest municipio had a school called "prevada" (private) run by the priests. The first secondary school in Buenavista was the West Visayan Academy of the Seventh Day Adventist.
- Only in Buenavista where one can find an orphanage, the Good Shepherd's Fold Academy (GSFA) which continues to offer its services to the homeless children of Buenavista and the rest of Guimaras province. GSFA likewise had the first and only radio station called DYVS (Voice of salvation) which became operational from 1963-1976. Due to the high cost of maintaining this station, it was transferred to Negros Occidental and still continues to operate up to this time and still carries its old name DYVS.
- The first privately owned cement factory was found in Buenavista, founded by Don Eugenio Lopez. The cement factory was called "Philippine Portland Cement Factory" Getulio, Buenavista, Guimaras.
- A molasses installation was established in Dagsaan, Buenavista in 1960. It was owned by the Allied Overseas Trading Company Incorporated.

Legend of 36 Barangays

- The 36 barangays of Buenavista had their individual stories retold orally by the old folks of the respective communities. These stories tell how these barangays were given their present names which symbolize their way of life, the things around them and other activities related to their day to day existence.

RECOMMENDATIONS

Based on the aforementioned findings, the following are the recommendations:

1. Since the Municipality had already made its centennial celebration just recently, a move to rectify it should be done since Buenavista is already 166 years since its establishment.
2. The marker for the MacArthur Camp, Camp Jossman should be transferred near the area where the actual camp was located as evidenced by the remains of Camp Jossman.
3. Carbon dating should be done if financial resources would warrant on the old church at the Old Poblacion so that the years as written by some early historians would be confirmed or negated.
4. A municipal ordinance should be passed creating a Historical Commission to protect and preserve the artifacts that the Municipality have, for the future generation of the Municipality and as part of its cultural heritage. These artifacts should include but would not limit only to:
 - a. Good Shepherd Fold Academy
 - b. Old Bell of Sto. Rosario
 - c. Old Bell of Navalas
 - d. The ruins of Old church in Old Poblacion and the old municipal building in the same barangay
 - e. The ruins/remains of Camp Jossman in Supang, Buenavista
 - f. Navalas Church and belfry
 - g. The belfry of Navalas church
 - h. Roca Encantada and other old houses in Navalas
 - i. The Punta Blanco Target Range

This committee could make necessary representations with the National Historical Commission for the recognition of the landmarks as part of the national history of the country. Likewise, if the local government could buy those properties like the American tennis court in Supang, Buenavista the better for the municipality because it might be sold by the present owners and will be removed by the new owners having no knowledge about the significance of such structures.

5. These landmarks be provided with markers and be part of the tourist attractions of the Municipality by creating tour packages to visit these places. Part of the proceeds from the income of tour packages should be plowed back for the preservation efforts for the landmarks.
6. Miniature structures at Camp Jossman be established as part of the tourist attractions of the Municipality using the artifacts found at Supang, Buenavista as guide in the re-establishments of such structures.
7. A marker should be placed or installed in Cansilayan Elementary School for 1st Lt. Salvador Militante, who gave his life for the people of Buenavista. This is where he was burned alive by the Japanese soldiers.
8. These historical facts of Buenavista be included as part of the instructional materials of the elementary and secondary schools in Buenavista and even in the whole Guimaras so that the youth will have an idea of the historical beginnings of this Municipality.

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8. Mr. Laureano Pauchano-Brgy. Mabini, Buenavista
9. Juanita Delgado-Rizal, Buenavista, Guimaras
10. Clarita Hiponia- 89 years old - Navalas, Buenavista,Guimaras
11. Francesca Manuel - 90 years old, Navalas, Buenavista, Guimaras
12. Victor M. Sinfuego- retired Principal (BSE, AB Pol Sci), Getulio, Buenavista, Guimaras

MYTHS, LEGENDS AND FOLKTALES: THE ENVIRONMENT IN GUIMARAS FOLKLORE

Lilian Diana B.Parreño

ABSTRACT

This study focused on the collection and analysis of the different myths, legends and folktales in the island province of Guimaras. The study involved qualitative research, with a narrative description of data and narrative description of procedure and logical analysis. In this study, mostly collected materials in the form of documents were analyzed using a qualitative approach. The findings of the study disclosed that among the different myths, legends and folktales in Guimaras, embedded the natural and environmental endowment of their places such as sea, islands/slets, mountains, fish trees/forests, flowers, spring, waterfalls and lowland and others. For the setting the places where the events occurred mentioned the present names of the places. However, there were stories where the places of which were not specified. There were no specific dates mentioned as to the time of the occurrence of the events. The dominating motifs may be occurring in pairs such as "good and evil," "power and strength," "love and fear" and "love and war." The characters were not individuals. They were generalized and stereo-typed as either "good or bad." As the story progresses, no development of character was evident. The plot varied in terms of length and structural arrangements of events. Some were short some were the statements of the event that occurred. Those, however, with longer narration showed cause-and-effect relation of incidents in the narration. The symbols were the common objects and situations that were related to the daily activities of the characters. Many of the legends of Guimaras Island narrated the heroic deeds of some people, stressing lessons one should learn in life. Historical facts may be gleaned from the myths, legends and folktales of Guimaras Island. Some of the characters were actual persons who had existed and whose heroic deeds and contributions to the place were being honored and valued by the people. Legends and myths of Guimaras Island were perceived to be true, describing the daily activities of the people that occur in socio-cultural context. Thus, values were manifested in the different legends that were collected.

KEYWORDS: Myths, legends, folktales, Guimaras

INTRODUCTION

Background of the study

The Philippines is a country endowed with a very rich culture. Such culture comprises the people's arts, literature, music and other related intellectual activities. Particularly, literature of the Filipino people goes beyond, way back the discovery of Magellan of the islands. That was the time when others thought that was only the time the literature of the early Filipinos began.

Philippine literature, before the arrival of the Spanish colonizers, consisted of oral folk stories and proverbs in the various dialects of the islands. Owing to the works of Filipino archaeologists, ethnologists and anthropologists, the Filipinos were able to learn more about their pre-colonial times. Likewise, from the bulk of materials about early Filipinos that were recorded by the Spanish, Chinese, Arabic and other chroniclers of the past, the Filipino people came to discover themselves (Lumbera 1997).

Philippine oral folk's stories were composed of myths, legends and folktales. These myths, legends and folktales were preserved and handed down from generation to generation through words of mouth. The early Filipinos told stories about the things in their surroundings about the natural endowment of the place such as mountains, rivers, islets and about phenomena that occurred. They tried to give reasons, rationalizing their existence through stories.

Myths, legends and folktales differ from each other. Myths are prose narratives which, in a society in which they are told, are considered to be truthful accounts of what happened in the remotest past. They are accepted on faith. They are taught to be believed; and they can be cited as authority in response to ignorance, doubt or disbelief. Myths are embodiment of dogma. They are usually sacred; and they are often associated

with theology and ritual. Their main characters are not usually human beings, but they often have human attributes. The characters are animals or animal deities. They may also be culture heroes whose actions are set in early world when the earth was different from what is today, or in another world such as the sky or the underworld. Myths account for the characteristics of birds, animals, geographical features, and the phenomena of nature. They may tell of the activities of the deities, their love affairs, their family relationship, their friendship and enmities, their victories and defeats, (Eugenio, 1993).

Legends, on the other hand, are prose narratives, which like myths, are regarded true by the narrator and his audience, but they are set in a period less remote, when the world was much as it is today. Legends are more often secular than sacred, and their principal characteristics are humans. They tell of migration, war, victories and deeds of past heroes, chiefs and kings and succession ruling dynasties. In this, they are often counterparts in the verbal tradition of written history, but they also include local tales of buried treasures, ghosts, fairies and saints (Eugenio 1993).

