



**PROPOSED GUIDELINES IN SELECTING EVENT HEADS IN EVENT  
MANAGEMENT CLASS OF BACHELOR OF SCIENCE IN TOURISM  
MANAGEMENT IN DE LA SALLE UNIVERSITY – DASMARIÑAS**

A THESIS PRESENTED TO  
THE FACULTY COMMITTEE OF  
TOURISM MANAGEMENT DEPARTMENT  
COLLEGE OF TOURISM AND HOSPITALITY MANAGEMENT  
DE LA SALLE UNIVERSITY- DASMARIÑAS

IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR  
TOUR411- TOURISM RESEARCH METHODS AND TECHNIQUES

**RESEARCHERS:**

AGUILA, KATHLEEN HANE O.

ALDAY, ELIZA RHEA P.

ALINSUNURIN, JOVY ANH M.

BATHAN, HANNA KRISTINE P.

CASTRO, MA. LOWELA CAROLINE U.

CHOI, YANGHEE

DELOS REYES, CEZANNE F.

MADRIAGA, MELVIL JUSTIN S.

MARCH 2013



**Thesis Abstract**

**PROPOSED GUIDELINES IN SELECTING EVENT HEADS IN EVENT  
MANAGEMENT CLASS OF BACHELOR OF SCIENCE IN TOURISM  
MANAGEMENT IN DE LA SALLE UNIVERSITY DASMARIÑAS**

**Researchers:**

Aguila, Kathleen Hane O.

Alday, Eliza Rhea P.

Alinsunurin, Jovy Anh M.

Bathan, Hanna Kristine P.

Castro, Ma. Lowela Caroline U.

Choi, Yanghee

Delos Reyes, Cezanne F.

Madriaga, Melvil Justin S.

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

**Adviser:** Paul Anthony Notorio, MBA-TM

---

**Purpose of the Study**

The researchers conducted this study to identify the leadership skills required in selecting event heads in the Event Management class of the Tourism Department of the College of Tourism and Hospitality Management of De la Salle University- Dasmariñas. From the results of the study, a proposed guideline in selecting event heads in Event



Management class of Bachelor of Science in Tourism Management of De La Salle University- Dasmariñas that can be used as basis for the selection of event heads in future Event Management classes was framed.

### **Methodology**

The descriptive method of research was used in this study. The aim of descriptive research is to give or verify formulated hypothesis which refers to the present situation in order to make it clear. The researcher used this research method considering the objective is to obtain first hand data from the respondents. The proponents used quantitative method in this study.

The aim of quantitative method is to classify features, count them, and construct statistical models in an attempt to explain what is observed (Neill, 2007). It enables longitudinal measures of subsequent performance of the respondents which will determine the answer to the first statement of the problem as cited in Chapter 1 that is all about the profile of the respondents in different terms such as gender, section and assigned committee.

The researchers used Slovin's Formula to get the number of respondents to ensure that the researchers have adequate amount of subjects from each subgroup in the final sample.

The data gathering method that the researchers utilized is a survey questionnaire which is consist of two parts. The first part of the questionnaire includes the profile variable of the respondents which contains the gender, section, and committee



assignment. This part was presented in a tick box style and was answered by checking the appropriate box. The second part consists of the eight irrefutable laws of leadership by John Maxwell. These are influence, process, navigation, trust, intuition, empowerment, picture, and priorities. It was measured using the five-point Likert scale.

### **Summary of Findings**

This study aims to know the proposed guidelines in selecting event heads in Event Management class of Bachelor of Science in Tourism Management in De La Salle University - Dasmariñas. Specifically, the researchers aim to answer the following questions:

1. What is the profile variable of the event heads and committee members?
  - 1.1 In terms of gender, it is observed that there are more female committee members and event heads than male committee members and event heads.
  - 1.2 In terms of section, there are more event heads in BTM32 which have a frequency of 5 than in other sections in the third year level. BTM31, BTM34, BTM35 and BTM36 have the lowest frequency of event heads which is two per section. On the other hand, there are more committee members in BTM36 which have a frequency of 18 while the lowest frequency of committee members is in BTM34 which is 8. There are also committee members in BTM21, BTM41, BTM43 and BTM44.



