EFFECTIVENESS OF CAVITE PROVINCIAL TOURISM BOARD INC.: A BASIS FOR PROPOSED ACTION PLAN

A Thesis Presented to the
College of Tourism and Hospitality Management

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THESIS ABSTRACT

Purpose of the Study

The researchers conducted this research study to know the effectiveness of Cavite Provincial Tourism Board Inc. in order to create a basis to propose an action plan that will benefit the association under CPTBI and other tourism stakeholders as well as the tourism of the whole province of Cavite.

Methodology

These researchers used an evaluation and descriptive type of research to determine the effectiveness of CPTBI and to propose a basis for an action plan. The participants of this study were from Cavite State University, Lyceum of the Philippines University, De La Salle University-Dasmariñas, Far Eastern University, officers in charge of the tourism offices in Cavite (LGU) and the officers from each association which are part of Cavite Provincial Tourism Board Inc., the Cavite Association of Historical Site and Museums (CAHSAM), Cavite Travel and Tours Association (CTTA) and Cavite Associations of Hotels and Resorts. The researchers used the total enumeration of respondents and a likert scale survey questionnaire as an effective instrument tool in gathering data. The data was tabulated, interpreted, and generally analyzed by the used of the statistical data treatment.
Summary of Findings

1. How do the respondents rate the effectiveness of the Cavite Provincial Tourism Board Inc. according to:

   1.1 By-laws;

   1.2 Managerial functions;

   1.3 Organizational effectiveness?

   From the assessment of the respondents, the factors in which an organization could be said to be effective was the one which got the highest average of 3.29, second, was the by-laws which got an average of 3.16 and managerial function got a lowest rate having 3.11. The result was interpreted as neutral in terms of managerial functions.

2. Is there a significant difference on the assessment of the effectiveness of the Cavite Provincial Tourism Board Inc. when grouped according to:

   2.1 Cavite Travel and Tours Association;

   2.2 Cavite Association of Historic Sites and Museum;

   2.3 Cavite Hotel and Resorts Association;

   2.4 Local Government Unit;

   2.5 Universities?

   From the assessment of the respondents, it was concluded that there was no significant difference on the perception of the Cavite Travel and Tours Association, Cavite Association of Historic Sites and Museum, Cavite Hotel and Resorts Association, local government unit and universities regarding the effectiveness of Cavite Provincial Tourism Board Inc.
3. Is there a significant difference between the assessment of the tourism stakeholders within and outside the Cavite Provincial Tourism Board Inc.?

From the assessment of the respondents, it was concluded that there was no significant difference on the opinion of tourism stakeholders within and outside the Cavite Provincial Tourism Board Inc.

4. Based on the findings, an action plan for the Cavite Provincial Tourism Board Inc. was proposed.

Conclusion

Based on the results of the study, the following are the conclusions formulated:

1. The Cavite Provincial Tourism Board Inc. lacks effort in fulfilling their duties and responsibilities which affects their by-laws, managerial functions, and organizational effectiveness.

2. There is consistency on how Cavite Provincial Tourism Board Inc. interacts with Cavite Travel and Tours Association, Cavite Association of Historic Sites and Museum, Cavite Hotel and Resorts Association, local government units and universities.

3. The way Cavite Provincial Tourism Board Inc. approaches the tourism stakeholders within and outside is similar.

Recommendations

Based on the findings and conclusions of the study, the subsequent recommendations could be given.
1. Ensure that the Cavite Provincial Tourism Board Inc. conducts their annual meeting regularly.

2. The Cavite Provincial Tourism Board Inc. must encourage tourism stakeholders to participate when developing plans.

3. The Cavite Provincial Tourism Board Inc. must conduct specific program for Cavite Travel and Tours Association, Cavite Association of Historic Sites and Museum, Cavite Hotel and Resorts Association, local government unit and universities and must assure the success of the program.

4. The Cavite Provincial Tourism Board Inc. must gather feedbacks and evaluation form from the programs being conducted to identify the areas for improvement.

5. The proponents recommended that the future researchers study the effectiveness of leadership of Cavite Travel and Tours Association, Cavite Association of Historic Sites and Museum and Cavite Hotel and Resorts Association.
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LIST OF ACRONYMS

CPTBI – Cavite Provincial Tourism Board Inc.

CTTA – Cavite Travel and Tours Association

CAHSM – Cavite Association of Historic Sites and Museum

CAHAR – Cavite Association of Hotel and Resort

PPP – Public Private Partnership

PTO – Provincial Tourism Office

NGO – Non Governmental Organization

LGU – Local Government Unit

LTSP – League of Tourism Students of the Philippines

TEAM Philippines - Tourism Educators and Movers of the Philippines

SIROA - Samal Island Resort Owner Association

PCTO - Philippine Culinary Tourism Organization

COHREP - Council of Hotel and Restaurant Educators of the Philippines

HRRAD - Hotel Resort Restaurant Association of Dipolog

HRAP - Hotel and Restaurant Association of the Philippines

HRRAC - Hotel, Resort & Restaurant Association of Cebu

CFI - Corregidor Foundation, Inc.

PACEOS - Philippine Association of Convention/ Exhibition Organizers and Suppliers, Inc.

WTTC - World Travel and Tourism Council
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