Folktales are narratives which are regarded as fiction. They are not considered as dogma or history; they may or may not have happened, and they are not to be taken seriously. Nevertheless, although it is often said that they are told only for amusement, they have other important functions, as the class of moral folktales should have suggested (Eugenio 2001).

The people in the Visayas have a very rich folk literary tradition. The Western Visayas literature or the Panayanon literature includes those written or orally transmitted traditions in the provinces of Panay Island, namely Iloilo, Capiz, Antique and Aklan. Western Visayas literature also includes the literature of the provinces of Negros Occidental and Guimaras, both of which are separate islands (Lumbera 2011). Visayan folk literature ranges from brief riddles, proverbs, ditties, ritual chants to elaborate love songs, tales and extensive epics. A poem is called *binalaybay*, and the tale is the *asoy* or the *sugilanon*. The *paktakon* is a riddle while the *hurubaton* is a proverb. Both are usually in two lines and rhymed. Folksongs may be as simple as the *ili-ili* or lullaby or as intricate as the *ambahan*, a long song alternately sung by a soloist and a chorus. Folksongs may include the *siday* which is a long poetic joust between two paid poets, representing the two families in a marriage suit (*siday sa pamalaye*); or *balitaw*, a jocose love song sung in a debating manner by a man and a woman. The *asoy* may be a legend or a tale about a folk hero or a local happening. Foremost among the Panay epics are the *Labaw Donggon* and the *Hlnilawod*. Ritual chants are delivered by the *Diwata* or supernatural beings or spirits in exchange for good health and luck in the home and the fields during planting and harvest seasons (<http://www.ncca.gov.ph/culture&arts/cularts/arts/literary/literary/Hiligaynon.htm> August 2005).

The Visayan folk literature, however, especially myth, legends, and folktales are hardly heard of today. Modernization and advancement in technology have created a great gap in the traditional Filipino literature. Many Filipinos especially the members of the present generation have already forgotten the various myths and legends of their place. A lot do not even know the legend of their place. In a random survey of students in Philippine literature classes done by Fresnido (1997), results showed that the college students look down on folk literature, treating it as inferior in quality to literature written in English or Filipino. Contributory to this situation is the lack of documentation of the local oral folk literature of the place. These myths, legends and folktales which are part of our oral tradition should be preserved to give the later generations a chance to have a glimpse of the richness of their literature. Compared to the Tagalog literary folk tradition, not much has been written especially about the Visayan collection in books of the national publication. Fresnido (1997) further said "it is difficult to characterize the national literary sensibility because the great bulk of vernacular literature has remained uncollected. The need for a massive basic research on vernacular literature cannot be overemphasized. Thus, her study aimed at making a contribution to this regard, minimal though it may be. Rabuco (2001), also stated that "although a great stride may be observed, in the advancement of Filipino culture by different movements in art and education, hindrances to the enrichment of culture, particularly, in literature exists. There is still a dearth of researches and publications in the field of regional and indigenous literature."

Owing to these two researchers and many other Visayan writers and researchers in the field of regional literature, research and documentation of indigenous oral folk literature have materialized. The works of Rabuco (2003) entitled "Ilonggo Folk Poetic Intuition in Lo-a and "A Documentary Survey of Philippine Folklore Towards Research Possibilities" and that of Judith M. Fresnido, (1997), "Selected Composos from Panay" are proofs of the vast collection of oral folk literature that we have. Thus, as a teacher or student of literature, one might realize that he or she has to contribute to the preservation of these oral folk literatures, mainly, that in the island province of Guimaras.

The island of Guimaras is located southwest of Panay and Northwest of Negros islands. It is blessed with beautiful scenic spots, natural resources, green mountains and meadows, untouched beaches with clean and pristine water which is comparable to other exotic places in the world. It is cited as the "must see" island in this part of the country by the department of Tourism, WOW Philippines." This island is not only beautiful and paradise-like.; It has a very rich collection of oral myths, legends and folktales pertaining to its environment and other natural endowments that have added to its natural attractions.

Through these stories, one can have a glimpse of the colorful past of this beautiful island. To mention a few, these are the legends of Siete Picados and Roca Encantada, the legend of Balaan Bukid, Isla Naburot, the myths about Pulang Pasayan, Catiliran Cave and many others. However, no available documented literature can be found about these myths, legends and folktales of the island province. Many old folks claim though that there are plenty of prose stories in the island.

With the passing of time, the members of the older generation who have known these folklores from their forefathers by words of mouth are getting older, and some are already dead. Without documentation, these folk stories will be buried with them forever. In the face of this imminent extinction, the researchers and advocates of folk literature have to make immediate moves to salvage what remains of this dying form of literature to derive value from it; hence the reason for this study.

Statement of the problem

This study aims to collect and analyze the different myths, legends and folktales imbibed in the environment of Guimaras island. Specifically, the study sought answers to the following questions:

1. What are the different myths, legends and folktales in the Island of Guimaras with natural and environmental endowment?
2. What are the elements of the myths, legends and folktales of Guimaras Island in terms of settings, motifs, plots, symbols, characters and themes?
3. What are the manifested historical facts and socio-cultural values of these myths, legends and folktales?

Assumptions

1. Folk literature is language-bound. Thus, myths, legends and folktales are texts that can be studied as an archetype with particular language and text structures.
2. Text of myths, legends and folktales are rich sources of information, conveying the people's culture and way of life.

3. As everything that can be known by virtue of its belonging to a signifying system and everything can be spoken of as being textual.
 - a. All documents can be studied as texts-for instance, history or sociology can be analyzed the way literature can be.
 - b. All of the cultures can be studied as a text. Anthropology, among other fields, is revolutionized through ethnography; qualitative rather than a quantitative study becomes more and more the norm in many areas of social science.
 - c. Belief-systems can be studied textually, and their role in constructing the nature of the self is understood.

Theoretical bases

This study on myths and legends is grounded on the following literary and linguistics theories: "Archetype" which is a symbol, usually, an image, which recurs often enough in literature to be recognizable as an element of one's literary experience. "Frye devises an elaborate taxonomy of modes, symbols, myths and genres, establishing a complex and comprehensive correspondence between the basic genres- comedy, romance, tragedy and irony-and the myths and archetypal patterns associated with the seasonal cycle of spring, summer, fall and winter (<http://www.library.utoronto.ca/util/glossary/html Sept.5,2007>).

Semiotics. Archetypes maybe considered in the science of signs, verbal or non-verbal. According to Charles Sanders Pierce, signs may be iconic (that is they bear a natural resemblance to what they signify), indexical (that is, they have a causal connection with what they signify), or symbolic (that is, they have a relationship with what they signify that is entirely arbitrary and conditional).The symbol is the sign proper. According to Ferdinand de Saussure, who uses the term "semiology" to describe his enterprise, a sign is composed of a signifier (an acoustic image) and a signified (a concept or meaning), the relationship between the two being arbitrary and conventional. Language is a system of differences without any positive terms. Semiotic holds that all linguistics and social phenomena are texts, and the object is to reveal the underlying codes and conventions that make them meaningful. (<http://www.library.utoronto.ca/util/glossary/html Sept.5,2007>)