- 1.3 In terms of committee assignment, there are 17 event heads and they have their own committees to handle. For the committee members, production, safety and security committees have the highest frequency of 11 while finance has the lowest frequency of committee members which is 2.
2. How do the committee members assess the leadership skills of the event heads of Mr. & Ms. Teen Tourism Philippines 2013?
- 2.1 In terms of influence, the advertising manager possesses an excellent leadership skill with a mean of 4.60 while the technical manager got the lowest mean of 3.40 with an interpretation of average leadership skills.
- 2.2 In terms of personal development, the tabulation manager has an excellent leadership skill with a mean of 4.80 while the production manager got the lowest mean of 2.85 with an average leadership skill.
- 2.3 In terms of preparation, the logistics manager possesses an above average leadership skills with a mean of 4.31, while the production manager got the lowest mean of 2.89 with an interpretation of average leadership skill.
- 2.4 In terms of trust, the tabulation manager got the highest mean of 4.78 with an interpretation of excellent leadership skill while the production manager got the lowest mean of 3.00 with an interpretation of average leadership skill.



2.5 In terms of intuition, the advertising manager possesses an excellent leadership skill with a mean of 4.57 while the production manager got the lowest mean of 3.04 with an interpretation of average leadership skill.

2.6 In terms of empowerment, the advertising manager had an excellent leadership skill with a mean of 4.77 while the production manager got the lowest with an Average leadership and a mean of 3.15.

2.7 In terms of vision, the awards manager possess an Excellent leadership skill with a mean of 4.64, while the production manager got the lowest mean of 2.80 with an interpretation of Average leadership skill.

2.8 In terms of priorities and sacrifices, the executive secretary got highest mean of 4.64 with an interpretation of excellent leadership skill while the production manager got the lowest mean of 3.62 with an interpretation of above average leadership skill.

3. How do the event head assess the leadership skills of the administrative heads of Mr. & Ms. Teen Tourism Philippines 2013?

3.1 In terms of influence, the executive secretary possess an above average leadership skill with a mean of 4.18 while the assistant event manager got the lowest mean of 3.32 with an interpretation of average leadership skill.



- 3.2 In terms of personal development the executive secretary had an above average leadership skill with a mean of 4.28 while the marketing manager got the lowest with an Average leadership skill with a mean of 3.40.
- 3.3 In terms of preparation, the executive secretary possess an above average leadership skills with a mean of 4.27, while the marketing manager got the lowest mean of 3.33 with an interpretation of average leadership.
- 3.4 In terms of trust, the executive secretary got the highest mean of 4.27 with an interpretation of above average leadership skill while the assistant event manager got the lowest mean of 3.41 with an interpretation of average leadership skill.
- 3.5 In terms of intuition, the executive secretary possess an above average leadership skill of 4.25 while the assistant event manager got the lowest mean of 3.51 with an interpretation of above average leadership skill.
- 3.6 In terms of empowerment, the executive secretary had an above average leadership skill with a mean of 4.34 while the marketing manager got the lowest with an average leadership skill with a mean of 3.51.
- 3.7 In terms of vision, the executive secretary possess an above average leadership skills with a mean of 4.35, while the assistant event manager and marketing manager got the lowest mean of 3.52 with an interpretation of above average leadership skill.





3.8 In terms of priorities, the executive secretary got highest mean of 4.44 with an interpretation of above average leadership skills while the assistant event manger got the lowest mean of 2.80 with an interpretation of average leadership skill.

4. Is there a significant relationship between the profile variables of the respondents and their ratings on the leadership skills of the event heads?

4.1 Since p-value is greater than 0.05, the null hypothesis was accepted. This implies that there is no significant relationship between gender and the assessment of leadership skills of the respondents. This further implies that the assessment of the respondents is not affected by their gender.

4.2 Since p-value is greater than 0.05, the null hypothesis was accepted. This implies that there is no significant relationship between section and the assessment of leadership skills of the respondents. This further implies that the assessment of the respondents is not affected by their section.

