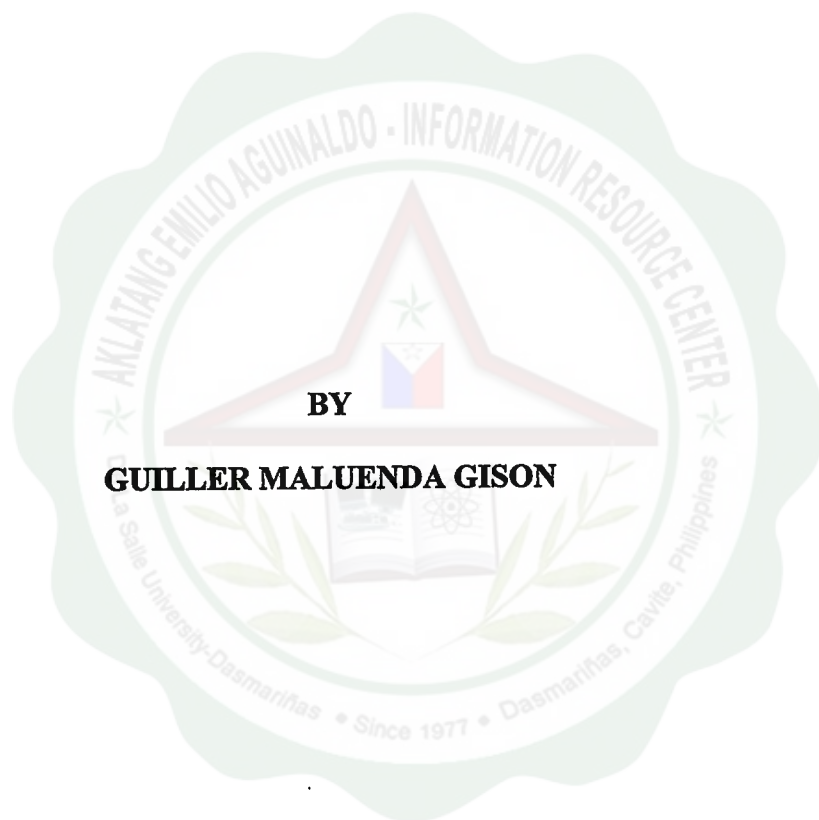


**LEVEL OF PERFORMANCE OF STUDENT-TRAINEE OF DELA SALLE
UNIVERSITY-DASMARINAS IN AIRLINE AND TRAVEL AGENCIES:
BASIS FOR A PROPOSED TRAINING PLAN**



BY

GULLER MALUENDA GISON

GRADUATE SCHOOL

THE PHILIPPINE WOMEN'S UNIVERSITY

2011

JUL 20 2011

THE PHILIPPINE WOMEN'S UNIVERSITY

**LEVEL OF PERFORMANCE OF STUDENT-TRAINEE OF DELA SALLE
UNIVERSITY-DASMARINAS IN AIRLINE AND TRAVEL AGENCIES:
BASIS FOR A PROPOSED TRAINING PLAN**

A Thesis

Presented to

The Faculty Committee of the Graduate School

The Philippine Women's University

In Partial Fulfillment of the Requirements for the Degree

Master in Business Administration

With Specialization in Tourism Management

By

GULLER M. GISON

February 2011

ABSTRACT

Title : LEVEL OF PERFORMANCE OF STUDENT TRAINEE OF DELA SALLE UNIVERSITY –DASMARINAS IN AIRLINE AND TRAVEL AGENCIES: BASIS FOR A PROPOSED TRAINING PLAN

Researcher : GUILLER M. GISON

Adviser : DR. ANTONINO F. ALEJANDRO

Degree : MASTER IN BUSINESS ADMINISTRATION WITH SPECIALIZATION IN TOURISM MANAGEMENT

School : PHILIPPINE WOMEN'S UNIVERSITY

Year : 2011

Purpose of the Study

^{1/}The purpose of the study is to determine the level of performance of De La Salle University–Dasmarinas Tourism Student Trainees who were employed in selected airline and travel agency in Metro Manila [as on-the job trainees] to the standard requirements of airline and travel agency in accepting student trainee^{1/} in relation to their practicum exposure.