Structuralism. Signs may then be applied in viewing literary text as encoded with meaning that emerges from the interplay of the linguistic facts of the texts. Close attention to textual detail as internal evidence of the emerging meaning of the whole enables both the reading of texts and the reading of cultures through semiotics. It leads us to see everything as textual that is, composed of signs governed by convention of meaning, ordered according to a pattern of a meaning. It underlines the importance of genre, like basic rules as to how subjects are approached about conventions of reading for theme, level of seriousness, significance of language use and so forth. With structuralism, literature is seen as a whole; it functions as a system of meaning and references no matter how many works there are. It explains why the same sentence can have different meanings; depending on the genre on which it appears; it explains how the boundaries of the literary can change from age to age. Structuralism is a linguistic analysis of text that tends to see language as a closed-set of values which do not refer to things outside the system; instead, it understands language as self-referential. Rather than concern with a text's meaning, structuralists are more interested in the structural and linguistic sign of a text that produce a meaning. They tend to focus on the diagramming or mapping of the system of signs that can be uncovered. Thus, structuralist literary analysis often looks for linguistic pattern in texts, such as narratives or binaries in order to show how the works exemplify a typical configuration. (<http://www.library.utoronto.ca/util/glossary/htmlSept.5,2007>)

Formalism. In viewing literature as a whole, as structuralism stresses, it can also be examined in its literary form. "Formalism is, as the name implies, an interpretive approach that emphasize literary form and the study of literary devices within the text. "Formalism" like "Structuralism", seeks to place the study of literature on a scientific basis through objective analysis of the motifs, devices, techniques, and other "functions" that comprise the literary work. The Formalists place great importance on the literariness of the texts, those qualities distinguish the literary from other kinds of writing. Neither author nor text is essential for the Formalists; it is the narrative that counts, the "hero-function," for example that has the meaning. Form is the content. A plot device or narrative strategy is examined for how it functioned and compared to how it has functioned in other literary works. (<http://www.utm.edu/reserch/iep/l/literay.htm#3 Sept 22,2007>).

Historical. Literature, as a sign with form and structure, is said to evolve in a socio-cultural context, carrying within its text's historical facts. Hence, there exists a traditional approach that stresses the relationship of literature to its historical period-and for this reason, it has a long life. The historical approach investigates the relationship of this sort, including the elucidation of words and concepts that today's readers may not immediately understand (Patron 2002). There are many arguments on the relationship between literary text and history. One argument is that, any knowledge of the past is necessarily mediated by texts or to put it differently that history is in many respects textual. There can be no knowledge of the past without interpretation. Thus, theorists such as Hayden White, suggests that our knowledge of the past is determined by particular narrative configurations-that in talking about the past, we tell stories. Further, White remarks that:

"histories ought never to be read as unambiguous signs of the events they report, but rather as symbolic structures, extended metaphors, that 'liken' the events reported in them to some form with which we have already become familiar in our literary culture... By the very constitution of set of events in such a way as to make a comprehensible story out of them, the historian charges those events with the symbolic significance of comprehensible plot structure (Benet & Royle, 199).

The treatment, therefore, of the myths and legends in the island of Guimaras, in this study, considers those oral literary pieces as genres and archetypes. As such they are seen as signs, carrying meanings and signifiers. They are composed of the texts and the object is to reveal the underlying codes and rules that make them meaningful and understandable to the readers as archetypes, these myths and legends present recurring symbols that speak of the experiences and details in life of the characters involved in the stories. As signs with forms and structures, myths, legends and folktales have structural form which produces a meaning. These forms have those qualities that distinguished literature from other kinds of writings. These oral literatures hold in themselves some moments or vignettes of the history in the life of the people.

METHODOLOGY

Research design

The study involved qualitative research, which involved for expert informant sample, narrative description of procedure and logical analysis. In this study, most of the collected materials were in the form of documents.

Specifically, the methodology employed in the study was qualitative-textual analysis. This involved content analysis, a research method of making references by systematically and subjectively identifying specified characteristics within the text. The investigation relied mainly on reflective thinking, or on the researcher's reasoning and judgment.

Collection, transcription and analysis of data

A. Collection

Data collection was done by identifying first the informants who were knowledgeable and those in possession of already collected materials about the different myths, legends and folktales in the island province. The first thing that the researchers did was to visit the five different municipalities of the province of Guimaras and the people who were noted to have handled the presentation about historical data of a specific place during festival, both at the provincial and municipal levels. Among these individuals identify were Mr. Quiling Secosana and Mr.Romeo Garganera, both of Jordan, Guimaras.

During these visits, it was learned that the municipalities of Nueva Valencia and Jordan which already have the compilations of the profile of the Barangays under their jurisdiction. The municipality of Nueva Valencia had already commissioned a group to do the compilation and documentation of the historical facts of their municipality. This was complemented by the records of the Barangay profile filed in the Office of the Municipal Planning and Development Office. The municipality of Jordan also has the compilation of the barangay profile of every Barangay under its jurisdiction. However, the other three municipalities did not have the complete Barangay profiles of the Barangays under their jurisdiction. In the three areas, the researcher went to the Barangays to collect stories.

Upon reaching the Barangays, the researchers first visited the office of the Barangay captain and inquired about its history or the unwritten stories about their Barangay. It was discovered that some Barangays had already prepared the Barangay profile wherein the story of how the Barangay got its name was included. In some cases, some residents claimed that certain old folks who were knowledgeable of the history of their Barangay were already dead or had transferred to another place. Other stories were taken from the compilation of the History and English teachers of Guimaras State College, through their students as projects.

Transcription

Almost all of the collected myths, legends and folktales were already in written form, and some were already translated in English language. It was noted that though the English translation of the stories had some grammatical error because based on the information gathered, only the Barangay secretaries and other officials did the translation. In order to retain the originality of the story, no correction was made on the documents. The materials were copied and collected "in toto."

Classification

For myths, the classification used was based on the work of Damiana Eugenio in her *Compilation of the Philippine Myths*. The classifications were as follows:

- I. The Gods: Their Activities and Relationships
- II. Cosmogony and Cosmology
 - a. The Creation of Universe/Earth
 - b. Why the Sky is High
 - c. The Sun, the Moon, and the Stars
- III. The Topographical Features of the Earth
 - a. Origin of Water Features: Rivers, Lakes, and Waterfalls
 - b. Origin of Land Features: Mountains, Volcanoes, Islands
- IV. World Calamities: The Deluge/Flood
- V. Establishment of Natural Order
 - a. Why the Sea is Salty
 - b. Weather Phenomenon: Rain, Dew, Clouds, etc.
 - c. Origin of Lightning, Thunder, Earthquake, etc.
- VI. Creation and Ordering of Human Life
 - a. The Creation of Manw
 - b. Acquisition of Culture
- VII. Creation/Origin of Animal Life
 - a. Creation/Origin of Animals
 - b. Origin of Animal Characteristics
- VIII. Creation/Origin of Plant Life
 - a. Origin of Plants, Trees, Flowers, and Fruits
 - b. Origin of Plant Characteristics

For legends, the classification used was based on the work of Damiana Eugenio, on her Compilation of the Philippine Legends (1996). The classifications were as follows:

- I. Heroic legends about epic and other culture: great men in history and persons with extraordinary powers. Prose accounts of episodes in the life of great men; culture heroes; prominent men in history and men possessed of extraordinary powers.
- II. Religious legends: miracles of God and His Saints; the punishment of great sinners. Those that narrates the miraculous manifestations of God and His Saints.
- III. Legend recounting encounters with supernatural beings: aswang, kapre, devil, dwende, etc.
- IV. Miscellaneous legends: These are composed of many other interesting legends which do not fit in the categories of the legends mentioned in the first three classification system. Legends about the sunken bell, legends about buried treasures, haunted places, etc.
- V. Place name legends: Legends that explains how places got their names from the biggest group of the Philippine etiological tales.
 - a. A place is named after a person or persons
 - b. A place is named after a plant or a thing that settlers find in the place.
 - c. A place is named after a verbal misunderstanding on the part of a foreigner asking questions in a foreign language to uncomprehending rural folks.
 - d. A place is named after a phrase uttered by a character or a legend.
 - e. The place's name describes a memorable event that happened in that place.
 - f. Some place names simply describe the place e.g., "Laoag" meaning "bright"; Iloilo from Irong-Irong (describing the river which is Nose-shaped).
 - g. A place is sometimes named after the patron saint or a saintly person.

