

## Tourism Development in Region IV: Employment Prospects and Opportunities of Tourism Graduates of Lyceum of the Philippines University

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### INTRODUCTION

Education is an investment. Just like any other investment, there should be an ROI or return of investment in the future. Employability and economic benefits after graduation are the main reasons for selecting and taking a course in college. Two of the courses which promise good prospects and opportunities after graduation are the Bachelor of Science in Tourism and the Associate in Tourism.

Tourism is not only the largest industry in the world in terms of economic activity but also a generator of employment (Harshell, 1994). It is now a global industry involving hundreds of millions of people, both international and domestic. The World Tourism Organization (WTO, 2002) estimated that there were around 698 million international travelers in 2001 which is already approximately 10 per cent of the worldwide population. Tens of millions of people globally worked directly in the tourism industry and many more were employed indirectly (Leiper, 1999). With this, hundreds of millions of people are on the receiving end of tourism as they live in what are termed destinations areas as supposed host populations. Advertising alone costs in the millions of dollars to promote holidays and tourism products each year.

Philippine Tourism policies set since the 1970s are gradually seeing the Philippines as a major tourist destination. It was reported that in 1999, the Philippines placed the 5th highest in visitor arrivals among members of the Association of Southeast Asian Nations (ASEAN). With 2.22 million tourists, the country followed top ASEAN destinations, namely Thailand

(8.7 million tourists), Malaysia (7.9 million), Singapore (6.9 million), and Indonesia (4.3 million).

This can partly be credited to the Philippine Department of Tourism (DOT) tasked to encourage, promote, and develop Philippine tourism as a major socio-economic activity geared to generating foreign currency and employment and to spread the benefits of tourism to a wider segment of the population with the support, assistance and cooperation of both the private and the public sector and to ensure the safe, convenient, enjoyable stay and travel of foreign and local tourists in the country. The Regional Development Plan for Southern Tagalog (Region IV) provides the foundation and direction for the government and the private sector in developing the tourism industry in the region anchored in the attractions that will be developed, improved and promoted.

The selling points of Philippine tourism are its right geographical location and right attractions. Added to this are the country's tropical climate, maritime environment, rich cultural diversity, proximity to major markets, friendly and hospitable people, world-class entertainment, diversity of cuisine and an educated work force (Phil. Tourism Master Plan 1993–2010).

The College of International Tourism and Hospitality Management (CITHM) of Lyceum of the Philippines University in Batangas is the only Center of Excellence and Development for tourism and hospitality management in the region. It has already attained third-level accreditation given by the Philippine Association of Colleges and Universities. For the past years, it has worked deliberately to uphold the student's holistic development to be able to respond to the ever-changing needs of the industry. Hence, it aims to produce globally competitive graduates who will be able to contribute to the expansion and enrichment as well as the preservation of the tradition and culture of the hospitality industry. The CITHM inculcates in the minds and spirit of the students the entrepreneurial spirit in response to the advocacy of the government to provide entrepreneurs who will help accelerate economic development. Particularly, the College is tasked with the following objectives; to produce graduates who possess the traits and competencies to be active promoters and caretakers of the country's natural and cultural attraction for domestic and international tourism; become entrepreneurs and practitioners in the various fields of travel and tours, airlines, hotels, restaurants, resort and recreational businesses; be effective development planners who can identify and evaluate tourism opportunities to accelerate the country's economic development; conduct themselves in a respectable manner to be ambassadors of peace, promoting understanding and goodwill among people; and lastly, make ethical decisions by adhering to a code of

professional ethics which provides for the maintenance of high standards of integrity, objectivity and competence.

Through the years, efforts are continuously being undertaken by the CITHM to address the objective of producing quality trained, globally competitive graduates. This can be done through proper knowledge and skills acquisition, program from the PACUCOA.

Quality education is the foundation that also underlies the development of tourism as a profession. And since tourism is a complex activity that relates to various disciplines such as economics, psychology, sociology, anthropology and geography, its curriculum should be able to handle the multi-dimensional components of tourism education (Jafari, 1981). Guided by the foregoing issues and concerns, the researchers were prompted to work on the employability of tourism graduates linked to standards set for tourism education and training.

#### OBJECTIVES OF THE STUDY

The study aims to assess tourism development in the Calabarzon area and determine the employment prospects and opportunities of tourism graduates of Lyceum of the Philippines University in Batangas. Specifically, it seeks to determine the following: the present state of the tourism industry in the Calabarzon area in the sectors of: accommodation; attraction; transport; travel organizers sector; and for destination organizations, tourist arrivals in the Calabarzon area, the relevance and responsiveness of the curriculum of the tourism program of LPU to the needs and demands of the industry, and the employment prospects and opportunities of tourism graduates of Lyceum of Batangas in the tourism industry in the Calabarzon area.