5. How does the evaluation of the respondents on the leadership skills compare?

The T Stat (4.73) is greater than t Critical two-tail (1.98), therefore the null hypothesis was rejected. It implies that there is a significant difference in the assessment between the Event Heads and Committee Members in terms of leadership skills.





6. Based on the findings, what guidelines can be proposed in selecting the next event heads for Event Management class of Bachelor of Science in Tourism Management students of De La Salle University – Dasmariñas?

Based on the results, a guideline in selecting event heads in Event Management class of Bachelor of Science in Tourism Management of De La Salle University- Dasmariñas was proposed. See Output for further understanding.

### **Conclusion**

1. Findings show that there are more female event heads than male. Majority of the event heads are from BTM32 with a total of 17 committee groups while majority of the committee members are from BTM36. In terms of frequency, the highest number of committee members is from the Production Committee and Safety and Security Committee.
2. In terms of leadership skills, findings show that majority of the committee heads acquire a leadership skill of Priorities and Sacrifices while the least leadership skill being used is Planning Ahead. As for the committee heads, Advertising Manager has the most possessed leadership skill determined by the proponents while Production Manager has the least leadership skill acquired mentioned by the proponents.
3. As for the leadership skills, findings show that most of the leadership skills possessed by the administrative heads is Vision. On the other hand, the Priorities is the least possessed leadership skill. In terms of the administrative heads, the



Executive Secretary has the most possessed leadership skill while the Assistant Event Manager has the least.

4. Findings show that there is no significant relationship between the profile variables of the respondents and their ratings on the leadership skills of the event heads.
5. Findings show that there is a significant difference between the assessment of committee heads and administrative heads.
6. Based on the results, the proponents will come up with the proposed event guidelines in selecting event heads in event management class heads.

### **Recommendation**

1. Students should have the right to refer specific students that possess potentials to lead and be an event head.
2. Preferably, students should engage themselves into different organizations as a training ground.
3. Students should familiarize themselves about facilitating even simple events like seminars for them to be knowledgeable and be able to use their experiences in creating much bigger event.
4. The College of Tourism and Hospitality Management can come up with an event management and leadership workshops that can build camaraderie with others, as well as a training ground for future leaders.



5. Professors should provide time frame in order to improve the selection process from searching, selecting, up to appointing or delegating tasks to the selected event heads.
6. Since an event requires ample amount of preparation, the future event heads should develop the skill of planning ahead of time through identifying what problems might occur during the preparation, event proper, and the egression of an event.
7. In spite of many tasks to be fulfilled, administrative heads should establish clear set of priorities given a limited span of time for their event to be executed.
8. As for the future researchers, assessment of personality of the event heads must be conducted in order to prove if one's personality can affect its leadership skills potentials as one of the selected event heads.
9. Proposed guidelines in selecting Event Heads in Event Management Class of Bachelor of Science in Tourism Management in De La Salle University-Dasmariñas can be used as a basis of the Tourism Management Department in choosing the event heads for the succeeding event management class.
10. The future event management class should provide a seed account for producing materials needed in facilitating the selection process.
11. Five percent of the total revenue of the previous event will be funded on the seed account.



**Table of Contents**

Approval Sheet	
Panel of Examiner	
Proof of Grammarian	
Acknowledgement	i
Abstract	iii
List of tables	
List of Figure	
<b>CHAPTER 1: THE PROBLEM AND SETTING</b>	
Introduction	1
Background of the study	6
Statement of the Problem	9
Hypothesis	10
Significance of the study	11
Scope and Limitation	12
Definition of Terms	14
<b>CHAPTER 2: REVIEW OF RELATED LITERATURE</b>	
Conceptual Literature	16
Research Literature	24
Synthesis	31
Conceptual Framework	33
Conceptual Paradigm	35



## CHAPTER 3: METHODOLOGY

Research Design	36
Participants of the Study	37
Instrumentation	40
Data Gathering Procedure	41
Statistical Treatment of Data	41