For folktales, the basis for classifying and grouping them were from the work of Eugenio (2001) as follows:

- A. Animal Tales
- B. Fables
- C. Marches and tales of magic
- D. Religious and Didactic tales
- E. Novelistic Tales
- F. Other Humorous anecdotes

Upon identifying the classification of the story collected, the stories were further classified based on the classification use by Damiana Eugenio. For example, in the case of legends collected, the stories were further classified as to whether they belonged to heroic legends, miscellaneous legends and so on. This was done by reading each story collected. However, Damiana Eugenio also stressed that myths, legends and folktales of lowland Filipinos may be called mythological stories.

Another classification mentioned in existing literature is mythological legends. These are stories that speak of creation. Thus, they are considered myth. They too explain how things came into form; hence, they are said to be explanatory or etiological legends.

Analysis of data

The analysis of textual data was based on the method and procedure established by Dr. A. Rabuco, (Rabuco, Ilonggo Poetic Intuition: Lo-a, p 36).

The following are the given steps and procedure:

1) Identification of Context Analysis The following were considered as context units of the study.

- a. Myths
- b. Legends
- c. Folktales
- d. Their elements such as:
 1. Setting
 2. Motifs
 3. Plot
 4. Symbols
 5. Themes
 6. Historical facts
 7. Socio-cultural values

2) Identification of units of Analysis The following units of analysis for the elements such as setting, plot, motif, character, theme, symbols, historical facts and socio-cultural values are listed below:

- A. Setting-Place where the event happened and time when the event happened
- B. Motifs-Character, recurrent image
- C. Character- characters in the story are the individuals or group of individuals.
- D. Plot-narration and sequence of events
- E. Symbols-Object, events, actions and situation
- F. Theme- message, truth about life, central idea, distinct, recurring and unifying idea.
- G. Historical Facts-Place, time, events and characters
- H. Socio-cultural values-beliefs and practices

3) User of Analysis Matrix

The contexts or unit of analysis mentioned above were identified in the story. They were plotted in a matrix form, and the verbal-textual data were identified and entered in the cells. For example, to identify the place where the event happened, the phrase or paragraph containing the place mentioned in the story was identified from the narration and placed in the matrix cells. The same was done for the time when the event happened and for the rest of the units of analysis taken from narration.

ANALYSES AND FINDINGS

A. Myths, legends and folktales and the environment

Table 1 presents the different myths, legends and folktales in Guimaras with the identification and classification of natural endowments mentioned in the stories. Results revealed that in 5 mythological stories, natural endowments such as sea islets, mountains fish, pearls, trees/forests, spring, waterfall and lowland were mentioned with a frequency of 15 or 11.54%. In terms of legends, results revealed that in 58 stories narrated, the natural endowments mentioned totaled to 104 or 80% such as island, sea, bodies of water, mountains, flora, plants, trees, flowers, fauna, sand, fishes, hills, caves, plains, rice fields, wild animals and coral shores. Results further revealed that in 19 folktales, natural endowment mentioned such as trees/ forests, garden, flowers, birds, rice fields, seas, and waterfall totaled to 11 or 8.46%. This implies that the folklore in Guimaras Island was founded on the natural endowment of their place which is part of their day to day activities.

Table 1. Myths, legends and folktales and the environment

	Natural endowment	f	%
Myths	15	5	11.54
Legends	104	58	80.00
Folktales	11	19	8.46
Total	130	82	100.00

B. Elements and contents

A. Setting

Place and time

In terms of place, it was observed that the places where the events occurred in the legends of folktales synthesis and findings mentioned the present names of specific places as in the legend of "Guimaras," "Salvacion," and "Morobuan" and in Folktale "Aswang version2. However, in legends non-specificity and generality prevails. They merely described the place based on its physical attributes. This is seen in "bongga" caves in the legend of Brgy. Sto. Domingo.

It was observed that no specific dates were mentioned, or non-specificity or generality of time was the only indication of the essence of time in the different legends collected in the island of Guimaras. Attempts to put time to a historical period were done. However, when exactly the story happened could not be ascertained. For instance, in the legend of Brgy. East Valencia, it stated "during the US allied invasions."

The setting of the myths, legends and folktales found in the island of Guimaras tended to be non-specific and general, although traces of specificity were seen in some legends, myths and folktales. This literary trait is also true to existing universal myths and legend that one reads in books today. Scholars in oral tradition in the region also concluded that the setting, place and time of folk narratives is seen to be general and vague.

B. Motifs

The dominating motifs in the myths, legends and folktales of Guimaras island manifested in the situations that may be occurring in pairs, such as good and evil, power and strength, love and fear and love and war. Noticeable in the legends named after a person is the good and evil motif. Goodness of deeds in the legend of Brgy. Getulio was seen in the character of the place. The people in times of need always asked the help of Tio Tulio. However, there were some characters that depicted cruelty motif as in the Legend of Brgy. Alegria.

Good and evil motif is not seen only in a character but also in a group of people. The Muslim invaders showed cruelty to the people of the place. Both goodness and cruelty of deeds as motif can be found in the legend of Brey Morobuan. The goodness of deeds was manifested by the people in the Barangay when they built a boat for the Muslim who was left behind by his group so that he can go back to the place where he came, despite of the cruelty manifested by his people to the natives. "The Moro asked the help of the natives. The natives put up a vinta for them". However, the motif of cruelty of deeds was also observed in the Legend of Siete Picados. The seven daughters, in the legend, portrayed an evil character in the form of haughtiness and disobedience.

Motif of power and strength is shown in the mythological legend of Bato Binaylo. This is the story of fighting giants. Each stone that the two giants threw to each other turned into islets between the islands of Panay and Negros. The Legend of Three peaks of Millan portrayed fear and love motif. The narration stated "Princess Millana was filled with apprehension. She was certain that she loved the three and didn't want any one of them to die. Early in the morning, before the contest started, the princess secretly left and in a secluded place killed herself. Her corpse was found afterwards by the three princes."

In the Mythological Legend of Sibunag, the motif of war and love was also manifested. These recurring situational motifs of the myths, legends and folktales such as good and evil, power and strength, love and fear and love and war are in many ways, common motifs of folk stories. These are situations that maybe said to be the concerns of the folks in their daily lives. Usually, these motifs for folk stories conformed to the intention of the narration, that is, to entertain and instruct.

C. Characters

The characters in the myths, legends and folktales of Guimaras Island may be categorized as stereotype characters. Individual characters found in the stories are giants with extraordinary strength. In the myth of Bato Binaylo, Giant Lumawag and Eskalante, were two giants who wanted to have a completion as to between the two them was the strongest. "The character may also be a king or a datu who is good and cruel. In the Legend of Guimaras, the Father, who is a Datu was very strict. In the Legend of Brgy. Ayangan, the leader was good. They are perhaps, sons or daughters who are good or bad. In the Legend of Siete Picados, the seven daughters were bad. The individual characters may simply be a bad or a good couple as in the Legend of Brgy. Montpillier. Even group of people are either good or bad. In the Legend of Brgy. Alegria, the Muslim raiders were cruel. As a literary art form, the characters of folk narratives are mostly typical, (Rabuco,2006). The variety of folk narratives hindered character development as the story progresses. Such may also be attributed to the straight third person narration of the myths and legend. Another cause for this is the intention of the stories to instruct or to teach moral lessons that reduced the characters and actions into the good or bad.

