Thesis Abstract

“ADEQUACY OF CONVENTION CENTER FACILITIES IN CAVITE: BASIS FOR PROPOSED DEVELOPMENT PLAN”

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Purpose of the Study

The objective of this study is to identify the adequacy of convention center facilities in Cavite. The outcome will serve as basis for the proposed development plan. Respondents are event organizers of convention centers in Cavite as well as members of the Cavite Provincial Tourism Board.

Methodology

Researchers used the quantitative research approach. This particular methodology is a scientific research design which entails observing and describing the behavior of the subject.

Descriptive method is a technique of quantitative description which determines prevailing conditions in a group of cases chosen for study. The assumption here is that things will change. It covers many traits or characteristics of the group. The descriptive method of research was deemed most applicable since the researchers were measuring adequacy of convention center facilities. The study involved data gathering through the use of survey questionnaires.
Summary of Findings

This study was conducted primarily to identify the adequacy of convention center facilities in Cavite and a proposed development plan. The research aimed to answer the following questions:

1. What is the profile variable of the respondents according to:

   1.1 Age

       As the age distribution of the respondents, the age group that has 40 percent of the 15 selected event organizers of the convention centers in Cavite are above 50 years old, 53 percent are 41 to 50 years old, 7 percent are 31 to 40 years old, and 0 are 21 to 30 years old. The result shows that majority of the respondents are 41 to 50 years old.

       In the distribution of Cavite Provincial Tourism Board, the age group is from 21-30 only. This shows that all of the respondents in Cavite Provincial Tourism Board are 21-30

   1.2 Gender

       As the gender distribution, it revealed that 53 percent of the 15 selected event organizers of the convention centers in Cavite are female while 47 percent are male. The result shows that majority of the respondents are female.

   1.3 Sector

       As the sector distribution, it revealed that 73 percent of the 15 selected event organizers of the convention centers in Cavite are private while 27 percent are public. The result shows that majority of the respondents are private sectors.
1.4 Category of events

As category of events, it revealed that 47 percent of the 15 selected event organizers of the convention centers in Cavite are convention, 33 percent are special event, 13 percent are seminar, 7 percent are trade show, and 0 corporate meeting. The result shows that majority of the events held in the convention centers of Cavite are convention.

As for Cavite Provincial Tourism Board, the finding shows that 50 percent are for convention and 50 percent are special events. This shows that convention and special events were the objectives in using convention center.

2. How do the event organizers rate the adequacy of the convention facilities in terms of:

2.1 General Characteristics

2.1.1 In terms of the auditorium, indicators such as ventilation, sight line to stage area, acoustics, electrical installation, lighting, light control, block provisions, comfortable chairs, safety, insulation from external noise, restroom, traffic congestion were interpreted as adequate. The highest indicator is the size of the auditorium which was interpreted as more than adequate it has a mean of 4.53. And the least indicator has a mean of 3.60 which is the sight line to stage area and acoustics.

2.1.2 In terms of the function room arrangement, indicators such as theatres, platforms, stage decors, number of chairs were interpreted as adequate. The highest indicator is the theatres it has a mean of 3.93. Number of tables,
projectors and other AVP equipment, sources of equipment was interpreted as slightly inadequate. The least indicator has a mean of 3.6.

2.2 Outside the function room

2.2.1 In terms of the interior layout design, it has the highest mean of 3.73 which is the directional signs, furniture and the least are the furniture and décor it has a mean of 3.67. In general the indicators are all adequate.

2.2.2 In terms of the parking facilities which has an indicator such as parking lot, signage in the parking lot and road signage leading to convention center is all adequate. The highest indicator has a mean of 4.2 and the least mean are 4.0.

3. How does the Cavite Provincial Tourism Board rate the adequacy of the convention center facilities in terms of:

3.1 General Characteristics

3.1.1 In terms of the auditorium, indicators such as size of the auditorium, ventilation, sight line to stage area, electrical installation, lighting, block out provisions, and comfortable chairs were interpreted as more than adequate. Acoustics, safety, insulation from external noise, restroom, and traffic congestion were interpreted as adequate. The highest indicator is about the size of the auditorium, sight line to stage area, and block out provisions which has a mean of 5.0. The least indicator has a mean of 4.0 which is the indicators safety and traffic congestion.
3.1.2 In terms of the function room arrangement, indicators such as theatre, platforms, stage decors, number of chairs, number of tables, lecterns, and sources of equipment were interpreted as more than adequate. Projectors and other AVP equipment were interpreted as adequate. The highest indicator is about the number of chairs and number of tables which has a mean of 5.0. The least indicator has a mean of 4.25 which is the projectors and other AVP equipment.

3.2 Outside of the Function Room

3.2.1 In terms of the interior layout, indicators such as the directional signs and décor were interpreted as more than adequate. Furniture was interpreted as adequate. The highest indicator is about the directional signs and décor which has a mean of 4.50. The least indicator has a mean of 4.25 which is the furniture.

3.2.2 In terms of the parking facilities, indicator parking lot was interpreted as more than adequate. Signage in the parking lot and road signage leading to convention center were interpreted as adequate. The highest indicator is about the parking lot which has a mean of 4.50. The least indicator has a mean of 4.25 which is the signage in the parking lot and the road signage leading to convention center.
4. Is there a significant relationship on the profile variable of the respondents and the rating on the adequacy of convention center facilities?

