



**EFFECTIVE AWARENESS CAMPAIGN ON
AIR PASSENGER BILL OF RIGHTS**

De La Salle University-Dasmariñas

A Thesis presented to the faculty of
College of Tourism and Hospitality Management

In partial fulfillment of the course requirement for the degree of
Bachelor of Science in Tourism Management for the subject
Tourism Research, Methods and Techniques

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October 2013



THESIS ABSTRACT

Title: “EFFECTIVE AWARENESS CAMPAIGN ON AIR PASSENGER BILL OF RIGHTS”

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Year: 2013

Purpose of the Study

The study aimed to assess the level of awareness of the passengers regarding the Air Passenger Bill of rights in terms of right to accuracy of information, service valuation, compensation, and administrative matters, by assessing this it would determine what effective awareness campaign could be proposed that could help the passengers and the general public to become more knowledgeable about the Air Passenger Bill of Rights.



Methodology

Descriptive research was used in this study to assess the passenger level of awareness on Air Passenger Bill of Rights and to determine the significant difference of the demographic variables of the passengers. The respondents of this study were domestic air passengers who arrived at Ninoy Aquino International Airport Terminals 2,3, and 4. The researchers obtained the sample size of 156 air passengers. A designed survey questionnaire was also distributed in order to collect the data needed. The statistical treatments used were percentage, weighted mean, ranking, and ANOVA.

Summary of Findings

1. What is the demographic profile of air passengers in terms of:

1.1 Age

50 percent of the respondents belonged to the age bracket of 18 to 32. 32.7 percent are in the age group of 33 to 47. There were 16.7 percent from the age bracket of 48-59 and 0.64 percent are from the age group of 60 and above.

1.2 Place of Residence

The majority of air passengers are residing within the Philippines. 76 percent of the respondents reside within the Philippines while 23 percent live outside the Philippines.

1.3 Highest Educational Attainment

24.4 percent of the respondents graduated in high school. The respondents who received their vocational certification are 11.5 percent. The majority passengers are those who have college degree with 57.1 percent. 6 percent of the passengers have master's degree and only 1 percent has doctoral degree.



1.4 Income

31.4 percent of the passengers earn P15,999.00 and below a month while 32.7 percent of the passengers belong to the income bracket of P16,000.00 to P29,999.00 per month. 17.9 percent of the passengers earn P30,000.00 to P44,999.00 monthly. 9.6 percent of the passengers earn P45,000.00 to P59,999.00 a month. 3.2 percent of the passengers earn P60,000.00 to P74,999.00, monthly and there are 5.1 percent of passenger who earns P75,000 and above every month.

1.5 Frequency of travel

80.1 percent of the respondents are frequent travellers while 19.9 percent are not.

1.6 Airport of Origin

The majority of air passengers are from Visayas with 54.5 percent. There are 28.2 percent of passengers who are from Luzon, while in Mindanao, there are only 17 percent of passengers.

1.7 Air carrier

There are 28.2 percent of passengers who used Philippines Airlines as their carrier. 20.5 percent of passengers have used PAL Express. The majority of passengers have used Cebu Pacific as their carrier with the result of 37.8 percent. The 11.5 percent are passengers of Zest Air. There are 0.64 percent of passengers who used SEAir and 1.3 percent of passengers used Air Asia as their carrier.



2. What is the passengers level of awareness regarding Air Passenger Bill of Rights in the areas of: Accuracy of Information, Service Valuation, Compensation, and Administrative Matters

Based on the survey, the overall level of awareness on Accuracy of Information and Service Valuation is in the highest level with the means of 2.91 and 3.09, while on compensation, the result is that the level of awareness is low and the total mean is 2.35 and the overall level of awareness on administrative matters is also high with the total mean of 2.62

3. Is there a significant difference between demographic profile and the level of awareness on Air Passenger Bill of Rights?

The level of awareness of the passengers on the Air Passenger Bill of Rights have a significant difference when grouped by age. Respondents who belong in the age group 48 to 59 had the highest level of awareness in the areas of accuracy of information, service valuation, compensation, and administrative matters.

The passengers' level of awareness have no significant difference when grouped by place of residence. Respondents who live within and outside the Philippines have the same level of awareness in the four areas of the Air Passenger Bill of Rights.

The level of awareness on Air Passenger Bill of Rights had a significant difference when grouped according to highest educational attainment. Respondents with master's degree had the highest level of awareness in accuracy of information, service valuation, compensation, and administrative matters.



There is a significant difference when the respondents are grouped according to income. Respondents who earn P45,000.00 to P59,999.00 a month had the highest level of awareness on the Air Passenger Bill of Rights.

