



**“TOURISTS MOTIVATION AMONG DE LA SALLE UNIVERSITY –
DASMARIÑAS COMMUNITY: BASIS FOR A PROPOSED TOURISM
PRODUCT”**

A THESIS PRESENTED TO
THE FACULTY COMMITTEE OF
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COLLEGE OF TOURISM HOSPITALITY MANAGEMENT
DE LA SALLE UNIVERSITY - DASMARIÑAS
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
TOURISM RESEARCH, METHODS & TECHNIQUES

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THESIS ABSTRACT

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Purpose of the Study

The purpose of this study was to identify the internal and external motivations among De La Salle University – Dasmariñas community. The result of the study became basis for proposed tourism product for the university. The participants of the study were students, faculty, and staff of the university.

Methodology

The researchers used quantitative research method in conducting the study. Questionnaire was the primary instrument used to gather and identify the motivations among De La Salle University – Dasmariñas community. Moreover, a proposed tourism product was the final output.

The researchers gathered the needed information and data from the registrar's and human resource office of the university. They determined the number of students, faculty, and staff to compute the sample size for every department of the university to have an equal distribution of survey questionnaires.

Summary of findings

This study determined the internal and external motivation among De La Salle University-Dasmariñas community in travelling. The result of the study was used to provide a tourism product fit to the motivations of the community.

Specifically, the researchers tried to identify how these motivations among the De La Salle community affect the output of the study by setting up the following objectives:



1. What is the profile of the respondents with respect to age, gender, residency, marital status, educational attainment, family income?
2. How do the respondents assess their motivation in travelling in terms of internal and external motivators?
3. Is there a significant relationship between the profile of the respondents and their assessment in travel motivation?
4. Is there a significant difference on the assessments between the internal motivators and the external motivators?
5. Based on the findings, what tourism product development can be proposed for the De La Salle University – Dasmariñas community?

Based on the data collected in relation to the statement of the problem of the study, the following important findings were uncovered and revealed in this study:

1. Profile of the respondents

1.1 age

In the age bracket of the three hundred eighty one respondents, the highest was 16 years old to 21 years old that made up 48 percent of the total number of the respondents from the DLSU-D community. The lowest was 60 years old and above that made up 0.5 percent of the total number of tourists. All in all, respondents with an age bracket of 16 to 21 years old were most likely students in DLSU-D, and had the most number of gathered data.



1.2 gender

Between the two items on the gender checklist, the females that made up 50.4 percent of the DLSU-D community were of higher ranking than the males that made up 49.6 percent of the DLSU-D community.

1.3 residency

Among the five items on the residency, the highest in terms of ranking is Cavite that made up 79.3 percent of the total number of respondents. The lowest in terms of ranking is Visayas which made up 0.5 percent of the total number of respondents. It showed that more people from DLSU-D mostly came from Cavite.

1.4 marital status

Among the three categories on the marital status, the highest in terms of ranking is single which made up 70.3 percent of the total number of respondents. The lowest in terms of ranking is widowed which made up one percent of the total number of respondents. It showed that more people from the community are single, and these people are more interested in travelling.

1.5 educational attainment

Among the five categories on the educational attainment, the highest in terms of ranking is college level which made up 41.5 percent of the total number of respondent. The lowest in terms of ranking is graduate school which made up 7.6 percent of the total number of respondents.



1.6 monthly income

Among the seven categories on the monthly family income, the highest in terms of ranking is 15,000 to 29,999 which made up 30.1 percent of the total number of respondents. The lowest in terms of ranking is 75,000 to 89,999 which made up 2.6 percent of the total number of respondents. It showed that more people from the community are earning 15,000 to 29,999.

2. Perception of the respondents

The weighted mean of internal motivators range from 3.50 - 4.49. Based on the likert scale, this means that the DLSU-D community asses their internal motivator is important. The highest was the community internal motivator is to have fun and enjoyment which had a weighted mean of 4.61. The lowest why the community travel based on the internal motivator is for business reason which had a weighted mean of 3.78.

The weighted mean of external motivators range from 3.50-4.49. Based on the likert scale, this meant that the DLSU-D community asses their external motivators are also important. The highest why the community travel based on their external motivators is because of good food which had a weighted mean of 4.41. The lowest why the community wants to travel is for casinos and gambling which had a weighted mean of 3.27.



3. Significant relationship of the respondents and their assessment

The age, gender, residency, marital status, educational attainment and the monthly income was solved using the formula for Chi-square test and the result showed the p-value is greater than 0.05. The null hypothesis was accepted, therefore, there is no significant relationship between the profile of the respondents and their assessment of travel motivations. This shows that the profile variable of the respondents does not affect the assessment about travel motivator and is independent of their profile.

Based on the results of the study, the null hypothesis that there is no significant relationship between the variable profile of the respondents and their assessment in travel motivation was accepted.

4. Significant difference on the internal motivators and external motivators

Assessment between internal and external motivator was solved using the formula of T-test and the result showed the t Stat is greater than t critical two-tail, the null hypothesis was rejected. There is a significant difference in the assessment between the internal motivators and the external motivators.

