



ABSTRACT

Title: “Green Practices in the Operations of Selected Tourist Attractions in Kawit, Cavite: Basis for Operational Guidelines”

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Purpose of the Study

The study primarily highlights the Green Practices in the Operations of Selected Tourist Attractions in Kawit, Cavite: Basis for Operational Guidelines. The respondents



of the study were consist of 80 employees and 20 guests of the three selected tourist attractions in Kawit, Cavite. Cluster Sampling was used in the study to select the respondents by groups or cluster. From each cluster, researchers selected individuals either by simple random or systematic random. Questionnaire was used to collect data in determining the operations of the selected tourist attractions in Kawit, Cavite. The study was conducted during second semester of the academic year 2011-2012. All information gathered in the study were based on the answers of the guests and employees.

Methodology

The descriptive method of research was employed in this study. According to Lewis-Beck, Bryman, Liao (2004) it involves the description, recording, analysis and interpretation of the gathered data. It explains phenomena by collecting numerical data that are analyzed using mathematical based method, where control of variables, randomization and valid and reliable are required and where generalizability from the sample to the population. The researchers provide questionnaire through the use of evaluation type of survey, an appropriate to use to gather feedbacks from employees and guest. In this study, the researchers want to determine the Green Practices in the Operations of Selected Tourist Attractions in Kawit, Cavite to provide Operational Guidelines that will fit the three different tourist attractions.

Conclusion



The study revealed that majority of the respondents who are comprised of guests and employees aged 16-20 years old, female and had college educational level. Relatively the respondents identified the green practices in the operations of selected tourist attractions in Kawit, Cavite as Observed. While they also perceived that there are challenges in introducing green practices. However, there is significant difference between the respondents' perceptions in terms of waste management, purchasing policy, stakeholders support and implementation and monitoring; while there is no significant difference between the respondents in terms of visitor management, environmental practices and resource management. The findings also concluded that there is no significant difference between the respondents' gender, age and educational attainment in assessing the green practices in the operations of selected tourist attractions in Kawit, Cavite.

Recommendation

Based on the findings of the study, the researchers recommend using a wider range of respondents to be able to yield better results. Tourist attractions should also initiate green practices in their operations so as to encourage other stakeholders to participate. The establishments should also foresee the negative impacts of incineration or burning of trashes to the environment; identify the attractions' carrying capacity in order to modify guest arrival by setting pricing, select suppliers that comply with environmental regulations and have green certifications; encourage harmonious relationship with the local markets by patronizing their goods that are low priced yet not detrimental to the environment; impose own Environmental Stewardship Program or



Corporate Social Responsibility in order to promote and practice well the concerns about saving the environment and even to encourage other stakeholders to take part of this green revolution; seek activities, projects or programs that could generate funds for the establishment to support its environmental endeavors, give incentives and penalty to employees and guests who comply with or disobey the structured environmental policy; and construct an effective structured monitoring procedure in order to receive accurate data. Apparently based on the result of the study, the researchers highly proposed operational guidelines from which must be contemplated upon, validated and adapted by the three selected tourist attractions in Kawit, Cavite as well as other stakeholders in order to provide an effective compromise between tourism industry and the environment.

