

**EXTENT OF COMPLIANCE OF SELECTED TOURISM ACCOMODATIONS  
TO THE MANDATORY ACCREDITATION UNDER  
REPUBLIC ACT 9593 IN TAGAYTAY**


JUL 20 2010



**GRADUATE SCHOOL  
THE PHILIPPINE WOMEN'S UNIVERSITY  
2010**

**EXTENT OF COMPLIANCE OF SELECTED TOURISM ACCOMODATIONS  
TO THE MANDATORY ACCREDITATION UNDER  
REPUBLIC ACT 9593 IN TAGAYTAY**

**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**

**By  
BEBERLEE R. DESINGAÑO**

**December 2010**

**TABLE OF CONTENTS**

	<b>Page</b>
<b>Title Page</b>	<b>i</b>
<b>Acknowledgment</b>	<b>ii</b>
<b>Table of Contents</b>	<b>iv</b>
<b>Abstract</b>	<b>x</b>
<b>List of Figures</b>	<b>vii</b>
<b>List of Tables</b>	<b>viii</b>
<b>List of Appendices</b>	<b>ix</b>
<b>Chapter</b>	
<b>1 THE PROBLEM AND ITS BACKGROUND</b>	
Introduction	1
Background of the Study	4
Statement of the Problem	7
Significance of the Study	8
Scope and Limitations of the Study	9
Definition of Terms	11
<b>2 REVIEW OF RELATED LITERATURE</b>	
The Tourism Industry	14
Global Code of Ethics	15
Policy Making	18
Developing Countries	20
Tourism Policy in India	25

	Myanmar Hotel Tourism Law	26
	The Tourism Law in Mongolia	26
	Tourism in China	26
	National Tourism Organization	30
	The Changing Role of Government in Tourism Policy Formulation in the Philippines	31
	Government Regulations and the Hospitality Industry	32
	Business and Economy in the Philippines	33
	Tourism Stakeholders Map Out Strategies to Raise RP Tourism Competitiveness	34
	Synthesis	35
	Theoretical Framework	35
	Research Paradigm	36
<b>3</b>	<b>METHODOLOGY</b>	<b>Page</b>
	Research Design	38
	Participants of the Study	38
	Distribution of the Participants	40
	Profile of Participants	41
	Data Gathering Techniques an instrument	44
	Statistical Tools	45
<b>4</b>	<b>PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA</b>	
	Ratings of Participants on the Extent of Compliance in Location	47
	Parking Areas	49
	Bedroom Facilities and Furnishings	50
	Front Office/Reception Area	52
	Housekeeping	53

	Food and Beverage	54
	Recreational Facilities	55
	General Facilities	56
	Engineering and Maintenance	58
	Summary of Compliance	59
	Result of Hypothesis Testing	60
	Issues and Concerns Encountered by the Participants between the Ratings of the Tourists and Managers/Owners	61
	Comments and Suggestions based on the Response of the Participants	63
<b>5</b>	<b>SUMMARY, CONCLUSION AND RECOMMENDATION</b>	
	Summary of Findings	65
	Conclusions	68
	Recommendations	69
	<b>BIBLIOGRAPHY</b>	77
	<b>APPENDICES</b>	80-91
	<b>CURRICULUM VITAE</b>	92

**LIST OF FIGURES**

<b>Figure</b>		<b>Page</b>
1	Research Paradigm	37
2	Proposed Action Programs for Tagaytay's Accommodation Industry in Compliance to the Mandatory Accreditation under R.A 9593	71

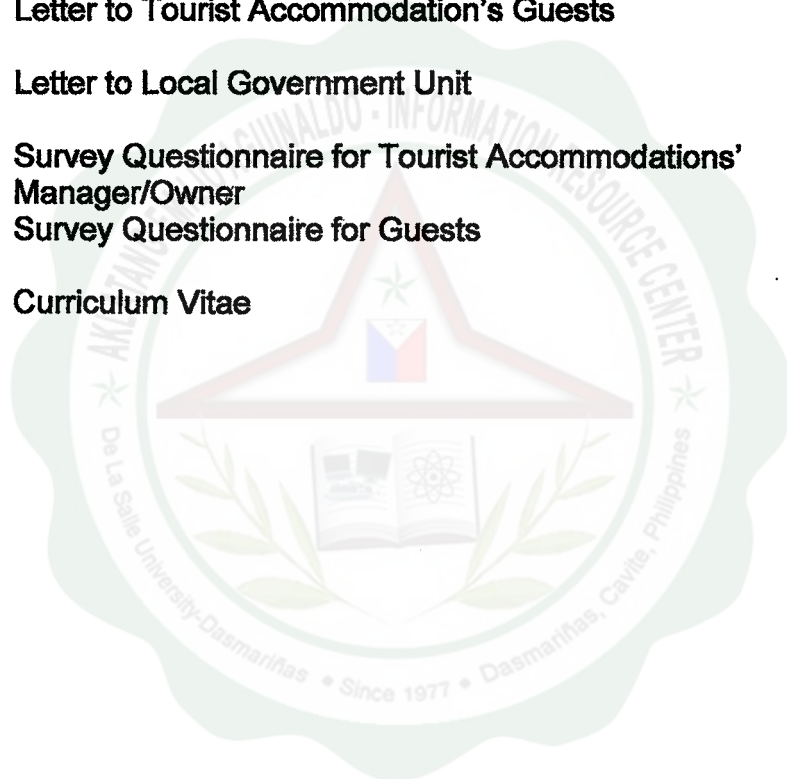


**LIST OF TABLES**

<b>Table</b>		<b>Page</b>
1	Distribution of Participants	40
2	Profiles of Participants	41
3	Mean Scores of the Participants on the Area of Location	47
4	Mean Scores of Participants on the Parking Area	49
5	Mean Scores of Participants on Bedroom Facilities and Furnishings	50
6	Mean Scores of Participants on Front Office/ Reception Area	52
7	Mean Scores of Participants on Housekeeping	53
8	Mean Scores of Participants in Food and Beverage	54
9	Mean Scores of Participants in Recreational Facilities	55
10	Mean Scores of Participants in General Facilities	56
11	Mean Scores of Participants in Engineering and Maintenance	58

