A Proposed Strategic Plan Based on the Competitiveness of Tourism Education in Selected Universities in Cavite: An Internal Environment Analysis

De La Salle University – Dasmarinas
City of Dasmarinas, Cavite

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Title</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Page</td>
<td>i</td>
</tr>
<tr>
<td>Approval Sheet</td>
<td>ii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>iii</td>
</tr>
<tr>
<td>List of Tables</td>
<td>vi</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>vii</td>
</tr>
<tr>
<td>Dedication</td>
<td>viii</td>
</tr>
<tr>
<td>Certification</td>
<td>ix</td>
</tr>
<tr>
<td>Abstract</td>
<td>xii</td>
</tr>
</tbody>
</table>

## Chapter I  THE PROBLEM AND ITS BACKGROUND

- Introduction 1
- Background of the Study 4
- Statement of the Problem 8
- Hypothesis 9
- Significance of the Study 9
- Scope and Limitation 12
- Definition of Terms 13

## Chapter II  REVIEW OF RELATED LITERATURE AND STUDIES

- Conceptual Literature 17
- Research Literature 34
- Synthesis 48
- Research Framework 50
Chapter III  RESEARCH METHODOLOGY

Research Design  53
Respondents of the Study  54
Instrumentation  55
Construction  56
Validation of Instrument  57
Data Gathering Procedure  57
Statistical Treatment of Data  58

Chapter IV  PRESENTATION, INTERPRETATION, AND ANALYSIS OF DATA

Chapter V  SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

Summary of Findings  88
Conclusions  92
Recommendation  93

STRATEGIC PLAN FOR SELECTED INSTITUTIONS  95
Rationale  96
Benefits  97
Vision and Mission  98
Strategic Plan for the Select Institutions  99
Roadmap of Activities  101
Strategic Plan for Cavite State University  106
<table>
<thead>
<tr>
<th>De La Salle University-Dasmariñas</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Plan for De La Salle University – Dasmariñas</td>
<td>112</td>
</tr>
<tr>
<td>Strategic Plan of Lyceum of the Philippines – Cavite</td>
<td>120</td>
</tr>
<tr>
<td>Strategic Plan for University of Perpetual Help System - Jonelta</td>
<td>130</td>
</tr>
<tr>
<td><strong>BIBLIOGRAPHY</strong></td>
<td>145</td>
</tr>
<tr>
<td><strong>APPENDICES</strong></td>
<td></td>
</tr>
<tr>
<td><strong>APPENDIX A (LETTER FOR THE UNIVERSITY)</strong></td>
<td>157</td>
</tr>
<tr>
<td><strong>APPENDIX B (SURVEY QUESTIONNAIRE)</strong></td>
<td>161</td>
</tr>
<tr>
<td><strong>CURRICULUM VITAE</strong></td>
<td>164</td>
</tr>
</tbody>
</table>
LIST OF FIGURE

Figure 1       Research Paradigm

LIST OF TABLES

Table 1         Participants of the Selected Institutions in Cavite
Table 2         Frequency Distribution of the Respondents in terms of Gender
Table 3         Frequency Distribution of the Respondents in terms of Age
Table 4         Frequency Distribution of the Respondents in terms of Year Level
Table 5         Frequency Distribution of the Respondents in terms of School
Table 6         Respondents’ Observation on Facilities and Amenities
Table 7         Respondents’ Observation on Students Services and Linkages
Table 8         Respondents’ Observation on Curriculum
Table 9         Difference on the Assessment of the Respondents When Grouped by Gender
Table 10        Difference on the Assessment of the Respondents When Grouped by Year Level
Table 11        Difference on the Assessment of the Respondents When Grouped by Age
Table 12        Comparison of the Respondents’ Responde
Abstract

Title: A PROPOSED STRATEGIC PLAN BASED ON THE COMPETITIVENESS OF TOURISM EDUCATION IN SELECTED UNIVERSITIES IN CAVITE: AN INTERNAL ENVIRONMENT ANALYSIS

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Purpose of the Study

The proposed study is to assess the strategic plan of competitiveness of tourism on its internal environment analysis among universities in Cavite. Lack of knowledge on tourism education is not beneficial for tourism students. The result of the study will provide background information on the major activities taking place within tourism education among universities in Cavite.
Methodology

The researchers used quantitative research in this study to assess the competitiveness of tourism education in selected institutions in Cavite in terms of its internal environment analysis for a proposed strategic plan. The respondents of the study were the 3rd year and 4th year students of the selected institutions for they already have experienced the internal environment their school offers. The researchers used purposive sampling method because using this method can easily assess the internal environment of different institutions in Cavite which are De La Salle University – Dasmarinas, Lyceum of the Philippines University – Cavite, Cavite State University – Indang, and University of Perpetual Help System – Jonelta. The researchers used Slovin method because it is the easiest way of looking a population using survey questionnaires.

Summary of Findings

The four selected institutions in Cavite which are De La Salle University – Dasmarinas, Lyceum University of the Philippines – Cavite, Cavite State University – Indang, and University of Perpetual Help System – Jonelta were evaluated through survey questionnaires which were distributed to 3rd year to 4th year tourism students in the second semester of S.Y. 2013-2014. The researchers used purposive sampling technique to identify the respondents composed of 149 from the selected institutions. Based on the analysis, the following were arrived at:
1. The demographic profile of the respondents based on their:

1.1 Gender

The outcome of the respondents in terms of their gender shows that out of 149 respondents from the 4 participating institutions in Cavite, 71.1 percent are females with a frequency of 106 and 28.9 percent are males with a frequency of 43.