D. Plot

The plot of the myths, legends and folktales of Guimaras Island varied in terms of length and structural arrangement of events. Some of the legends or those which pertain to the heroic or laudable deeds of some people was short. Some were merely statements of the events that happened during those times or things found in their place. The legend which were somewhat longer showed the cause and effect between incidents, as in the Legend of Brgy. Alegria. The cause and effect sequence can also be observed in the mythological legends of Bato Binaylo, Sibunag and Three Peaks of Millan and Folktales of Tamawo and Si Sixto Bantilig.

E. Symbols

The common objects found in the different legends and folktales were those related to the daily activities of the characters. Land was the symbol found in the Legend of Brgy. Espinosa. Another was the herbs found in the original name of Mabini, which is Lubigan. And lala abnig in the folktale Muwa. Another was the fish in Legend of Zaldivar version 2. The event or action symbolizes the miracle which happened during that time in the Legend of Brgy. Salvacion in Buenavista. The people of the place were saved from death which the people have linked it to their faith to their Patron Saint Nuestra Señora de Salvacion. In the Legend of Guimaras Island, the Island which developed after the tragic disappearance of the characters in the sea waters, symbolizes the feelings of the lovers for each other. The island which comes out in the place where Maras jumped off with Guia stands for the lovers' love for each other which means that no one will be able to separate them now.

In the legend of Siete Picados, the action of the seven daughters which led to their death and the appearance of the seven islets in the place where they have disappeared between Panay and Guimaras, symbolizes their disobedience to their parents.

The symbols manifested in the mythological Legend of Bato Blnaylo were the stones thrown by the two giants to the waters between the islands of Panay and Negros. These stones represent power because each islet that was formed was named based on how it landed on the water.

Many of the legends which narrated the heroic deeds of some people expressed lessons in life. In the legend of the island of Guimaras, the theme one can derive from it is "Love conquers all."

F. Themes

The theme of the Legend of Brgy. Getulio may be expressed in this line "helping will endear you to others."

A tragic legend of Brgy. Ban-ban conveys "Love endures." In the same legend, another message is gleaned. It says "sometimes men are so cruel that they can afford others to suffer without a cause."

Legends of islands and places also relayed lessons in life. In the legend of Brgy. Navalas, the message one can glean from it is, "it is very sad to note that when during the perilous times in your life, you will be abandoned by people dear to you."

The message one can derive from the legend of Siete Picados is "respect and good relationship with others cannot be bought by money." Another legend which one can get a beautiful message in life is the Legend of Brgy. San Roque. The legend seemed to say that faith in God could make the impossible become possible.

In the Legend of Brgy. Salvacion, the theme it conveys, is "all human beings have a tinge of compassion in their hearts even in times of war." The message one can get from the Legend of Jordan is, "God choose to show miracles to those people who have experienced hardships in life."

G. Historical Facts

The setting for the legends which involved historical facts in th Legend of Brgy. Navalas, the time when the event happened was clearly stated as recounted by this narration which stated that, "On May 27, 1856, Pope Pius IX issued a Papal Bull creating the Bishopric of Salug (Jaro). The bull was enforced on October 10,1857. The Bishop of Salug (Jaro) Mons. Mariano Cuatro was proclaimed on November 19,1867.

This is also true in the Legend of Roca Encantada; the date mentioned Acapulco in Mexico."

The place where the event happened was also specified as in the case of the legends described above. In the Legend of Navalas, the narration stated that "Fr.Fernandez, wrote that since the early days of evangelization of the island of Panay, small villages were formed in HIMAL-US (Guimaras).

The characters mentioned in the legends with historical facts were persons who have contributed to the preservation of the historical facts of the places as mentioned in the stories, In the legend of Brgy. Navalas and Navalas church, the names of Fr. Fernandez and Pope Pius IX were among whose names were mentioned in the narration.

However, no recurring images were observed in the historical legends; hence, no motifs were identified in the narration. The plot structure varies. The symbols were those things which were embedded in the lives of the people. These things may have contributed to the uplift of the economic situation of the people involved in the story.

The legend was not only a story relating about what happened during the Muslims' invasion of the island but have validated the historical facts of how the Catholic church and Catholicism was founded in the island.

H. Values

Legends were stories perceived to be true by the narrators, which described the daily activities of the people or certain events that happened in a socio-cultural context. Thus, values were manifested in the different legends collected. In the legend of Guimaras, Value of Love Romanticized dominated the story line. The love felt by Maras for Guia may exemplify the Guimarasnons' passion for romantic love.

In the legend of Navalas, Guimarasnon's "value of faith and religion" is also observed. In the legend of Siete Picados, Guimarasnon's value of remorse is emphasized.

The value of physical power was manifested in the mythological legend of Bato Bianylo. The legend depicted the literal meaning of power. The two giants wanted to show off who between them is stronger, so they did this by throwing stones to the sea waters between the island of Panay and Negros. After giant Lumawag had created the island of Himal-us (Guimaras), he promised to protect it, thus showing his power by killing the giant fish sent by the Queen of the Ocean.

Legends which did not depict values were short legends which merely stated the important event that occurred, like the legend of Brgy. Igdarapdap which stated "The name Igdarapdap as told by the early inhabitants of the Barangay was derived from the name of the tree called "dapdap" which abound the place especially along the shore."

The folk stories of Guimaras island, as seen in the limited collection, depicted values that may be seen to be common among the Guimarasnons as a group of people. This appeared that love, faith, remorse and physical powers predominate in the stories of the Guimaras Island.

CONCLUSIONS

Based on the results of the study, the following conclusions were advanced:

1. That the majority of the legends collected belonged to the classification of name place legend. There were scanty myth stories and folktales collected in the island province of Guimaras.
2. In the matter of forms, the setting of myths, legends and folktales in the island province of Guimaras indicated generality and specificity of place and generality and non-specificity of time. This means that in some myths, legends and folktales, the actual names of places as used today were already mentioned such as Guimaras, Getulio, Morobuan but others merely described the places based on the physical description of the areas. In terms of time and period, generality and non-specificity of time can be observed in many legends as shown by the words, "once upon a time," "a long, long time ago" and the like. The recurring motifs comprised of binary situations like good and evil, power and strength, love and fear, and love and war. The characterization is stereotype which is typical of many stories such as cruel or good datu, a strong giant, a muwa, dwende, good or bad daughters or children and the like. There were variations in plot structure. Some stories observed the "cause and effect arrangements of results, while others may be short without plot structure. The recurring symbols were embedded in the native's daily lives. The themes verge on the lessons or moral messages.
3. In matters of content, the myths, legends and folktales in Guimaras island revealed validation of some historical facts in the island. They also manifested affirmation of the native's socio-cultural values of the Guimarasnon people.

RECOMMENDATIONS

1. This study may now be included as reference material for teachers of Philippine Literature, particularly in the schools in the island of Guimaras.
2. The Barangays in the different parts of the Guimaras Island may include in their documentation the results of this study as part of their conservation endeavors of the indigenous tradition of their place.
3. Intensive collection of oral traditions in the Island of Guimaras is also recommended. This study showed that the existing collection is too limited. The island's provincial and municipal government may provide incentives and consciously create programs to address this concern.
4. The focus of the intensive collection and further research studies on the Guimaras Island's oral tradition may concentrate on collection from direct informants, particularly narrated in the dialect of the place.
5. Guimarasnon scholars may, also collect and study the island's lowa, proverbs or sayings and other folk narratives. The approach employed in this study may be applied in the collection and study of the Guimaras oral folk narratives.

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LEVEL OF SATISFACTION OF TOURISTS VISITING THE DIFFERENT BEACH RESORTS IN THE ISLAND OF GUIMARAS

Lilian Diana B.Parreño,Ph.D.

