

**THE PERCEPTION OF RESPONDENTS IN SELECTED BARANGAYS  
OF DASMARIÑAS CITY TOWARDS RESPONSIBLE TOURISM PRACTICES:  
BASIS FOR A PROPOSED EDUCATIONAL PROGRAM**

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## ABSTRACT

**NAME OF INSTITUTION:** De La Salle University – Dasmariñas

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**TITLE:** “THE PERCEPTION OF RESPONDENTS IN SELECTED  
BARANGAYS OF DASMARIÑAS CITY TOWARDS RESPONSIBLE TOURISM  
PRACTICES: BASIS FOR A PROPOSED EDUCATIONAL PROGRAM”

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This study was conducted to assess the perception of selected barangays of Dasmariñas City, Cavite on the need to educate the youth towards responsible tourism practices. It deemed to know the different perceptions of the students, parents, teachers, and the out-of-school youth in relation to preserving the environment in terms of Waste disposal, Water conservation, Energy conservation, Littering, Peace and order, as well as Cultural aspect. It further sought to determine the profile of all the respondents as to Age, Gender, and Educational attainment.

### METHODOLOGY

The descriptive method, simple random sampling and stratified random sampling were utilized in this study. The respondents were students and out-of-school youth with the age bracket of 10 to 21 years old; teachers and parents from ages 21 to 37 and that were from the selected barangays of Dasmariñas City, Cavite.

The sole instrument used in gathering data was the questionnaire. The statistical treatment used was the weighted mean, frequency counting, simple percentage and Analysis of Variance.

## FINDINGS

Majority of the respondents are youth in the age bracket of 14 to 21, mostly female, and indicated high school as their highest educational attainment. Most of the respondents in the age bracket of 21 to 37 and up are mostly female and have mentioned college as their educational attainment.

The perception of the respondents in relation to preserving the environment in the following areas: a) Waste disposal, was perceived as strongly agree with an overall mean of 4.63; all respondents also perceived variable b) Water conservation as strongly agree (mean of 4.68); under variable c) Energy conservation, with an overall mean of 4.59 was verbally interpreted as strongly agree; d) Littering got a total mean of 4.71 and interpreted as strongly agree; with an overall mean of 4.59, variable e) Peace and order was perceived as strongly agree; and lastly, f) Culture aspect was also verbally interpreted as strongly agree with a total mean of 4.65.

The general perspective of 100 respondents on the need to educate the youth towards responsible tourism practices as to age was perceived as strongly agree with an overall mean of 4.76. Similar to age, gender was also not a factor in the respondent's perceptions towards youth involvement in environmental protection and conservation. That whether male or female they both strongly agree on the need to educate the youth towards responsible tourism practices with a total mean of 4.65. Educational attainment was also not a factor in the respondent's perception on the need to educate the youth towards responsible tourism practices, the respondent's overall perception was strongly agree with a total mean of 4.69.

There is a significant difference between the perceptions according to age of the respondents on the need for being a responsible tourist. The computed F-value of 5.17 is greater than the F-critical value of 2.24. Thus the null hypothesis of no significant difference is rejected.

Accepting the null hypothesis of no significant difference between gender and the perception of the respondents as verified by the computed value of  $F$  (0.17) is smaller than the  $F$ -critical value of 4.96.

The Analysis of Variance test yielded a computed value of 10.79 which is higher than the  $F$ -critical value of 3.10 at 0.05 alpha levels. The null hypothesis of no significant difference is rejected.

Based on the findings of the study, an educational program to promote responsible tourism practices in Dasmariñas City was proposed. Features of the educational program are: objectives, activities, time frame, sustainability, and the budget for the program. The program deal with the different aspects of encouraging and supporting responsible tourism practices and how it will be carried out in the community.

## **CONCLUSION**

The study revealed that majority of the respondents that belonged to the age bracket of 10 to 21 years old were 14 to 17, female, and have reached high school level; and majority of the respondents that belonged to the age bracket of 21 to 37 and up were 37 and older, female, and have reached college education attainment. The different perceptions of the students, parents, teachers, and the out-of-school youth in relation to preserving the environment was regarded as strongly agree. The perception of selected barangays of Dasmariñas City, Cavite on the need to educate the youth towards responsible tourism practices were also considered as strongly agree.

The study shows that there is no significant difference between gender and perception of the respondents, however there is significant difference between the perceptions according to age and educational level of the respondents on the different factors in preserving the environment.

## RECOMMENDATION

The researchers recommend using a wider range and sample size of respondents to get better insights and perspectives. In addition, more time should be allotted for the research process.