**LIST OF APPENDICES**

<b>Appendix</b>		<b>Page</b>
<b>A</b>	Republic Act 9593 Section 30 Part II-E	80
<b>B</b>	Letter to the Tourist Accommodation's Manager/Owner	82
<b>C</b>	Letter to Tourist Accommodation's Guests	83
<b>D</b>	Letter to Local Government Unit	84
<b>E</b>	Survey Questionnaire for Tourist Accommodations' Manager/Owner	85
<b>F</b>	Survey Questionnaire for Guests	89
<b>G</b>	Curriculum Vitae	92





**THESIS ABSTRACT**

**TITLE : EXTENT OF COMPLIANCE OF SELECTED TOURISM ACCOMMODATIONS TO THE MANDATORY ACCREDITATION UNDER REPUBLIC ACT 9593 IN TAGAYTAY**

**Number of Pages : 110**

**Researcher : Beberlee R. Desingano**

**Adviser : Dr. Antonino F. Alejandro**

**School : The Philippine Women's University**

**Year : 2010-2011**

**Degree Conferred : Master in Business Administration with specialization in Tourism Management (MBA-TM)**

---

**Purpose of the Study**

The assessment on the extent of compliance of selected tourist accommodations in Tagaytay to the mandatory accreditation requirements under R.A 9593 was conducted to have a better view of the present tourism establishment and enable these establishments to meet the international set standards for accreditation.

**Methodology**

Descriptive design was adopted. This method was used to obtain information concerning the current status of the phenomena to describe what exists with respect to variables or conditions in a situation. The emphasis is on describing rather than on judging or interpreting. The aim of descriptive research is to verify formulated hypotheses that refer to the present situation in order to elucidate it. Moreover, this method allows a flexible approach, thus, when important new issues

and questions arise during the duration of the study, further investigation may be conducted.

### **Summary of Findings**

#### **1. Demographic profile of the participants**

The participants of the study were 27 tourist accommodation's manager and 20 guests. There were 15 female and 12 male managers. There were 13 female guests and 7 male guests. Majority of the participants were 20-20 years of age and married.

#### **2. Extent of Compliance**

Findings showed that were compliance for the mandatory accreditation under R.A 9593 in all the operational areas of tourist accommodations in Tagaytay City such as the location, parking, bedroom facilities and furnishings, housekeeping, front office, food and beverage, recreation facilities, general facilities and engineering and maintenance.

#### **3. Results of Testing the Hypothesis**

Results of t-test showed that there is a significant difference between the ratings of managers and guests, thus, the null hypothesis is rejected.

#### **4. Issues and Concerns**

Most concerns were raised by the LGUs on the mandatory accreditation of tourist accommodations under R.A 9593. These are lack of internal and external communications on the Act and impact of Tagaytay Tourism Economy.

### **5. Comments and Suggestions**

Participants particularly the guests gave their comments and suggestions in improving the tourist accommodations standards as follows:

1. Availability of transportation from 10:00 pm - 2:00 am;
2. It should be open 24 hours;
3. Availability of telephone as means of communications;
4. There should be a left luggage area;
5. There should be a 24-hour service of food and beverage;
6. There should be a music room;
7. Availability of security guards for 24 hours;
8. Staff should maintain good grooming and hygiene;
9. Staff should be exposed more on hospitality training

### **Conclusions**

1. Tourist accommodations in Tagaytay City complied with accreditation requirements for the mandatory accreditation under R.A 9593
2. The results of the survey revealed that tourist accommodation managers are willing to support the implementation of the act for mandatory accreditation as mandated by R.A 9593
3. Both guests and managers come into view that tourist accommodations in Tagaytay are qualified for mandatory accreditation in terms of compliance to standard requirements. However, there are some areas that need

improvements such as the location, food and beverage, front office and general facilities.<sup>3/</sup>

#### <sup>4/</sup> Recommendations

Based on the findings of the study, the following recommendations are forwarded;

1. The operational areas of the tourist accommodations in Tagaytay need to be given attention by the management for effective compliance.<sup>4/</sup> To name such, the location, food and beverage, front office and general facilities. Hence, action program must be available as pattern for development;
- <sup>4/</sup>2. For LGUs, close monitoring of tourist accommodations in Tagaytay to oversee the operational aspects of the establishments for further development;
3. Design a policy program for those tourist accommodations that will not comply with the requirements for mandatory accreditation; thus
4. Create and implement City Ordinance in compliance to mandatory accreditation
5. Present the findings and recommendations particularly to the policy maker<sup>5/</sup> (Department of Tourism, Tagaytay Local Government Unit, Tagaytay Tourism Council and managers/owners of tourist accommodations)<sup>6/</sup> to upgrade the international standard on tourist accommodation operations; and
6. The researcher proposed an action program for tourist accommodations in Tagaytay to improve its operational areas for guests' satisfaction and in

preparation for mandatory accreditation under R.A 9593. This could be an immense help for the managers, City of Tagaytay and Local Government Unit in developing tourism industry in the City.