1.2 Age

The finding of the respondents in terms of their age shows that 81.2 percent of the respondents are aged from 18 to 20 years old, 17.4 percent belong to the 21 to 23 years old while 1.3 percent belong to the 24 to 26 years old.

1.3 Year Level

The result of the respondents in terms of their year level shows that out of 149 respondents from four participating institutions in Cavite, 63.8 percent are 3rd year with a frequency of 95 while the remaining 36.2 percent are the 4th year students with 54.

1.4 School

The finding of the respondents in terms of their school shows that out of 149 respondents from four participating institutions in Cavite, 30.2 percent are from Lyceum of the Philippines University – Cavite with a frequency of 45, 26.8 percent belong to the De La Salle University – Dasmarias with frequency of
40, 23.5 percent are from the Cavite State University – Indang with a frequency of 35, and the remaining 19.5 percent are the students of University of Perpetual Help System Jonelta – GMA with a frequency of 29.

2. The assessment of the respondents on the internal environment competitiveness in terms of:

2.1 Facilities and Amenities

Table 6 shows that all the respondents agreed that the facilities and amenities of their respective institutions help greatly in molding their competitiveness wherein the overall assessment is 4.122 which is high.

2.2 Students Services and Linkages

Table 7 shows that the respondents in terms of students’ services and linkages also agreed that it helps boost their competitiveness wherein the weighted mean is 4.12 where seminars, trainings, as well as the professor’s mastery of information in the subject matter, motivate the students in being competitive in the field of tourism.

2.3 Curriculum

With a weighted mean of 4.16, the respondents in Table 8 agreed that in regard to the curriculum that the institutions offer, it is very significant that every single detail should be tackled and included for it gives them the great value of information and skills that they need before entering the industry.
3. When grouped in terms of the internal environment competitiveness, there is no significant difference in the assessment of the male and female respondents from different institutions in regard to facilities and amenities, student services and linkages, and curriculum since the t-values 0.057, 0.092 and 0.539 have p-values greater than 0.05.

Furthermore, there is a significant difference in the assessment of the respondents from the year level on facilities and amenities and the curriculum since the t-values 3.023 and 2.492 have p-values less than 0.05, where year level 2 gave higher assessment on facilities and amenities, and curriculum. Nonetheless, there is no significant difference in the assessment of the respondents from different schools on student services and linkages since the t-value 0.819 has a p-value greater than 0.05, where both year levels gave the same assessment.

Moreover, there is no significant difference in the assessment of the respondents from different age cluster on facilities and amenities, student services and linkages, and curriculum since the t-values 0.867, 0.860 and 0.900 have p-values greater than 0.05, wherein they all gave the same assessment.

4. The comparison of the respondent’s responses revealed that the Lyceum of the Philippines University – Cavite gave the highest assessment on facilities and
amenities, student services and linkages, and curriculum using the Tukey multiple comparison tests.

5. Based on the findings, the researchers proposed a strategic plan that will maintain or enhance the highest points of different institutions; thus, mitigation of the weak points will be established.

Conclusion

Based on the finding, the following conclusions were drawn:

1. Most of the respondents are female since tourism related courses are for females. In regard to the age of the respondents, 18 to 21 years old is the highest that answered the survey questionnaires. They are probably repeaters, shiftees or transferees. Most of the respondents in terms of year level are 3rd year.

2. The respondents agreed that culinary laboratory is useful to their learning of the basic of culinary operations and the school auditorium is very helpful for them, especially during seminars. When it comes to students services and linkages, trainings and seminars that tourism department is hosting are functional to their learning. In regard to the curriculum, practicum program encompasses all tourism-related operations that prepare the students on their career after graduation such as: airlines, travel agency, cruise, hotel, resort, and theme park.

3. There is no significant difference in the assessment of the respondents from different schools on facilities and amenities, student services and linkages,
and curriculum. However, in gender, the hypothesis is accepted. When it comes by year level, there is no significant difference in the assessment of the respondents from different schools on student services and linkages. The hypothesis is accepted. Further analysis implies that respondents from year levels 1 and 2 gave the same assessment on student services and linkages. When grouped by age, there is no significant difference in the assessment of the respondents from different age groups on facilities and amenities, student services and linkages, and curriculum. The hypothesis is accepted.

4. As to comparison of the respondents’ responses, that there is a significant difference in the assessment of the respondents from different schools on facilities and amenities, student services and linkages, and curriculum. The hypothesis is rejected. Further analysis of the TUKEY multiple comparison tests revealed that respondents from school 3 gave the highest assessment on facilities and amenities, student services and linkages, and curriculum.

5. The researchers made a proposed strategic plan for the improvement of internal environment based on the giving findings.

**Recommendation**

Arising from the conclusion, drawn from the findings, the following recommendations were formulated and presented.
1. The institutions are recommend to have a mock restaurant that has necessary equipment for the improvement of the hands-on practices to enhance the skills of the students when it comes to food and beverage.

2. The researchers recommend the students to have maintaining grade to be on a dean’s list. The school must motivate the students taking up tourism course to excel in academics by promoting dean’s list through bulletin board and online postings. Students must engage in every school activity to avoid dropouts and transferring to other schools.

3. The researchers also recommend that institutions should allot budget for Practicum Program in theme park and cruise for the students to experience and have an idea what the real world of tourism is. As well, it can help the students assess their thoughts to what among the different major institutions under the umbrella of tourism do they really want to be in. The institution must have a total quality management subject for it instills awareness and drive for quality. Quality relates to customer satisfaction towards a product or service that creates a long-term success of a business.

4. For the future researchers, it is recommended to conduct a strategic plan of different institutions in Cavite to assess the competitiveness of the institutions.