ABSTRACT

This study was conducted to determine the level of satisfaction of tourists staying in the different beach resorts in the island of Guimaras. The respondents of the study were the actual tourists staying in the different beach resorts in Guimaras for 24 hours and more. The data were gathered using a validated researcher made questionnaire composed of two parts. Part 1 was about the profile of the respondents while part 2 was on the level of satisfaction of the respondents on the services available in the province in terms of resort's accommodation facilities, food and beverages, safety and security, and banking facilities. The statistical tools used were mean, t-test and Analysis of Variance (ANOVA) at .05 level of significance. All computations were processed using Statistical Package for Social Sciences (SPSS). Majority of the respondents were female, married with monthly income ranging from P10,000.00 and above and their purpose of stay was for educational reasons. Most of them have post-graduate degrees. In terms of the tourists' level of satisfaction on the different services offered by the resorts and of the province, the resort's front line staff (M=2.84); food and beverages (M=2.79); safety and security (=2.68); for banking facilities (M=2.28) all were described as moderately satisfied while for the resorts accommodation facilities(M=3.21) it was described as satisfied; No significant differences on the level of satisfaction of the respondents on the services offered when categorized according to sex, educational attainment, employment status, and purpose of travel was observed, however, a significant difference was observed when they were categorized according to monthly income and. Further, a significant relationship existed between the tourists' level of satisfaction and age, educational attainment and purpose of travel while no significant relationship existed between tourists' level of satisfaction and gender, monthly income, civil status and employment status set at .05 level of significance. This implies that variations in the level of satisfaction of the tourists were affected by their educational attainment, age and purpose of travel. Therefore, the resort owners and local government units should work hand in hand for the improvement of services and facilities in the tourism sector in order to improve the level of satisfaction of the tourist visiting the island.

KEYWORDS: Tourists, tourism facilities and services, Guimaras

INTRODUCTION

Background of the study

Guimaras is an Island that is composed of the five municipalities namely Buenavista, San Lorenzo, Sibunag, Nueva Valencia, and Jordan as the capital of Guimaras. Each municipality is composed of many Barangays. Guimaras is known for its sweetest mangoes. This is just one of the best export products of the country. When it comes to tourist attraction, Guimaras will not be the last because of the beautiful spots that can contribute to the growth of tourism that can spur the local. There is a trend toward increased specialization among travelers on cultural or heritage tourism and is considered as the fastest growing segment of the industry. This trend is an evidence in the rise of the volume of travelers who seek adventure, culture, history, archaeology and interaction with local people. Because of people's inclination to seek out novelty including traditional cultures heritage. Tourism has become a major "new areas of tourism" demand, which almost all policy-makers are now aware of anxious to develop.

Guimaras island is one of the potential tourist destinations which can be found in or Western Visayas or Region VI as a whole. The provincial government of Guimaras considers tourism industry as one of its economics thrust considering that the Department of Tourism (DOT) had endorsed the island province as one of the "must see" destination in Southern Philippines based on the 2003 annual report of the Provincial Tourism Office (Piano 2008).

Tourism industry is one of the potential sources of revenue of the province. Thereby tourism development of the province should give impetus to the tourist to be attracted to explore the island that can "fit their taste."

The purpose of this study was to investigate the relationship between cultural/heritage attributes and tourist satisfaction in terms of selected tourist demographic characteristics and travel behavior or characteristics.

Statement of the problem

This study aimed to determine the level of satisfaction of tourists staying in the different beach resorts in the island of Guimaras.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents as to variables of age, gender, civil status, educational attainment and income?
2. What is the level of tourist satisfaction as to the services offered during their stay the different beach resorts in Guimaras such as Accommodations, foods, Amenities and Facilities, Safety and Security, Banking Services?
3. Is there a significant difference in the level of tourists' satisfaction when grouped according to variables age, gender, educational attainment, income, civil status, employment status and purpose of travel?
4. Is there a significant relationship in the level of tourist satisfaction when grouped to variables age, gender, educational attainment, income, civil status, employment status and purpose of travel?

Hypotheses

1. There is no significant difference in the level of tourist satisfaction when the respondents are grouped according to variables of age, gender, civil status, educational attainment and income.
2. There is no significant relationship in the level of tourist satisfaction when the respondents are grouped according to variables of educational attainment, income and gender?

Theoretical framework

This study is anchored in Maslow's Hierarchy of Needs a theory in psychology proposed by Abraham Maslow in his 1943 paper known as the theory on Human Motivation. Maslow subsequently extended the idea to include his observation of his humans innate describing the stages of growth in humans.

The deficiency needs states that: the lower four layers of the pyramid contain the Maslow called "deficiency needs" or "d-needs" physiological that includes sexuality, security of position, friendship and love esteem. With the exception of the lowest physiological needs, if these "deficiency needs" are not met, the body gives no physical indication but the individual feels anxious and tense. In other words, the hierarchy level of need moves upward as soon as the previous level of need is satisfied.

Physiological needs include the following: breathing, food, homeostasis, sex and safety needs. With their physical needs relatively satisfied, the individual's safety needs precedence and dominates behavior.

Safety and security needs include the personal security, financial security, help in well-being, and safety net against accident/illness in their diverse impacts and love and belonging.

After physiological and safety needs are fulfilled, the third layer of man needs is social and involves emotional-based relationship in general such as friendship, intimacy, and family.

The present study will be based on the concept described by Maslow the hierarchy that man is a wanting animal and that one desire is no poorer satisfied than another take its place. In the relatively rare individuals in when all one's need is satisfied a new motive can be observe the drive for self-centralization becoming everything that one is becoming.

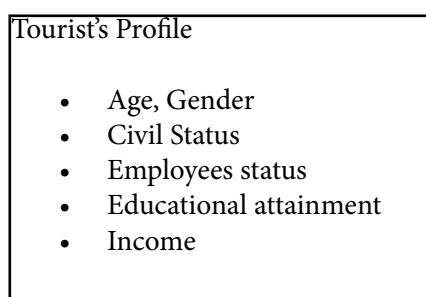
The expectancy disconfirmation theory holds that consumers first from expectations of products or service performance prior to purchasing or use. Tourism industry contributes a big help in the economic crisis. By means of this, are economic standard will increase. "Guimaras" the island that fits your taste!

Conceptual framework

This study, determined the relationship between age, gender, civil status, employees' status and educational level/attainment as independent variables to the level of tourist satisfaction in terms of accommodation, safety and security, foods, facilities and amenities and banking facilities as the dependent variables. Figure 1 clearly presents this relationship.

Research paradigm

Independent variables



Dependent variables

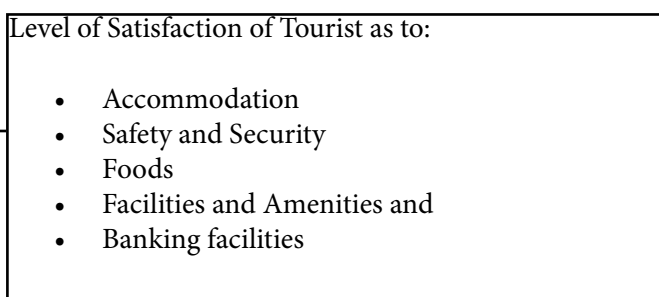


Figure I. "Schematic Diagram for the study of the Level of Satisfaction of Tourist in the Island of Guimaras"

METHODOLOGY

The study made use of descriptive research method. The respondents of the study were the tourists (both and local) staying in the different resorts in Guimaras island for 24 hours and more. The data needed in the study were gathered from the different tourists staying in the different beach resorts of the four (4) municipalities of Guimaras such as Abelardos, Pagatpat, Tequero, Kelapa Gading in Buenavista; Raymen, Alubihod Beach Resort, Rico, Villa Igang and Guisi Light House in Nueva Valencia; Punta Punting and Valle Verde in Sibunag; and Cabaling Beach Resort in Jordan. The data gathering for the study was done in December 2010. A validated and reliability tested researcher made questionnaire was used to gather the needed data. The questionnaire was distributed to the respondents. Upon retrieval of the questionnaires, the data was processed and encoded using the SPSS Software. The data gathered were tabulated, analyzed, presented and interpreted using the appropriate statistical tools such as frequency count, percentage, mean, t-test, ANOVA for descriptive data and Pearson r set at .05 level of significance.

