A PROPOSED GREEN EVENT GUIDELINES OF MAYTINIS FESTIVAL
KAWIT, CAVITE

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Bachelor of Science
in Hotel and Restaurant Management

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ABSTRACT

Title: A Proposed Green Event Guidelines of Maytinis Festival in Kawit, Cavite

The purpose of this study is to assess the extend level of implementation based on the demographic profile of respondents and its relation to the identified green practices of the event such as Active Engagement, Carbon Neutrality, Green Practices, and Zero Waste Management which were the basis for the development of a proposed green event guidelines for the Maytinis Festival of Kawit, Cavite.

This study aimed to answer the following questions: (1) What are the profile of the respondents when grouped according to: age, gender, educational attainment and monthly income; (2) How do the respondent assess the extent level of implementation based from identified green practices of active engagement, carbon neutrality, green practices, and zero waste management; (3) Is there a significant difference among the ratings of the respondents assessment in the green practices; and (4) Based on the result, what green event guidelines can be proposed for Maytinis Festival in Kawit, Cavite?

This study focused on the assessment of the extent level of implementation from identified green practices of Maytinis Festival Kawit, Cavite by 382 respondent composed of barangay captain, tourism officers, and organizers as basis for proposed green event guidelines.
The main focus of this study was to propose green event guidelines for the stakeholders of Maytinis Festival. There was also significant relationship between the demographic profile of the respondents and the assessment rating of the respondents on active engagement, carbon neutrality, green practices, and zero waste management.

Finally, the researchers proposed green event guidelines for Maytinis Festival Kawit, Cavite, regarding their greener event and sustainable development in the community.