It is highly recommended that the association of barangay captains should create a project model, wherein the practices towards the protection and conservation of the environment shall be enhanced in cooperation with the household members. With the help of these barangay captains and its members, a small barangay shall be chosen to start a pilot project to be able to encourage others especially the youth to build a better place to live in.

Based from the findings of the study, the proposed educational program should be validated, adapted and implemented by the local government of Dasmariñas City, Cavite to enhance environmental awareness and inculcate discipline among the members of the community, particularly to highlight proper waste disposal, water conservation, and maintain peace and order.

The city government of Dasmariñas should partake in observing and implementing proper attitudes towards the environment to be able to act as a role model to its residents and eventually be an instrument of change to the whole country.

The projected success of a pilot model can be fulfilled with the strong involvement and support of the city government by featuring the progress, development, and results of the pilot project. Once successful, the city counsel of Dasmariñas City, Cavite, can make ordinances patterned after the pilot project to implement regulatory policies that will eventually be observed by the whole municipality of Dasmariñas

## TABLE OF CONTENTS

		Page
	<b>Title Page</b>	i
	<b>Approval Sheet</b>	ii
	<b>Acknowledgement</b>	iii
	<b>Dedication</b>	iv
	<b>Abstract</b>	v
	<b>Table of Contents</b>	ix
	<b>List of Tables</b>	xi
	<b>List of Figures</b>	xii
<b>Chapter</b>	<b>1: THE PROBLEM AND ITS BACKGROUND</b>	
	Introduction	1
	Background of the Study	4
	Statement of the Problem	7
	Hypothesis	7
	Significance of the Study	8
	Scope and Limitation of the Study	9
	Definition of Terms	9
<b>Chapter</b>	<b>2: REVIEW OF RELATED LITERATURE</b>	
	Conceptual Literature	12
	Research Literature	20
	Synthesis	23
	Conceptual Framework	24
	Theoretical Framework	25
<b>Chapter</b>	<b>3: RESEARCH METHODOLOGY</b>	
	Research Design	28
	Participants of the Study	28
	Sampling Technique	30
	Instrumentation	30
	Construction	31

	Validation	31
	Data Gathering Procedure	31
	Statistical Treatment of the Study	32
<b>Chapter</b>	<b>4: PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA</b>	
	Demographic Profile of Respondents	34
	Perception of the Respondents of Dasmariñas City Cavite in Relation to Preserving the Environment	36
	Perception of the Respondents on the need to Educate the Youth of Dasmariñas City Cavite towards Responsible Tourism Practices	42
	Differences of Respondent's Profile to their Perception	46
	Proposed Educational Program	48
<b>Chapter</b>	<b>5: SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION</b>	
	Summary	50
	Findings	51
	Conclusion	55
	Recommendation	55
	<b>A Proposed Educational Program to Educate the Youth of Dasmariñas City Cavite towards Responsible Tourism Practices</b>	57
	Program Table	63
	<b>BIBLIOGRAPHY</b>	65
	<b>APPENDICES</b>	68
	Letter to the School	68
	Validation Letter	69
	English Questionnaire for Parents and Teachers	70
	English Questionnaire for the Youth	74
	Tagalog Questionnaire for Parents and Teacher	78
	Tagalog Questionnaire for the Youth	82
	Computation for Analysis and Variance	86
	<b>CURRICULUM VITAE</b>	89

## LIST OF TABLES

		<b>Page</b>
<b>Table</b>		
1	Distribution of Respondents in each barangay	29
2	List of schools that represent each barangay	29
3	Interpretation of each weight used in the Likert scale	33
4	Profile of the respondents as to age	34
5	Gender Profile of Respondents	35
6	Distribution of respondents as to Educational Attainment	35
7	Perception of the respondents on Waste Disposal	36
8	Perception of the respondents on Water Conservation	38
9	Perception of the respondents on Energy Conservation	39
10	Perception of the respondents on Littering	40
11	Perception of the respondents in peace and order	41
12	Perception of the respondents in culture aspect	42
13	General Perspective of respondents as to Age	43
14	General Perspective of respondents as to Gender	44
15	General Perspective of respondents as to Educational Level	45
16	Summary of the Analysis of Variance on the perception of the Respondents	46
17	Summary of the Analysis of Variance on the perception of the respondents according to gender	47
18	Summary of the Analysis of Variance on the perception of the respondents in terms of educational level	48



## LIST OF FIGURES

	<b>Page</b>
<b>Figure</b>	
1 Paradigm of the study showing how the respondent's profile and perception on environmental activities may lead to an educational Program	25
2 Theoretical Framework of the study showing the negative and positive impacts of the tourism industry to the environment	26