#### REVIEW OF LITERATURE

Region IV-A also known as Calabarzon covers the Southern part of Luzon and encompasses five provinces and eight cities. It includes the provinces of Cavite, Laguna, Batangas, Rizal and Quezon. It is located adjacent to the National Capital region and serves as an alternative site of industrial and economic development. The Map of region IV-A is shown in Figure 2. Region IV has the biggest population among all the regions in the country. It is projected that by the year 2020, the region will have a total population of 18,225,345 (Philippine Year Book, 2005)—much higher than the projected population growth in the National Capital region which is 12,810,734.

The inhabitants of the region are monoethnic in origin and called the Tagalogs. Region IV is predominantly agricultural and its most important crops are sugarcane, rice banana, coconut and corn. Continuing

urbanization and land conversion from agricultural use to commercial use are the biggest issues that face the agricultural sector of the region, especially with regard to the network of industries and especial economic zones. The region's main industries include farming, livestock and poultry, large-scale to small-scale manufacturing, textile, food processing, mining and fishing. It is considered the premier region of the country in terms of progress and development. It has the major advantage of having Manila as its international gateway and has indeed enabled the region to get a large share of international tourist arrivals in the past years compared to other regional destinations.

#### REGION IV-A (CALABARZON)



FIG. 1: Map of Calabarzon

On 24 September 1972, Region IV (Southern Tagalog) was created from Aurora, Batangas, Cavite, Laguna, Marinduque, Occidental Mindoro, Oriental Mindoro, Palawan, Quezon, Rizal and Romblon with Quezon City as the regional center, by Presidential Decree No. 1 as part of the Integrated Reorganization Plan. On 23 January 1976, Region IV was renamed as Region IV-A (Southern Tagalog) due to the creation of Region IV – Metropolitan Manila) by Presidential Decree 879. Later, it reverted to Region IV (Southern Tagalog). On 12 May 2002, Region IV-A (Calabarzon) was created from Region IV (Southern Tagalog) by Executive Order No. 103. On 28 October 2003, the City of Calamba was designated as the regional Centre by Executive Order No. 246. Calabarzon has 5 provinces, 19 congressional districts, 11 cities, 131 municipalities: and 4,012 barangays. The tourism master plan is the official blueprint that guides the development of tourism in the Philippines. The Batangas, Taal, Tagaytay and Cavite areas are included as priorities in the Luzon cluster of the tourism master plan.

Table 1 shows the visions and tourism priorities of each provinces in the Calabarzon (DOT Tourism, Master Plan, 1997).

TABLE 1

<i>Province</i>	<i>Visions</i>	<i>Tourism Priorities</i>
Cavite	To promote the province of Cavite as the center of history and culture. To develop tourism focusing also on agro-tourism as well as on the natural and man-made tourist attractions	Centennial sites, Kawit/Imus Tagaytay City Peoples' park in the sky, Tagaytay, City
Laguna	The province of Laguna will have an enormously conscious and morally acceptable development in the tourism sector	Lake Caliraya, Lumban Mount Makiling Pagsanjan Falls, Pagsanhan
Batangas	To develop Batangas into a world-class tourist destination. To generate livelihood, income and employment through tourism. To develop tourism without endangering the natural environment and the ecological resources of the province.	Taal Lake, Volcano Island Heritages Sites, Taal and Batangas City Coastline, Nasugbo to Calatagan
Rizal	To promote Rizal through environment-friendly tourism considering its beautiful but ecologically fragile mountain and lake environment.	Conference Center, Antipolo Arts and Culture, Angono Theme Park, Talim Island
Quezon	To develop tourism focusing on historical, cultural and natural attractions and at the same time preserve the environment. To develop tourism as a major generator of employment and income. To promote tourism consciousness among the people in the province. To develop tourism in a manner that will preserve the social, cultural and moral values of the people.	Mount Banahaw, Dolores Guisguis and Bignay 2, Sariaya Polillo Island.

### Travel and Tourism

Travel is brought about by the social nature of man. It increases his social mobility and makes life more interesting for him and others. Travel is the core of the tourism industry (Inskeep, 1999). Tourist today make more informed and better choices about where they want to go, how they want to get there and what they want to do while there. These are due to the

dramatic changes in advertising and promotional materials brought about by the Internet and other new technologies (Plogg, 2003).

In 1992, the World Tourism Organization (WTO) defined tourism as comprising the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. This definition means that the activity necessitates travel and, in nearly every case, some form of transport from the destination. The destination is the focus for a range of activities required to support those activities (ETM for the Tourism Industry, 2003).

