



**EFFECTIVENESS OF EDUCATIONAL TOURS AMONG SELECTED  
UNIVERSITIES IN CAVITE OFFERING TOURISM COURSES: BASIS FOR  
ENHANCED TOUR ITINERARY**

A Thesis Presented to the  
College of International Hospitality Management  
De La Salle University – Dasmariñas  
Dasmariñas City, Cavite

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

**Alejandro, Gail Marie**  
**Añano, Manuel Allan**  
**Del Rosario, Maria Angela**  
**Flores, Mary Eunice**  
**Palad, Paul Yvann**  
**Ramirez, Trisha Mae**  
**Remulla, Rissah**  
**Reyes, Joemari**  
**Soto, Rachel Bernadette**

**Ernesto Mandigma Jr., MBA, MPA, MAED, ME**

**Thesis Adviser**



**ABSTRACT**

**Title: “Effectiveness of Educational Tours among selected Universities in Cavite offering Tourism courses: Basis for Enhanced Tour Itinerary”**

**Proponents:** AÑANO, MANUEL ALLAN V.  
ALEJANDRO, GAIL MARIE S.  
DEL ROSARIO, MARIA ANGELA M.  
FLORES, MARY EUNICE B.  
PALAD, PAUL YVANN R.  
RAMIREZ, TRISHA MAE D.  
REMULLA, RISSAH F.  
REYES, JOEMARI B.  
SOTO, RACHEL BERNADETTE L.

**Degree:** Bachelor of Science in Tourism Management

**Adviser:** Ernesto Mandigma Jr., MBA, MPA, MAED, ME

**Purpose of the Study**

The study predominantly highlights the Effectiveness of Educational Tours among selected Universities in Cavite offering Tourism courses: Basis for Enhanced Tour Itinerary. The respondents of the study were consist of 100 students of the three



selected universities in Cavite namely: Cavite State University-Indang, De La Salle University-Dasmariñas and Lyceum of the Philippines-Cavite. Simple random sampling was used in this study to select the respondents. In simple random sampling, each individual was chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process. Questionnaire was used to collect data in determining the satisfaction of the Tourism students in selected universities in Cavite. The study was conducted during second semester of the academic year 2011-2012. All information gathered in this study were based on the answers of the Tourism students in selected universities in Cavite.

## **Methodology**

Descriptive method was applied to establish the effectiveness of educational tours among universities by determining factors or aspects that contributed to the satisfaction of students with the educational tours they have had experienced in their respected universities. Data were gathered through survey questionnaire. In this study, the researchers want to determine the Effectiveness of Educational Tours among selected Universities in Cavite offering Tourism courses to provide and create enhanced Tour Itinerary that will improve the quality of educational tours and satisfy the students.



## Conclusion

Based on the result of the survey conducted and analysis done, the following conclusions were drawn:

1. The students were satisfied with their tour in relation to the goals and objectives, learning objectives, itinerary and tour components such as sites visited, accommodation, meals, transportation and facilitators. In relation to educational tours among the respondents, itinerary was the least satisfied perception.
2. The most common problem observed by the Tourism students in selected universities in Cavite during the educational tours was heavy rush. The students also observed unwanted expenses, transport facilities and problems with regards to services.
3. The researchers did not accept the hypothesis; that there is no significant difference among the perceptions of tourism students in selected universities in Cavite on having educational tours.
4. The researchers came up with an exemplary itinerary by first assessing the results of the questionnaires being showed. Based from the researchers' findings, it is stated that the itinerary got the lowest mean among all the educational tour components with the average weighted mean of 2.84 and the problems observed the students were heavy rush, unwanted expenses, transport facility and services. These are the top factors that we specifically took into consideration to come up with an improved, new and enhanced itinerary. The researchers also reflected the subjects incorporated to the educational tours



of CavSU, DLSU –D and LPU – Cavite respectively by adding certain activities to the itinerary we formulated that aims to enhance the educational aspect of the tour.

## **Recommendation**

Arising from the conclusions drawn from the findings, the following recommendations were formulated and presented:

1. The tour operator must be strict in relation to departure and arrival time so that the flow of the itinerary will be followed accordingly.
2. There must be a stringent policy with regard to wake up call like one hour before the start of the activity and the students must be disciplined enough to follow all the rules and regulation and so doing by that there will be no interruption in going to one destination to another one.
3. During orientation, the tour operator or the facilitator should clearly inform the students about all probable expenses involving the tour.
4. The tour operator should secure the transportation facilities in line with safety and security of the students during educational tours.
5. The Universities together with tour operators should explain well all the things and information about the tour.
6. The tour operators should make it a point to arrange schedules in a manner that will give the students ample time to enjoy and fully explore a destination or attraction.



7. If it is possible, the tour operator as well as the facilitators should make an early announcement regarding with the changes in time as early as possible to avoid delays.
8. Tour guides must inform and educate the students concerning on the destinations or attractions visited.
9. The researchers highly recommend and encourage the future researchers to continuously make a study on how educational tours can be improved for the satisfaction of the students and betterment of the quality of educational tours.

Aside from the itinerary variable, the second variable that got the lowest average with the weighted mean of 2.85 for DLSU – D and 3.36 for LPU - Cavite is Quality over Cost.

With this taken into consideration, we formulated these special recommendations:

1. Before the tour, tour operators and facilitators must properly inform students about the entire inclusions of their tour so that, their questions on whether the value of the money they are paying equates the experience and services that they will be getting and will be addressed.
2. Within the duration of the tour, operators must ensure that the students will have the service and experience they promised to give them in exchange for the amount they paid.



