TOUR GUIDING SKILLS ASSESSMENT OF SECOND YEAR TOURISM STUDENTS OF DE LA SALLE UNIVERSITY - DASMARIÑAS TOWARDS A PROPOSED ACTION PLAN

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Dasmariñas City, Cavite

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ABSTRACT

Title: "TOUR GUIDING SKILLS ASSESSMENT OF SECOND YEAR TOURISM STUDENTS OF DE LA SALLE – UNIVERSITY DASMARIÑAS TOWARDS A PROPOSED ACTION PLAN"

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Purpose of the Study

The study aims to propose an action plan that can be used to improve and assess the tour-guiding skills of second year tourism students in De La Salle University - Dasmariñas.

Methodology

The researchers assessed the data collected from respondents using the quantitative research methodology. The descriptive method was used in this study to determine the skills assessment in tour-guiding towards a proposed action plan. The participants of the study are second year tourism students who are present last May 11, 2013 in their class in Events Management for summer semester school year 2012-2013 in De La Salle University - Dasmariñas. In this study, the proponents used total population sampling in getting the number of their respondents.

A survey questionnaire was used to gather the needed data and information for the study. The data gathering was conducted inside De La Salle University – Dasmariñas. Chi- square statistic is used to investigate whether distributions of categorical variables are different from the one another. Chi-square is used to determine the relationship between the profile variable of respondents and the rating of the tour guiding skills.

Summary of Findings

This study determines the tour guiding skills assessment of second year Tourism students of De La Salle University – Dasmariñas towards a proposed action plan.

1. What is the profile of the respondents in terms of:

1.1 Age

In terms of age, 1.0 percent of the respondents' are below 16 years old, 18.4 percent are 17 years old, 17.3 percent are above 18 years old and 63.5 percent are 18 years old.

1.2 Gender

In terms of gender, 16.3 percent of the respondents are male and 83.7 percent are female.

1.3 Residence

In terms of Residence, 29.8 percent of the respondents lived outside Cavite and 70.2 percent of the respondents lived in Cavite.

2. How do the respondents assess their Tour-Guiding Skills in terms of:

2.1 Researching Information Relevant to Tour Itineraries

In terms of Researching Information Relevant to Tour Itinerary, the overall composite mean is 4.48 percent and assessed as high.

2.2 Managing Arrangements for Visitors

In terms of Managing Arrangements for Visitors, the overall composite mean is 4.45 percent and was also assessed as high.

2.3 Accompanying and Guiding Visitors in Accordance with the Tour Itinerary

In terms of Accompanying and Guiding Visitors in Accordance with the Tour Itinerary, the overall composite mean is 4.55 and assessed as high.

3. Is there any significant relationship between the profile of the respondents and their rating on the tour guiding skills?

In this study, the null hypothesis was accepted. There is no significant relationship between the age of respondents and their ratings on the tour guiding skills of second year Tourism students of De La Salle University – Dasmariñas. There is no significant relationship between the gender of the respondents and their ratings on the tour guiding skills of second year Tourism students of De La Salle University – Dasmariñas. There is no significant relationship between the

respondents' residence and their rating on the tour guiding skills of second year Tourism students of De La Salle University – Dasmariñas.

Conclusions

1. Majority of the respondents were eighteen years old. In terms of gender and residence, nearly all of the respondents were female and resides within Cavite area.

2. Based from the gathered data of the agreeability of tour-guiding skills in terms of researching information relevant to tour itinerary, the respondents' have agreed as well to manage arrangements for visitors. The respondents strongly agreed in terms of accompanying and guiding visitors in accordance with the tour itinerary.

3. Based on the information gathered by the proponents, there is no significant relationship between the profile variable of the respondents and their skills assessment in tour-guiding.

4. An action plan to improve the skills in tour-guiding of second year tourism students in De La Salle University – Dasmariñas was proposed.

Recommendations

1. Based on the data gathered from respondents, the researchers recommend that the second year tourism management students should take the TESDA national certification in tour-guiding.

2. Conduct a refreshers' course in tour guiding for the review of the respondents that should be facilitated by a TESDA NC II passer.

3. The proponents recommend to future researchers to conduct the study with more variations in respondents like professors and tour guides who have not yet passed the TESDA NC II.

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