Likewise, this study will be the basis to develop a training plan for De LaSalle University Dasmarinas' BSTM students from both the industry and education perspectives.

Methodology

^{2/}The descriptive method was used with the survey questionnaire as the major tool in gathering information and data from the respondents. ^{2/} Documentation and collection of

historical data were also utilized. Likewise, the interviews with the respondents of the study were also conducted.

^{3/}The respondents of the study were ^{3/}composed of ^{5/}thirteen (13) Airline Companies and twenty one (21) Travel Agencies in the areas of Metro Manila. ^{1/}All respondents are ^{4/}regular and direct employees of the ^{9/}company and have a direct supervision to student trainees. The research was conducted during the first semester of school year 2010-2011. ^{6/}The study utilized frequency, weighted means and t-test for hypothesis testing. ^{4/}

Summary of Findings

I. Assessment on Work Related Job Knowledge

Both airline and travel agency participants rated DLSU-D student trainees with "Very Satisfactory" ratings. Students are familiar with the basic Job Knowledge in both travel agency and Airline office procedures because it is included in their curriculum and they have undertaken Abacus training seminar and PAL training already.

II. Assessment of Work Related Job Skills

Airline supervisors and staff rated DLSU-D Trainees as Outstanding with a weighted mean of 4.58. Familiar on computer and Prepare a basic correspondence in English were rated as highest in the items. Student trainees of DLSU-D have undergone English Proficiency Program under the Office of the Student Services. Seven (7) out of ten (10) students in DLSU-D have their personal computer. While the Travel agency trainers rated student

trainees as Very Satisfactory with a weighted mean of 4.36 familiar on computer and other machines is the highest.

III. Assessment on Work related Job Attitude

The Airline personnel assessed the student trainees of DLSU-D student trainees as Very Satisfactory. Illustrate friendly customer service and Exhibits politeness and kindness towards everyone at work received the highest rating. While the travel Agency personnel and supervisors rated DLSU-D student trainees as Outstanding. Based on the students journal and diary, working in travel agency is more challenging and interesting and people are very much concerned in their trainees.

IV. Assessment on Work Related Job Values

The Airline and Travel agency student trainers and supervisors assessed the student trainees of DLSU-D as Very Satisfactory. Willingness to perform work, Respects the rights and properties of the company and Display friendly team works ranked the highest in rating.

V. Issues and concerns encountered by student trainees during the training performance

1. Participants commented that some of the student trainees are not fully confident and lacks of personality development. They also stated that trainees need to enhance their knowledge in airline and travel agency job related activities.

2. Five (5) percent of the participants commented that they encountered some students from respectable schools who are not ready yet to undergo training. Further, trainees must enhance their English communication skills.
3. Other issues commented by the participants are about students awareness level of the professional and industry knowledge while doing their training are very low.

VI. Cost-benefit changes of the proposed plan for the participants and the school

Additional training might cause additional transportation cost for the students and extra payments for the parents but it will significantly increase the level of performance of the student trainees.

Conclusions

3/ The following conclusions were drawn based on the findings of the study:

1. Airlines and Travel Agencies are highly accepting competent student trainees to help them in the operation of their business. Schools with a good training plan and program is an advantage.
2. The schools and Internship supervisors have contributed to the development of student trainees to enhance their Skills, Knowledge, Values and Attitude.
3. Converse in English and the use of machine are the basic competency skills needed by airlines and travel agencies.