5. Tourism product proposed of De La Salle University – Dasmariñas.

Based on the result of the study, a proposed tourism product that was created was tour packages. This suits the internal motivators of De La Salle University – Dasmariñas community which include fun and enjoyment, visiting new places, and to have a relaxing trip. This also fit the external motivators that the community wants to travel because of good food, beaches and sea, lakes, streams or waterfalls, cold climate, forests, trees and flowers. The result of the data gathered became the basis of the researchers for choosing a



tour destination of their tour package. This includes 3 days / 3 nights tour package at Sagada, 2 days / 1 night at Anawangin, a day tour at Mt. Pinatubo and a local – day tour at Amadeo, Ternate and Tagaytay.

Conclusion

In the light of the above findings, the following conclusions were drawn from the study:

1. The respondents were mostly 16- 20 years old, female, from Cavite, single, college graduates and with monthly income of 15,000-29,999.
2. Based on the findings, the respondents' assessment on motivation in travelling in terms of internal motivation has the following for the top three internal motivators: fun and enjoyment, visit new places and to have a restful and relaxing trip. The lowest why the community wants to travel based on the internal motivator is for business reason. While in external motivation, the top there were good food, beaches and sea and lakes, streams or waterfalls. On the other hand, the lowest in external motivators was casinos and gambling.
3. There is no significant relationship between the profile of the respondents and their assessment in travel motivation.
4. There is a significant difference on the assessments between the internal motivators and the external motivators.
5. Based on the findings, a Tourism Product for De La Salle university community was proposed.



Recommendations

After a thorough analysis of data, the following recommendations were hereby made:

1. The profile of the respondents should be considered in making the tourism product. This would determine the preferred price of the community that suits their monthly income.
2. The internal and external motivators should be considered in making the tourism product. This would determine the places and activities preferred by the community in relation to their internal and external motivations.
3. Produce a specific tourism product that would cater to the internal and external travel motivators among DLSU-D community. This tourism product should be produced to satisfy the travel experience of the community.
4. Establish cost-efficient tour packages that would benefit the affiliated travel agencies as well as the university community.
5. An actual implementation and evaluation of the tour packages may be beneficial in determining the validity of the study. This may be done through introducing the proposed tour packages to the affiliated travel agencies of the university.
6. With much hope, should the outcome of the study become successful, the researchers would like to adapt a tour package to each of the colleges in the University for the community to enjoy their travel experience according to their internal and external motivators.



7. Continuous implementation of the tour packages is highly recommended. This is important since this would help to make the community even more satisfied of their travel experience.
8. Market the proposed tour package among the affiliated travel agencies and to the stakeholders within the university.
9. Further studies should be conducted to improve the accuracy of the survey result and the whole study. Increasing the sample size and an additional related research literature may be done to support the study. Further evaluation of the tour package experience, comments and suggestions of the community can also be done.

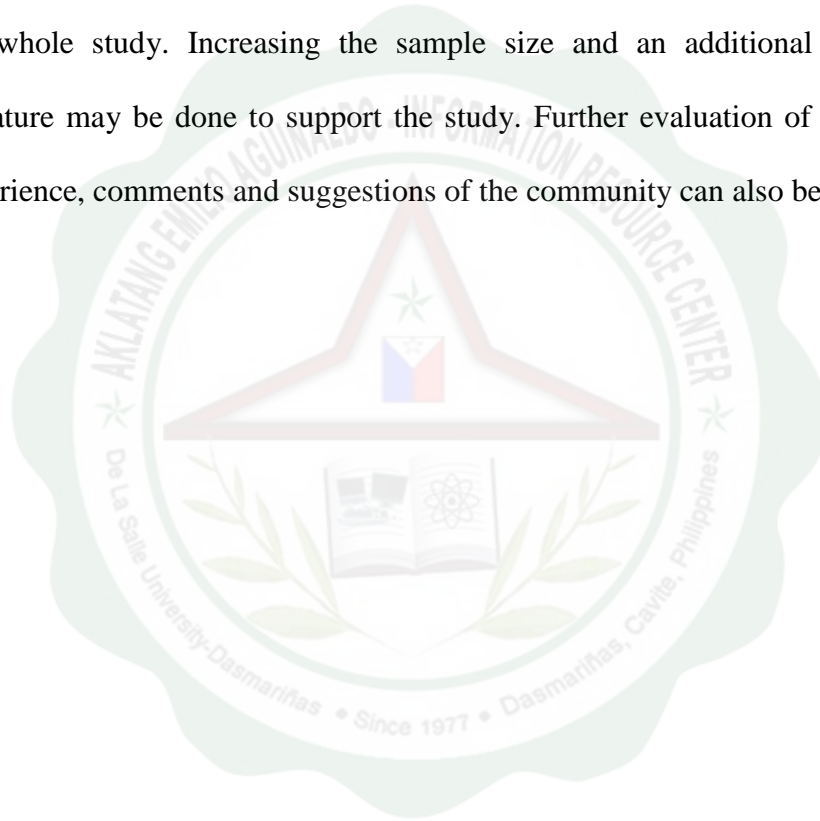




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