There is no significant difference when the respondents are grouped according to the frequency of their travel. Respondents who are frequent travellers had the highest level of awareness compensation with the mean of 2.45 and administrative matters with the mean of 2.72.

The level of awareness on the Air Passenger Bill of Rights has a significant difference when grouped according to airport of origin. The respondents who originated from an airport in Luzon had the highest level of awareness in the areas of accuracy of information, service valuation, compensation, and administrative matters.

There is a significant difference when the respondents are grouped according to air carrier. The respondents who flew on Zest Air had the highest level of awareness on accuracy of information, service valuation, and compensation while those who travelled by Philippine Airlines had the highest level of awareness on administrative matters.

4. What effective awareness campaign can be proposed?

The researchers proposed an additional page on the civil aeronautics board's website (www.cab.gov.ph) which will provide additional information on the FAQ's page and it will focus on the areas of compensation and administrative matters.



Conclusion

Based on the findings, the researchers came up with the following conclusions:

1. Majority of the respondents belong to the age bracket of 18 to 32 years old , living within the Philippines, college graduate, with salary between P15,999.00 and below, frequent traveller and mostly coming from the Visayas provinces.
2. The overall assessment of the Air Passenger Bill of Rights of the passengers is highly aware in the areas of accuracy of information, service valuation, and administrative matters, while in the area of compensation, the result was low level of awareness.
3. There is a significant difference between the demographic profile from their level of awareness on Air Passenger Bill of Rights when grouped by age, income, highest educational attainment, frequency of travel, airport of origin and air carrier, while there is no significant difference when grouped according to place of residence.
4. A proposed additional page on the civil aeronautics board's website (www.cab.gov.ph) is advised in order to increase the level of awareness among the passengers on the areas of compensation and administrative matters.

Recommendation

Given the scale of slightly aware regarding compensation and administrative matters, the researchers recommend the following:

1. The Civil Aeronautics Board should put their hotline number on all check-in counters.



2. The Civil Aeronautics Board should put their website address on all check-in counters.
3. On the website, the Civil Aeronautics Board should explain how to get the refunds from the airlines.
4. The Civil Aeronautics Board should put their website address on the Air Passenger Bill Of Rights Awareness Campaign (tarpaulins).
5. The Civil Aeronautics Board should put their hotlines on the Air Passenger Bill Of Rights Awareness Campaign (tarpaulins).
6. Future researchers are suggested to conduct survey at airports in rural areas.

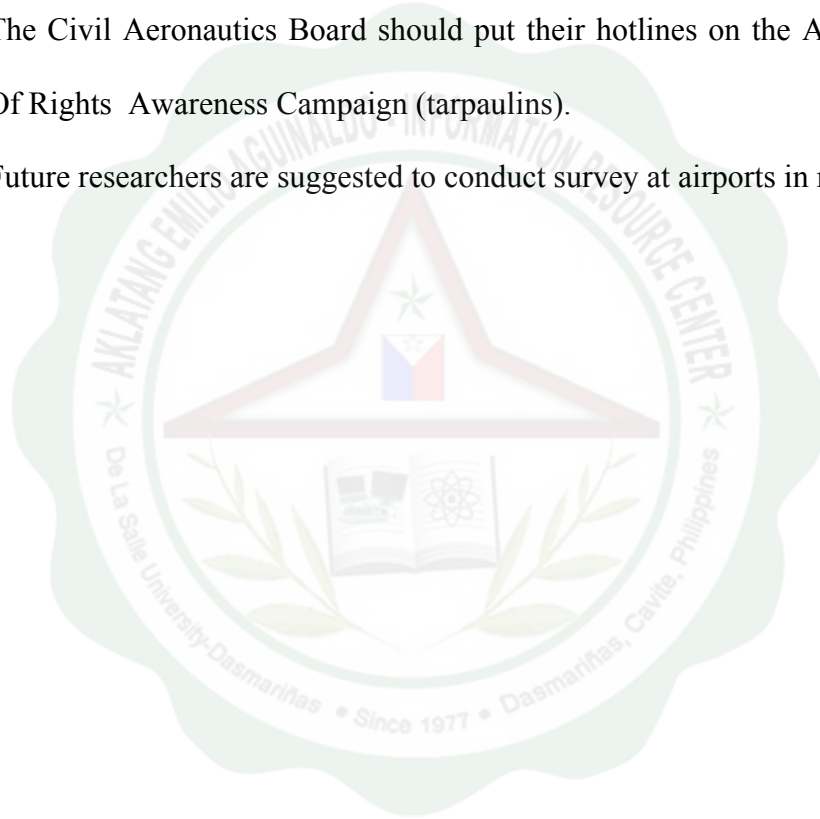




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