

**“The Effectiveness of Leaders of the College of International Hospitality
Management Student Council as viewed by 1st –3rd year BS Tourism
Management Students of De La Salle University – Dasmariñas
Academic Year 2006-2007”**

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ABSTRACT

The Problem

This study was conducted to know the effectiveness of the leaders of the College of International Hospitality Student Council in De la Salle University-

Dasmariñas school year 2006 to 2007 as viewed by first year to third year tourism students.

Specifically, this answers the following questions:

1. What are the qualities of the leaders of the student council as perceived by the respondents?
2. How do the respondents view the strengths and weaknesses of the College of International Hospitality Student Council as a whole?
3. What is the most important projects and programs launched by the student council to BTM students?

Method and Sample

This study made use of descriptive method of research. Descriptive Method of research is a fact-finding study with adequate and accurate interpretation of the problem. It is more on gathering information and observation. The idea is all about the conditions of relationships that exist, practices prevail, beliefs, processes that are going, and effect that are developing. This study was conducted during the second semester of school year 2006-2007 in De La Salle Dasmariñas, Dasmariñas, Cavite. The respondents were selected through random sampling in which everyone has an equal chance of being selected.

Findings

Base from the data collected, the following findings was revealed.

1. Qualities of Being a Leader

It can be noted that being a tough-minded leader is the best quality of the CIHSC officers since it ranked number 1 with a weighted mean of 4.19. Its verbal interpretation is very good. Being committed to work, with a weighted mean of 4.07 is the quality which ranked second and a verbal interpretation of very good. Willingness to take responsibility is number three in the ranking and has a weighted mean of 4.05. Its verbal interpretation is very good. Number four in the ranking is being trustworthy which has a weighted mean of 4.02 and a verbal interpretation of very good. Ranked fifth place with a verbal interpretation of very good is being responsible in task assigned with a weighted mean of 4.01. 4.00 is the weighted mean of the quality of creating good teamwork, which is on the sixth spot in the ranking. It has a verbal interpretation of very good. The quality of showing initiative ranks number seven, having a weighted mean of 3.94 and a verbal interpretation of very good. Number eight in the ranking is the quality of projecting a respectful image with a verbal interpretation of very good. It has a weighted mean of 3.93. Second to the last in the ranking, which is number nine is the quality of accepting others' opinion with a weighted mean of 3.90 having a verbal interpretation of very good. The final position in the ranking is approachable at all times having a weighted mean of 3.78. It has a verbal interpretation of very good.

The average weighted mean is 3.98 with verbal interpretation of very good.

2. Strengths and Weaknesses of the Leaders of College of International Hospitality Student Council

It can be noted that the strengths and weaknesses of the CIHSC leaders as observed by the students is that they are firm but fair when it comes to leading the organization, with a weighted mean of 4.88 that is ranked to be the highest out of ten possible strengths and weaknesses given. Its verbal interpretation is always observed. On the second rank with a weighted mean of 3.98, is that a leader preserves the individuality of his/her team members. Its verbal interpretation is observed. That a leader gets everyone involved ranks third with a weighted mean of 3.84 and its verbal interpretation is observed. A leader and his members who thinks and operates at a level above what is expected ranks fourth with a weighted mean of 3.74 and its verbal interpretation is observed. The fifth rank is that a leader and his members do not seek the limelight with a weighted mean of 3.73 and has a verbal interpretation that is observed. That a leader corrects performance is sixth in rank, which got a weighted mean of 3.68. Its verbal interpretation is observed. The seventh rank is that leaders and members are open and do not hide bad news. Its verbal interpretation is neutral with a weighted mean of 3.40. Placed on the eighth rank with a weighted mean of 3.24 is that leaders can operate well under pressures, and can communicate annoyance without running wild with a verbal interpretation of neutral. The leader with a reputation for competence with his/ her own peers is on the ninth rank. Its verbal interpretation is neutral and has a weighted mean of 3.15. The leader who keeps the promises he/she makes is the last in the rank, with a weighted mean of 3.14. Its verbal interpretation is neutral.

The average weighted mean is 3.678 with verbal interpretation of observed.

3. The Importance of the Projects and Programs launched by the Leaders of Student Council for BTM Students

CIH General Assembly is the most important of all the projects and programs launched by the CIHSC as viewed by BTM students with a weighted mean of 4.15. Its verbal interpretation is important. *Katutubong Pilipino* Exhibit and Convention Pinoy Expo is next in the rank with a weighted mean of 4.02. Its verbal interpretation is important. DOT Quiz Bee with a weighted mean of 3.99 got the third place in the rank and a verbal interpretation of important. The fourth in rank is with a verbal interpretation of important is *Handog Aral* (Outreach I) with a weighted mean of 3.97. Leadership Apex I and College Immersion tied in the fifth rank. Both of its interpretation is important with the same weighted mean of 3.90. The TESCU Quiz Bee ranked number seven with a weighted mean of 3.86. Its verbal interpretation is important. The Summit on Crisis Management appeared on the eighth rank, with a weighted mean of 3.83 and a verbal interpretation of important. CIH Sports fest is in the ninth rank with a verbal interpretation of important and a weighted mean of 3.81. National Convention ranked as the lowest out of the ten projects and programs launched by the CIHSC. This obtained a weighted mean of 3.36. Its verbal interpretation is neutral.

The average weighted mean is 3.879 with verbal interpretation of important.

Conclusions

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

1. Being a tough minded leader is the major quality of a leader as observed by the respondents.
2. Firm but fair is the main strength of a leader as perceived by the students.
3. CIH General Assembly is the best project launched by the student council.

Recommendations

The following recommendations are offered based from the conclusion drawn from the findings.

1. A leader must be a tough minded leader to his subordinates to be able to formulate a good and better decision.
2. One of the strength of a leader is that he/she is being firm but fair. It means that he/she is fair enough to his/her subordinates. A leader is not bias when assigning duties to his/her co-members.
3. General Assembly should have activities that will encourage people to mingle with each other and be organized in a large venue to accommodate all the students of CIH.
4. Seminars and Conventions held by the College of International Management Hospitality Student Council should have variety of activities like speaker- guest interaction and open forum. Intermission numbers are necessary so that students will not be bored especially for whole day seminars with long hours of discussion time for the speakers.

5. The College of International Management Hospitality Student Council should take the initiative to reach out to the students in order to create a harmonious relationship within the college.
6. The College of International Management Hospitality Student Council must continue to create good programs that will enhance the students' participation both for academics and extra curricular activities.
7. To the future researchers, this will provide as a reference for their research.

