



**Cultural Awareness of the Residents in the Conservation and Preservation
of the Public Plaza in One of the Municipalities in Iloilo**

A Research Paper Presented to the
Faculty of *Dr. Lucio C. Tan* College of Hospitality Management
Central Philippine University
Jaro, Iloilo City

In Partial Fulfilment
of the Requirements for the Degree
Bachelor of Science in Tourism Management

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June 2023

28 JUL 2023

Abstract

Understanding how past events shaped current events is one of the benefits of learning history. This research study aimed to determine the level of cultural awareness of the residents about the conservation and preservation of their public plaza in the municipality of Alimodian, Iloilo. Similarly, this study aimed to determine if there are significant differences acquired when grouped according to their Sex, Educational Attainment, Age, and Sectoral Representative in terms of Conservation and Preservation. The study employed a quantitative research design using a survey questionnaire as the primary data collection tool. A field survey is conducted among 100 residents in the municipality of Alimodian. The sample population was determined through accidental sampling. According to the study, the residents of the Municipality of Alimodian on their public plaza had a high level of cultural awareness. When considered as a whole, they were generally aware in terms of conservation, while they were fully aware in terms of preservation. The study further examined factors that influenced the residents' cultural awareness. The results showed that educational attainment, age, and sectoral representative were significant factors that influenced the level of awareness of the residents of Alimodian. In addition, the study found that the younger generation, ages 20 to 39, was less culturally aware of their history than the older generation, ages 40 to 59. The study provided empirical evidence to the top management of the Local Government Units of Alimodian on the need to take action and develop programs that would engage residents, especially the young generation, in learning about the rich history of the plaza.

Keywords: *cultural awareness, conservation, preservation, public plaza, Alimodian Iloilo*