## CHAPTER 4: PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

## CHAPTER 5: SUMMARY OF FINDINGS, CONCLUSION, RECOMMENDATION

Summary of Finding	112
Conclusion	117
Recommendation	118

## OUTPUT: Proposed Guidelines

Rationale	121
Vision	123
Mission	123
General objectives	123
Flowchart of Guidelines in Selecting Event Heads	124
Guidelines in Selecting Event heads	125
Roadmap of Activities	128

## Bibliography

## Appendices

## Curriculum Vitae



## List of Tables

Table 1: Total Number of respondents of committee members	38
Table 2: Total number of respondents of event heads	39
Table 3: Total number of respondents	39
Table 4: Range of Interpretation	40
Table 5: Leadership assessment skills interpretation	43
Table 6: Over-all weighted mean per indicator of Advertising manager	49
Table 7: Over-all weighted mean per indicator of Awards manager	51
Table 8: Over-all weighted mean per indicator of Documentation manager	54
Table 9: Over-all weighted mean per indicator of Finance manager	56
Table 10: Over-all weighted mean per indicator of Catering manager	58
Table 11: Over-all weighted mean per indicator of Competition manager	60
Table 12: Over-all weighted mean per indicator of Logistics manager	62
Table 13: Over-all weighted mean per indicator of Tabulation manager	64
Table 14: Over-all weighted mean per indicator of Sponsorship manager	66
Table 15: Over-all weighted mean per indicator of Safety and Security manager	69
Table 16: Over-all weighted mean per indicator of Production manager	71
Table 17: Over-all weighted mean per indicator of Sales and Promotion manager	73
Table 18: Over-all weighted mean per indicator of Technical manager	75
Table 19: Assessment of committee members to committee heads	85
Table 20: Over-all weighted mean per indicator of Event Manager	87
Table 21: Over-all weighted mean per indicator of Assistant Event Manager	90
Table 22: Over-all weighted mean per indicator of Executive Secretary	93



Table 23: Over-all weighted mean per indicator of Marketing Head	96
Table 24: Assessment of committee heads to administrative heads	103
Table 25: Relationship between gender of the committee members and the leadership skills of the committee heads	105
Table 26: Relationship between section of the committee members and leadership skills of the committee heads	106
Table 27: Relationship between committee assignment of the committee members and leadership skills of the committee heads	106
Table 28: Relationship between gender of the committee heads and leadership skills of the administrative heads	107
Table 29: Relationship between section of the committee heads and leadership skills of the administrative heads	107
Table 30: Relationship of the committee assignment and the leadership skills of the committee heads	108
Table 31: Significant difference in the assessment between the committee members and the event heads	109





## List of Figures

Figure 1: Conceptual Paradigm	35
Figure 2: Profile variable of the event heads in terms of gender	44
Figure 3: Profile variable of the committee members in terms of gender	45
Figure 4: Profile Variable f event heads in terms of section	45
Figure 5: Profile variable of committee members of committee members in terms of section	46
Figure 6: Profile variable of event heads in terms of committee assignment	47
Figure 7: Profile variable of committee members in terms of committee	48
Figure 8: Rating on Influence among committee heads	77
Figure 9: Rating in Personal Development among committee heads	78
Figure 10: Rating in Plan Ahead among committee heads	79
Figure 11: Rating in Trust among committee heads	80
Figure 12: Rating in Intuition among committee heads	81
Figure 13: Rating in Empowerment among committee heads	82
Figure 14: Rating in Vision among committee heads	83
Figure 15: Rating in Priorities and Sacrifice among committee heads	84
Figure 16: Rating on Influence among administrative heads	98
Figure 17: Rating on Personal Development among administrative heads	99
Figure 18: Rating on Plan Ahead among administrative heads	99
Figure 19: Rating on Trust among administrative heads	100
Figure 20: Rating on Intuition among administrative heads	100
Figure 21: Rating on Empowerment among administrative heads	101
Figure 22: Rating on Vision among administrative heads	101
Figure 23: Rating on Priorities and Sacrifice among administrative heads	102
Figure 24: Assessment committee heads to administrative heads	103