**TABLE OF CONTENTS**

	<b>Page</b>
<b>Title Page</b>	i
<b>Approval Sheet</b>	ii
<b>Panel of Examinees</b>	iii
<b>Acknowledgement</b>	iv
<b>Abstract</b>	vii
<b>Table of Contents</b>	xii
<b>List of Figures</b>	xiv
<b>List of Tables</b>	xv
 <b>CHAPTER</b>	
<b>I. THE PROBLEM AND ITS BACKGROUND</b>	
Introduction	1
Background of the Study	3
Statement of the Problem	7
Hypothesis	8
Significance of the Study	8
Scope and Limitation	9
Definition of Terms	10
<b>II. REVIEW OF RELATED LITERATURE</b>	
Conceptual Research	13
Research Literature	27
Synthesis	29
Conceptual Framework	30
Conceptual Paradigm	31
<b>III. RESEARCH METHODOLOGY</b>	
Research Design	32
Participants of the Study	32



Instrumentation	34
Construction of Instrument	34
Validation of Instrument	35
Data Gathering Procedure	35
Data Treatment	35

**IV. PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA**

IV.1. Satisfaction on Educational Tour in Relation to:	
a. Goals and Objectives	38
b. Learning Outcome	39
c. Quality over Cost	40
d. Itinerary	41
e. Tour Components	
e.1. Sites Visited	43
e.2. Accommodation	45
e.3 Meals	47
e.4 Transportation	48
e.5. Facilitators	50
IV.2. Problems Observed	52
IV.3. Comparison of Respondents’ Assessment	54
IV.4. Hypothesis	59

**V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

Summary of Findings	61
Conclusions	66
Recommendation	67

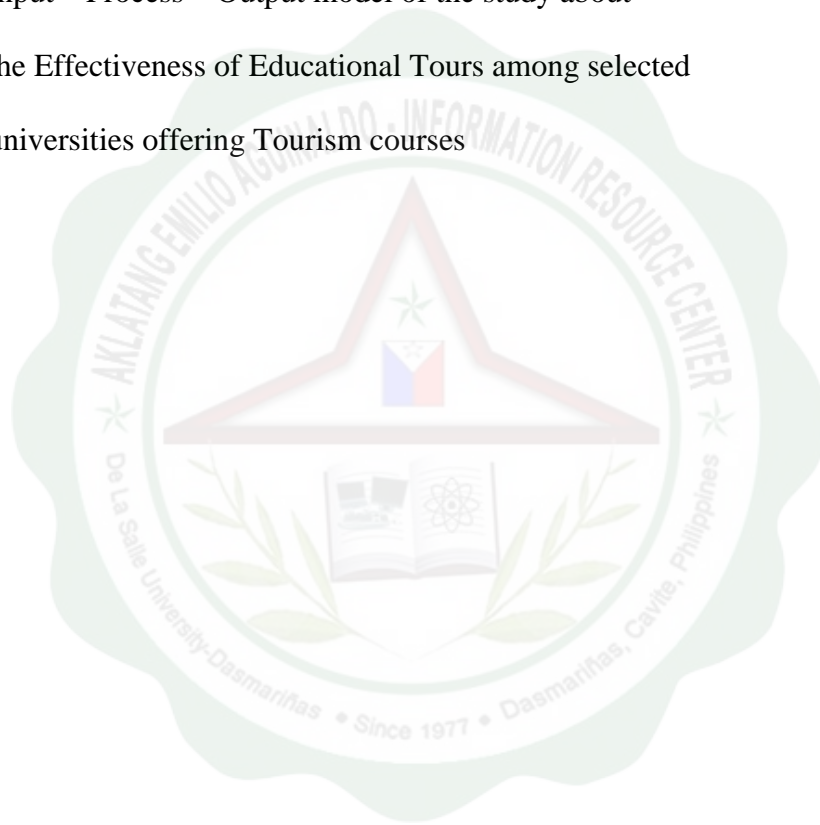
<b>OUTPUT</b>	69
<b>BIBLIOGRAPHY</b>	85
<b>APPENDICES</b>	90
<b>CURRICULUM VITAE</b>	99





**LIST OF FIGURES**

<b>Figure</b>	<b>Page</b>
1 Input – Process – Output model of the study about the Effectiveness of Educational Tours among selected universities offering Tourism courses	31





**LIST OF TABLES**

<b>Table</b>		<b>Page</b>
1	Distribution of the Number of Respondents in Selected Universities in Cavite	33
2	Satisfaction on Educational Tour in Relation to Goals and Objectives	38
3	Satisfaction on Educational Tour in Relation to Learning Outcome	39
4	Satisfaction on Educational Tour in Relation to Quality over Cost	40
5	Satisfaction on Educational Tour in Relation to Itinerary	41
	Satisfaction on Educational Tour in Relation to Tour Components based on:	
6	Sites Visited	43
7	Accommodation	45
8	Meals	47
9	Transportation	48
10	Facilitators (Professors and Tour Guides)	50
11	Problems Observed during Educational Tours	52
12	De La Salle University – Dasmariñas’ Assessment	54
13	Cavite State University - Indang’s Assessment	55
14	Lyceum of the Philippines University – Cavite’s Assessment	57
15	Analysis of Variance	59