ABSTRACT

Title: STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS OF TOURISM EDUCATION IN SELECTED UNIVERSITIES IN THE PROVINCE OF CAVITE: BASIS FOR PROPOSED DEVELOPMENT STRATEGY

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Purpose of the Study

This study focused on the analysis of the strengths, weaknesses, opportunities, and threats of tourism education to become a basis for a proposed development strategy. The study was conducted because the researchers wanted to gain more knowledge about today’s Tourism Management curriculum and its relationship on today’s trend in the Tourism and Hospitality domain.
Methodology

The researchers used the quantitative type of research in this study. The participants of the study came from the different tourism establishments where the researchers got reliable data. Purposive sampling was used since the proponent targeted a group of professional individual in the field of tourism who were willing to provide the information that would be needed by the researchers. A survey questionnaire constructed by the researchers was used in the gathering information from the respondents. The researchers used frequency percentage, weighted mean, and Pearson product moment of correlation coefficient as their statistical methods in computing the data taken.

Results

Based from the findings, most of the respondents are graduates with an experience of 2 – 5 years. Most of which are from the industry of Accommodation/, Travel and Tours/, and Transportation services. The overall assessment for the strength of program administrator, strength of facilities and equipment, and strength of curriculum was of very good. Then, for the overall assessment regarding weakness of the program administrator, weakness of facilities and equipment, and weakness of curriculum was somewhat good. The overall assessment for the opportunities of tourism education in different colleges in Cavite was very important. And for the threats, it had an overall extent as somewhat important.
Conclusions

Based from the results of this study, the researchers concluded that:

1. Majority of the respondents are graduates with an experience of 2 – 5 years. Most of which are from the industry of Accommodation, Travel and Tours, and Transportation services.

2. For the strengths, the researchers have 3 factors to consider which are the strength of curriculum, the strength of the program administrator, and the strength of facilities and equipment. The overall assessment for the strength is very good. For the assessment of the weaknesses, the researchers have 3 factors to consider which are the weakness of curriculum, the weakness of the program administrator, and the weakness of the facilities and equipment. For the weakness of curriculum and the program administrator, they both come up with an overall assessment of poor; while for the weakness of the facilities and equipment, the overall assessment is very poor. The overall assessment of the weakness is somewhat poor.

3. The respondents react to the opportunities of tourism education in different universities in Cavite to the overall extent as very important. And for the threats, the respondents react to the overall extent as somewhat important.
4. There is a significant relationship between the respondents' overall assessment on the strength of curriculum and program administrator and their reaction to opportunities in tourism education. The null hypothesis is rejected. This implies that high assessment on the strength of curriculum and program administrator would most likely indicate high extent of opportunities or vice versa. However, there is no significant relationship between the respondents' overall assessment on the strength of facilities and equipment and their reaction to opportunities in tourism education. The null hypothesis is accepted. This implies that the assessment on the strength of facilities and equipment does not affect their assessment on the extent of opportunities. There is a significant relationship between the respondents' overall assessment of the strength and their reaction to opportunities in tourism. The null hypothesis is rejected. This implies that high assessment strength would most likely indicate high extent of opportunities or vice versa.

5. The proponents prepared a development strategy based on the findings of the study.

Recommendations

The researchers would like to recommend the following:

1. Create seminars and trainings for the students by having partnerships with the different sectors of tourism industry. These seminars and trainings partnered/hosted by different tourism establishments can also be used for the opportunity of the students to be
updated with the latest trends, be able to get on-the-job-trainings, and learn new things about the industry.

2. To improve the background of the Tourism professors, a faculty exchange program may be implemented in the university that can enhance their skills and enrich their ideas in a wider perspective.

3. In order for the tourism students to be ready in their field of work, they must first experience the latest facilities and equipment used in the tourism industry. Thus, the school must build modern facilities such as mock airline room, mock travel agency room and etc. Then to be able to lessen the college’s expense, they may get a sponsor from other companies that can help create such facilities to be used by the students.

4. The administration of the university should give incentives, discounts, and more scholarships every enrollment of each semester so that tourism students will no longer think of transferring to other schools. Also, this is to encourage many students to enroll in tourism courses. In case of the increase in tuition fee, the administration should immediately inform the students for their parents to be ready for the changes in payment.

5. To have affiliation with international tourism related organization that will help the selected universities to gain access in tourism trend and through this it will help to enhance the relationship of the Philippines to other countries.
6. For the future researchers, the researchers recommend to conduct similar study in the most renowned universities in the Philippines that offer tourism courses as their specialty.

7. The proposal should be implemented and observed by the different universities in Cavite particularly in De La Salle University- Dasmariñas, Lyceum of the Philippines – Cavite Campus, Far Eastern University – Cavite Campus, Cavite State University – Indang, and University of Perpetual Help System Jonelta – GMA Campus as the subjects of the study.
Table of Contents

Title Page \hspace{1cm} i
Approval Sheet \hspace{1cm} ii
Acknowledgement \hspace{1cm} iii
Abstract \hspace{1cm} vii
Table of Contents \hspace{1cm} xiii
List of Tables and Figures \hspace{1cm} xvi

Chapter I: The Problem and its Setting
   Introduction \hspace{1cm} 1
   Background of the Study \hspace{1cm} 5
   Statement of the Problem \hspace{1cm} 9
   Hypothesis \hspace{1cm} 10
   Significance of the Study \hspace{1cm} 11
   Definition of Terms \hspace{1cm} 12

Chapter II: The Review of Related Literature
   Conceptual Literature \hspace{1cm} 16
   Research Literature \hspace{1cm} 28
   Synthesis \hspace{1cm} 34
   Conceptual Framework \hspace{1cm} 35
   Conceptual Paradigm \hspace{1cm} 36
<table>
<thead>
<tr>
<th>Chapter III: Research Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Design</td>
</tr>
<tr>
<td>Participants of the Study</td>
</tr>
<tr>
<td>Data Gathering Instruments</td>
</tr>
<tr>
<td>Data Gathering Procedure</td>
</tr>
<tr>
<td>Statistical Treatment of the Data</td>
</tr>
</tbody>
</table>

| Chapter IV: Presentation, Analysis, and Interpretation of Data | 48 |

<table>
<thead>
<tr>
<th>Chapter V: Summary, Conclusions and Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary</td>
</tr>
<tr>
<td>Conclusion</td>
</tr>
<tr>
<td>Recommendation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposed Development Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rationale</td>
</tr>
<tr>
<td>Vision</td>
</tr>
<tr>
<td>Mission</td>
</tr>
<tr>
<td>Output Proper</td>
</tr>
<tr>
<td>Roadmap of Activities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bibliography</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Appendices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request Letter for Respondents</td>
</tr>
</tbody>
</table>
Survey Questionnaire 112
Commission on Higher Education
Memorandum Order No. 30 Series of 2006 122
Curriculum Vitae 163
### List of Tables and Figures

#### Figures

1. Conceptual Paradigm 36

#### Tables

1. Distribution of the Respondents in Terms of Their Educational Attainment 48
2. Distribution of the Respondents in Terms of Their Years of Experience 49
3. Distribution of the Respondents in Terms of Their Type of Industry 50
4. Strengths of Tourism Education 52
5. Weaknesses of Tourism Education 57
6. Opportunities of Tourism Education 60
7. Threats of Tourism Education 62
8. Correlation of Strengths and Opportunities of Tourism Education 64
9. Correlation of Strengths and Threats of Tourism Education 64
10. Correlation of Weakness and Opportunities of Tourism Education 65
11. Correlation of Weaknesses and Threats of Tourism Education 66