4. Airlines and Travel agencies rated Tourism students of DLSU-D as Very Satisfactory based on the results.
5. As far as the Travel agency and airline are concerned, colleges and universities must provide a practicum program to guide both students and company in providing high competent trainees. ✓

Recommendations

✓ Arising from the conclusions that were drawn from the results of the study, the following recommendations were formulated and created:

1. De La Salle University - Dasmariñas must have an official and comprehensive practicum program for the students to have guidance and protection during their training that will enhance the students' knowledge of the industry practices and provide them with more actual trainings on and off the university premise.
2. Utilize the competency-based training program in the curriculum to focus on the competencies of the students as future practitioner in the industry.
3. Faculty members must also be trained in actual practices in the industry by integrating a continuing professional education to have modern concepts to pass on to their students who will soon be involved in the industry.
4. Revise the syllabus every three years depending on the latest trends needed by the industry.

5. Create an enriched training plan and program for Tourism students of De La Salle University-Dasmariñas which shall be firmly executed by the internship coordinator to their students. (refer to page 56)



TABLE OF CONTENTS

	Page
Title Page	i
Acknowledgment	iii
Approval Sheet	v
Abstract	vi
Table of Contents	xii
List of Figures	xvi
List of Tables	xvi
List of Appendices	xvii
Chapter	
1	
THE PROBLEM AND ITS BACKGROUND	
Introduction	1
Background of the Study	4
Statement of the Problem	7
Statement of the Hypothesis	8
Significance of the Study	8
Scope and Limitations of the Study	9
Definition of Terms	10

2	REVIEW OF RELATED LITERATURE	
	Cooperative Education	15
	PAL Practicum Program	15
	Guidelines for Trainees and Practicum Students of Cathay Pacific	17
	DLSU-D Practicum Guidelines	17
	Co-op Models	18
	Integrating Experimental Methods	19
	Cooperative Education in the Philippines	21
	Dual Training System Act of 1994	23
	CHED Guidelines for Student Internship Program	24
	Synthesis	27
	Theoretical Framework	28
	Research Paradigm	29
3	METHODOLOGY	
	Research Design	31
	Participants of the Study	32
	Distribution of External Participants	32
	Profile of the Respondents	33
	Instrumentation	34
	Validation	35
	Data Gathering Procedure	35
	Statistical Treatment of Data	36

4	PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	
	Result of the assessment on Level of Performance of	
	DLSU Student Trainee in Airline and Travel Agency	38
	Summary of Ratings of the Level of Performance of DLSU-D	
	Student Trainees	46
	Result of the Hypothesis Testing	48
5	SUMMARY, CONCLUSION AND RECOMMENDATION	
	Summary of Findings	51
	Conclusions	53
	Recommendations	54
	Proposed Training Plan for Tourism Students of	
	De La Salle University – Dasmariñas	56
	BIBLIOGRAPHY	79
	APPENDICES	81
	CURRICULUM VITAE	95

LIST OF FIGURES

Figure		Page
1	Research Paradigm	29
2	Internship Screening Figure	59



LIST OF TABLES

TABLE		Page
1	Distribution of participants according to firm	32
2	Profile of the Participants	33
3	Mean Score of Job Knowledge	39
4	Mean Score of Job Skills	41
5	Mean Score on Work Related Attitudes	42
6	Mean Score on Work Related Values	44
7	Mean Score on Actual Airline Competency Standard	45
8	Mean Score on Actual Travel Agency Competency Standard	46
9	Summary of Ratings of the Level of Performance of DLSU-D Student Trainees	47
10	t-test Group Statistics on the Level of Performance of Student Trainee of DLSU-D Ratings of Airline and Travel agency	48

LIST OF APPENDICES

Appendix		Page
A	Cover Letter for the Questionnaire for Human Resource Department and Staff of Airline	78
B	Cover letter for the Questionnaire for Human Resource Department and Staff of Travel Agency	85
C	Survey Questionnaire for Supervisor of Airlines	83
D	Survey Questionnaire for Supervisor of Travel Agencies	89