RESULTS AND DISCUSSIONS

Profile of the respondents

Table 1 presents the Profile of the Respondents, results revealed that when categorized according to variable educational attainment, result revealed that 25 or 24.5% were college level, 11 or 10.7% were college graduate, 42 or 40.8% were post-graduate, 12 or 11.7% were vocational graduate 6 or 5.8% did not indicate their educational attainment and there were 7 or 6.8 % responded of others.

When categorized according to sex results revealed that 49 or 48.5 % of the respondent are male 50 or 49.5 % were female and 2 or 1.9% did not indicate their sex.

When categorized according to monthly income, results revealed that 6 or 5.8 % were below 5,000,18 or 17.5% were 5,001-10,000,23 or 23.3 % were 10,001 - 15,000, 24 or 24.3 % were 15,001-20,000,15 or 14.6 % were above 20,000 and 15 or 14.8% are did not indicate their monthly income.

When categorized according to civil status results revealed that 64 or 63.5% were single, 3 or 2.9% were separated, 28 or 27.5%were married,1 or 1.0 % were divorced, 6 or 5.8 % were widowers,1 or 1.0% were did not indicate their civil status and there were 0 responded of others.

Table 2 presents the employment status of the respondents. Results revealed that when categorized according to variable employment status, 8 or 7.8% were casual, 43 or 42.7 % were regular, 11 or 10.7% were part-timer,8 or 7.8% were entrepreneur,20 or 19.5% did not indicate their employment status, and there were 13 or 12.6% who as others.

Table 1. Profile of the respondents

Category	f	%
Educational Attainment		
College Level	25	24.27
College graduate	11	10.68
Post Graduate	42	40.78
Vocational Graduate	12	11.65
Others	7	5.83
Did not indicate	8	6.8
Total	130	100%
Gender		
Male	50	48.54
Female	51	49.51
Did not indicate	2	1.94
Total	103	100%
Monthly Income		
Below 5, 000	6	5.82
5, 001- 10, 000	18	17.48
10, 001- 15, 000	24	23.3
15, 001- 20, 000	25	24.27
Above 20, 000	15	14.56
Did not indicate	15	14.56
Total	103	100%
Civil Status		
Single	64	63.14
Separated	3	2.91
Married	28	27.18
Divorced	1	0.97
Widower	6	5.82
Others	0	0
Did not indicate	1	0.97
Total	103	100%

Table 2. Employment status of the respondents

Category	f	%
Employment Status		
Employed	62	60.19
Self Employed	8	7.77
Others	13	12.62
Did not indicate	20	19.52
Total	103	100%

Table 3 showed the data on the tourists' purpose of travel. It showed that 3 or 2.91% were for business purposes, 2 or 1.9 % were for religious activity purposes, 89 or 86.4% were for educational trip purposes, and 4 or 3.9% for relaxation purposes. On the other hand, there were 5 or 4.9% who did not indicate their purpose of travel.

Table 3. Purpose of travel of the respondents

Category	f	%
Purpose of Travel		
Business	3	2.91
Religion Activity	2	1.94
Educational Trip	89	86.41
Relaxation	4	3.88
Others	0	0
Did not indicate	5	4.85
Total	103	100%

Table 4 presents the level of satisfaction of tourists in the amenities of tourist establishments while visiting the island of Guimaras. Results revealed that the respondents were "moderately satisfied" towards the facilities an amenity of the tourist establishments in Guimaras (M=3.21). Analyzing further the individual items, "offer affordable cottages, rooms and pavilion" (M=3.20); "have public restrooms which are well ventilated and clean" (M=3.18); "the surroundings shores and beaches are clean" (M=3.21); "provide facilities with adequate well-maintained cafeteria" (M= 3.16); and "have good ambiance, comfortable to stay with attractive and clean surroundings"(M=3.32); all described as "moderately satisfied."

Table 5 presents the level of tourists' satisfaction towards the different services among the tourism establishments. Results revealed that the tourists were "moderately satisfied" towards the different services (M=2.84); analyzing further the items, "Accepts booking & reservation through Online internet" (M=2.96); "offers services such as carwash to the park etc."(M=2.59); "well-trained an presentable personnel" (M=3.01) and "wearing complete uniform (M= 2.68) all described as "moderately satisfied".

Table 4. Tourists 'level of satisfaction towards the facilities and amenities of tourist establishment in Guimaras

Items	Mean	Interpretation
1. Offers affordable cottages, rooms and pavilions.	3.2	Moderately Satisfied
2. Have public restrooms which are well ventilated and clean.	3.18	Moderately Satisfied
3. The surroundings shores and beaches are clean.	3.21	Moderately Satisfied
4. Provide facilities with adequate well- maintained cafeteria.	3.16	Moderately Satisfied
5. Have good ambiance, comfortable to stay with attractive and clean surroundings	3.22	Moderately Satisfied
Over all Mean	3.21	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 5. Tourists' level of satisfaction of towards the different services state

Items	Mean	Interpretation
1. Accepts booking & reservation through Online Internet.	2.96	Moderately Satisfied
2. Offers services such as carwash in the park etc.	2.59	Moderately Satisfied
3. Well- trained & presentable personnel.	2.98	Moderately Satisfied
4. Personnel are friendly and can be trusted.	3.01	Moderately Satisfied
5. Wearing complete uniform.	2.68	Moderately Satisfied
Over all Mean	2.84	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied);1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 6 presents the level of tourists' satisfaction when visiting the island of Guimaras towards the food. Results revealed that the tourists were moderately satisfied in the items "prices of food and services are reasonable among the outside resorts" (M=2.28). Analyzing further the items, in the items "restaurants can serve the ordered menu with the maximum time of 15 min." (M=2.76); "the restaurant outside the resort can cater to 100 and above customers at a time" (2.75); the restaurant offers menus which cater to the taste buds of the different tourists" (M=2.83); the restaurant have beverage connection that will have an appeal to the different taste buds of the tourists"(M=2.61) and the restaurant offer other services such as catering during special occasions e.g. wedding, birthdays and others" (M=2.82),all were described as moderately satisfied. Table 6. Tourists' level of satisfaction towards the food and beverages

Items	Mean	Interpretation
1. Prices of food and services are reasonable among the restaurants outside the resort.	2.88	Moderately Satisfied
2. The restaurants can serve the ordered menu with in a maximum time of 15 minutes.	2.76	Moderately Satisfied
3. The restaurants outside the resort can cater to 100 and above customers anytime.	2.75	Moderately Satisfied
4. The restaurant offers menus which can cater to the different taste buds of their foreign customers.	2.83	Moderately Satisfied
5. The restaurant offers special menu.	2.87	Moderately Satisfied
6. The restaurant has beverage connection that will have an appeal to the taste buds of different tourist.	2.81	Moderately Satisfied
7. The restaurant has wine that will have an appeal to the taste buds of the different tourist.	2.61	Moderately Satisfied
8. The restaurant offers other services such as catering during special occasion ex. Wedding, birthday, & others.	2.82	Moderately Satisfied
Over- all Mean	2.79	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied);1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 7 shows the tourists' level of satisfaction towards safety and security. Result showed that they were moderately satisfied only on the safety and security of the province. On the items, "They provide guards to secure safety of tourist passengers," "Secure luggage and bags of clients," "Secures all private vehicles of clients and tourists," "Availability of guards 24 -hours of service," and "The PNP officers are patrolling over the resorts in the Island 24 hours a day," all obtained a mean interpreted as "moderately satisfied. This means that the tourists feel that they are not fully secured during their visit in the province.