4.1 Relationship between the respondents’ Age and rating on the adequacy of convention center facilities

The null hypothesis that there is no significant relationship between the respondents’ age and the rating of adequacy of convention center facilities has failed to reject the hypothesis since the p-values are all higher than the 0.05 level of significance. It means that there is no significant relationship between the respondents’ age and the rating of adequacy of convention center facilities in Cavite.

4.2 Relationship between the respondents’ categories and rating on the adequacy of convention center facilities

The null hypothesis that there is no significant relationship between the respondents’ categories and the rating of adequacy of convention center facilities in Cavite has failed to reject the hypothesis since the p-values are all higher than the 0.05 level of significance. It means that there is no significant relationship between the respondents’ categories and the rating of adequacy of convention center facilities in Cavite.
4.3 Relationship between the respondents’ gender and rating on the adequacy of convention center facilities

The null hypothesis that there is no significant relationship between the respondents’ gender and rating on the adequacy of convention center facilities in Cavite has failed to reject the hypothesis since the p-values are all higher than the 0.05 level of significance. It means that there is no significant relationship between the respondents’ gender and the rating on the adequacy of convention center facilities in Cavite.

4.4 Relationship between the respondents’ sector and rating on the adequacy of convention center facilities

The null hypothesis that there is no significant relationship between the respondents’ sector and the rating on the adequacy of convention center facilities in Cavite has failed to reject the hypothesis since the p-values are all higher than the 0.05 level of significance. It means that there is no significant relationship between the respondents’ sector and the rating on the adequacy of convention center facilities in Cavite.

5. How do the respondents’ assessment compare?

The difference on the ratings of event organizers and Cavite Provincial Tourism Board on the adequacy of convention center facilities are being compared. Since the p-values are lower than .05, it is found to be significant. This could also mean that the two groups differ on their rating on the adequacy of convention center facilities relative to auditorium, function room and interior layout. But the event organizers and Cavite Provincial Tourism
Board do not differ on their rating of the convention center facilities in terms of parking facilities at .05 level of significance.

6. Based on the respondents’ responses, what possible development plan can be recommended?

The results show that there should be a proposed development plan in convention centers.
Conclusions

Based on the foregoing findings, the following conclusions were obtained:

1. The finding shows that the majority of the respondents are 41-50, most are female. Most of the respondents are from private sectors and the usual category of events is convention.

2. Based on the findings, the size of the auditorium in each convention center are more than adequate for the attendees. Ventilation, sight line to stage area, acoustics, electrical installation, lighting, light control, block out provisions, comfortable chairs, safety, insulation from external noise, restroom, traffic congestion are among those factors that event organizers consider in holding an event. The finding shows that these factors are equally interpreted as adequate.

3. There is inadequacy in terms of number of tables, projectors and other AVP equipment and sources of equipment in the convention centers in Cavite. Meanwhile, the outside of the function room is adequate. The organizers also see this as one of the factors that influence their choice in choosing a convention center. This suggests that convention center merely lack decorations and furniture. In the aspect of parking facilities of convention centers, the finding shows that spaces provided for vehicles are adequate in convention centers. The road signage leading to convention centers are among the least in parking facilities. Signage is either old or not visible to the public. Ethically, the roads that connect to the convention centers should be visible and accessible for the attendees. This is one of the factors that event organizers consider in choosing a convention center.
4. There is no significant relationship on the profile variable of the respondents and the rating on the adequacy of convention center facilities. In terms of promotion for accreditation of convention centers, government is aggressive, thus they fail in producing a number of accredited convention centers in Cavite. Increased satisfaction in event organizers can be achieved by the improvement of all aspect that gives a low rating in the survey. This will help convention centers in improving their facilities and may result to repeated usage of convention center.

5. The difference on the ratings of event organizers and Cavite Provincial Tourism Board on the adequacy of the convention centers are being compared. There is significant difference between the ratings of event organizers and Cavite Provincial Tourism Board.

6. Based on the findings, a development plan was proposed.
Recommendation

1. The components inside the auditorium like ventilation, sight line to stage area, acoustics, electrical installation, lighting, light control, block out provisions, comfortable chairs, safety, insulation from external noise, and restroom should also be complete. These should be suitable for the type of event held in the convention center. This can be done through the help and consultation with experts with regards to electrical aspects, expert in engineering and architectural design.

2. Convention centers should focus on the aspects that need improvement or lack in quantity. Number of tables, projectors and AVP equipment and sources of equipment were found to be inadequate. Therefore, the convention center must consider these and provide adequate supplies for the users of convention centers. This can be done by purchasing tables, projectors and sources of equipment. If the convention center lacks money, they should at least have a provider from whom they can rent the materials. On the other hand, the external area of the function room merely lacks decoration and furniture. The researchers recommend that there should be proper decoration and appropriate furniture. Convention centers must consult experts in interior designer to help improve appearance. Visible signage in parking lots must be well shown. Convention centers should provide signage from a supplier.

3. The proponents also recommend that convention centers must focus on all aspect that gives low rating in the survey because this will help them improve the event organizers’ satisfaction.
4. Convention centers must have development plans to improve the facilities that got low ratings. This will help them provide adequate facilities for the event organizers. This can be done by allocating budget for the renovation of facilities and purchasing needed materials. The improvement of such may lead to frequent use of convention center facilities.

5. Researchers who will conduct a similar study in the future should first determine the information they need about a convention center because some of the information is confidential. The future researchers should also conduct intensive planning before doing the study because convention centers are vital elements of the tourism sector.