Table 7. Tourists' level of satisfaction towards safety and security

Items	Mean	Interpretation
1. They provide guards to secure safety of tourist passengers.	2.83	Moderately Satisfied
2. Secure luggage and bags of clients.	2.87	Moderately Satisfied
3. Secures all private vehicle of clients and tourists.	2.81	Moderately Satisfied
4. Availability of guards 24-hours of service.	2.58	Moderately Satisfied
5. The PNP officers are patrolling over the resorts in the Island 24 hours a day.	2.30	Moderately Satisfied
Over all Mean	2.68	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 8 presents the level of satisfaction of tourists visiting the island of Guimaras towards banking facilities. Results revealed that the tourists were moderately satisfied towards to the banking facilities of the province (M = 2.28). Analyzing further the items on "banking facilities are available in the towns of municipalities of the island" (M = 2.45); "ATM services available to all banks" (M = 2.19); " the banks are offering dollar exchange services " (M=2.28); "services such as sending money to the different parts of the country are available" (M=2.23) and services such as receiving money from the different parts of the country are available (M=2.25), all were described as moderately satisfied.

Table 8. Tourists' level of satisfaction towards banking facilities

Items	Mean	Interpretation
1. Banking facilities are available in the towns of municipalities of the Island.	2.45	Moderately Satisfied
2. ATM services available to all banks.	2.19	Moderately Satisfied
3. The banks are offering dollar exchange services.	2.28	Moderately Satisfied
4. Services such as sending money to the different parts of the country are available.	2.23	Moderately Satisfied
5. Services such as receiving money from the different parts of the country are available.	2.25	Moderately Satisfied
Over all Mean	2.28	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Difference in the level of tourist satisfaction when grouped according to variables

Table 9 presents the difference in the level of satisfaction of the tourists visiting the island of Guimaras when grouped according to educational attainment. As to the satisfaction of the tourist on the services rendered during their stay, results revealed no significant difference, F ratio with degrees of freedom (5.97) = 1.822, F probability = 116. Thus, the educational attainment of the tourists does not affect their satisfaction as to the services rendered. This means that the satisfaction level of the tourists is the same regardless of their educational attainment.

Table 9. Difference in the tourists' level of satisfaction when grouped according to variable educational attainment

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Educational Attainment					
Between Group	4.275	5	0.885	1.822	0.116
Within Group	45.509	97	0.469		
Total	49.784	102			

P>.05 NS

Table 10 presents the level of satisfaction of tourists visiting the island of Guimaras when grouped according to monthly income. ANOVA result revealed a significant difference in the satisfaction of the tourists as to the services rendered during their stay in the province of Guimaras when grouped according to monthly income. The F-ratio, with degrees of freedom (5,97) =4.166, F-probability=.002. The satisfaction of tourists varies when grouped to the variable monthly income. This means that the tourists' satisfaction is affected by their monthly income. Those who have high monthly income were highly satisfied than those with low monthly income.

Table 10. Difference in the tourists' level of satisfaction when grouped according to monthly income

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Monthly Income					
Between Group	8.801	5	1.76	4.166	0.002*
Within Group	40.983	97	0.423		
Total	49.784	102			

P<.05 sign. At .05 alpha

ANOVA results revealed no significant difference in the Tourists' perception when classified as to their employment status, F ratio with degrees of freedom (5,97) =.579 F-probability =.781. Thus, the null hypothesis was accepted. The tourists' status of employment, whether they are casual, regular or contractual, their satisfaction level in the services offered during their stay in Guimaras does not vary. (Table 11).

Table 11. Difference in the tourists' level of satisfaction when grouped according to employment status

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Employment Status					
Between Group	1.298	5	.280	.519	.761
Within Group	48.486	97	.500		
Total	49.784	102			

P<.05 not sign. At .05 alpha

ANOVA results revealed no significant differences in the Tourist Perception when classified according to their purpose of travel, F ratio with, degrees of freedom (4, 99) = 1.964, F-probability =.106. This means that, whatever is their purpose of coming here in Guimaras Island, this does not, affect their level of satisfaction as to the services rendered to them. (Table 12).

Table 12. Difference in the tourists' level of satisfaction when grouped according to purpose of travel

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Purpose of Travel					
Between Group	3.965	5	.924	1.964	.106
Within Group	46.090	97	.470		
Total	49.784	102			

>.05 not significant at .05 alpha

Table 13 presents the ANOVA result in the difference in the tourists' perception to the services offered when grouped according to age. Results revealed a significant difference in the perception of tourists when grouped according to their age F ratio=3.286 with degrees of freedom (2,65) F-probability=.044. This means that the level of tourist satisfaction varies when they were grouped according to their age.

Table 13. Difference in the tourists' level of satisfaction when grouped according to age

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Age					
Between Group	3.157	2	1.579	3.286	.044
Within Group	31.231	65	.480		
Total	34.388	67			

>.05 not significant at .05 alpha

T-test results for the difference in the level of tourist satisfaction when classified according to variable sex, revealed no significant difference, (t ratio (50,51) = -1.367, t-prob=.175). Thus, the null hypothesis is accepted. This means that the satisfaction level of the tourists is not affected by their sex. They have the same level of satisfaction as to the services rendered whether they are male or female.

Table 14. Difference in the tourists' level satisfaction when grouped according to gender

Source of Variation	Df	Mean	Sd	T- ratio	T- prob
Age					
Between Group	50	3.23	.69	-1.367	.175
Within Group	55	3.42	.65		
Total	105				

>.05 not significant at .05 alpha

Relationship in the tourists' level of satisfaction when grouped according to variables

There is a significant correlation that existed between the variable age, educational attainment and purpose of travel and the level of tourist satisfaction as to the services rendered (r=.328, r prod=.001) for age, (r=.239, r prob=.015) for educational attainment and (r=.210, r prob=.033) for purpose of travel respectively. There is no significant correlation that existed between gender, monthly income, civil status and employment status tested at.01 level of significance.

Table 15. Relationship in the Tourist Satisfaction when grouped according to variables

Variables	r	r- probability
Age	-.328**	.001
Educational Attainment	-.239*	.015
Gender	0.194	.050
Monthly Income	0.167	.090
Civil Status	-0.163	.099
Employment Status	-0.053	.593
Purpose of Travel	.210**	.033

**correlation is significant at .01 level of significance

CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn:

1. The majority of the respondents were female and in the monthly income it is between 15,001-20,000 and below 10,001-15,000.
2. In terms of facilities and amenities, foods, safety and Security and banking facilities, the level of satisfaction of the tourists is moderately satisfied.
3. There is no significant difference in the level of satisfaction of tourists visiting the island of Guimaras when
4. There was a significant relationship in the tourists' level of satisfaction when they were grouped according to the variables age, educational attainment and purpose of travel. On the other hand, no significant difference existed when they were grouped according to the variables sex, monthly income, civil status and employment status.

RECOMMENDATIONS

1. The Government should develop its projects on infrastructures, roads and bridges in order to encourage more tourists to visit the island. This program should be given priority and importance since it would serve in maintaining the tourist destination in the whole province of Guimaras.
2. There should be more improvement when it comes to facilities and amenities, foods, safety and security, and banking facilities.
3. The establishment should be accredited by the Department of Tourism to maintain the set standards in operating a resort.
4. Further study is suggested to test if there is a variation in the responses of the respondents for a larger sample.

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