Tourism today is a driving force with enormous global impact. Every year, half a billion people travel around the world in a mass movement that dwarfs all other industries and this has made tourism the largest industry in the world (PTMP, 1991). It is the world's largest employer. It plays a major role in development of a developing country such as the Philippines. Aguda et al. (2006), in their study stated that tourism serves as a contributor, provider and savior of the state, especially for a country that is gifted with different provinces and regions that possesses wonderful sceneries and picturesque views like Region IV.

Tourism creates jobs for skilled and experienced workers (Perez et al., 2003). It can drive development and growth in any region of the country. It is a major earner of foreign exchange, and enhances the country's global trading with its personal contacts and experience during the duration of the tourists' stay.

Palmer et al. (2005) in their study entitled *Calatagan Batangas Discovered its Aesthetic Value for Promoting Tourism Industry* said that tourism is promoted as a positive means of economic development for the many countries and communities who have lost their traditional industries, or for those who simply hope to improve their economic condition.

Tourists are attracted to the beauty of a destination while others want adventure and experience that cannot be easily measured (Mascaredo, 2002). There are also guests who expect to learn more from their travel. The success of a tourist destination is dependent upon the interrelationship of three basic factors—attractions, facilities or amenities, and accessibility.

Tingchuy et al. (2000) in their study explains that the reason for guests to visit a place is the special climate condition of the place followed by topographic advantages, natural scenic attractions, accessibility and affordability. The strict implementation of policies can also be the reason why tourists visit the place. Good advertising is still the best way of promotion.

Good services being offered are the reasons why guests are satisfied and willing to come back. Guest satisfaction is a must for every business popularity. Filipino hospitality is also a major factor in making the

business satisfactory through the satisfactory accommodation of guests, by formulating strategies to attract more tourists, and by providing a wide selection of food variety, and beverages which can also boost the operation of the business

### Tourism as a Service Industry

According to Middleton (1995), the tourism industry is composed of five sectors, each of which is an industry of its own. These are accommodation, attraction, transport, the travel organizers sector and the destination organization sector. It is part of the larger service industry. Goods are basically products purchased through an exchange transaction conferring ownership of a physical item that may be used or consumed at the owners' choice of time and place. A service on the other hand is a product purchased through an exchange transaction that does not confer ownership but permits access to and use of a service usually at a specified time and a specified place. The characteristics of service which should be taken into consideration include intangibility – services cannot be judged or perceived through a person's five senses. Buyers therefore judge quality by evaluating what they can sense. The look and feel of a hotel building, the appearance of service staff, the quality of marketing materials, etc. Inseparability means that the act of production and consumption are simultaneous and requires the active participation of producer and consumer together. And lastly, perishability; from the concept of inseparability, it follows that service production capacity is basically fixed in time and space. This means that if service capacity is not sold in a particular day, the revenues associated are lost forever and cannot be recovered (ETM, 2003).

According to Middleton, tourism products have other special characteristics (1995). These are seasonality and fluctuations in demand. These fluctuations are more commonly experienced as either yearly fluctuations or weekly fluctuations. For instance, in Boracay island in Aklan province, the peak season for international tourists is from October to March since most of the international tourists to this province are from the European community who would like to escape the harsh winter by going to the tropics.

In the city center hotels, fluctuations in demand are very pronounced during the week. In some Makati hotels, the occupancy rate reaches 80% to 90% during the weekdays and drops to about 30% during weekends.

Another characteristics is the interdependence of tourism products. The different tourism products in a particular area or destination tend to become 'complementary' or 'interdependent' especially in terms of supply. For example, tourism facilities can be seen as a chain of products from airline facilities to car rentals, to hotels, etc. Depending on the capability

of the main destination, the other facilities will align their capabilities to match that of the main destination.

Lastly, the high fixed cost of service operations in the tourism industry are characterized by high fixed costs and relatively low variable costs. This is clear in such operations as hotels, airlines, cruise ships, buses and coaches, etc., where the cost to keep these operations open to customers and operators are the same whether there is 20% or 80% occupancy. The variable costs of adding more guests or passengers is insignificantly relative to the fixed cost of keeping the facility open. These put extra pressure on the operations' general extra or marginal sales.

### Tourism Development

Noranha (1976) viewed tourism development as a process of physical changes. He identified three stages beginning with the discovery of an area by tourists. As word of discovery spreads, tourist flow in the area increases and host societies responds to the new economic activity, usually by beginning to construct facilities and offering services in demand by tourists. If tourism continues to expand, it enters the last stage of development in which it is fully institutionalized. It becomes a formal business activity complete with attractions, service facilities and organizations dedicated to supporting and promoting tourism in the area.

Tourism development should be aimed at the well-being of local communities. It should maintain a balance between the interests of local communities and those of tourists based on the principle of equity. Tourism development should be carried out on the basis of careful planning with the broad involvement of local communities, including young people and the private sector. And lastly, tourism development should be implemented in a way that not only increases revenues at the state and local levels, but also improves the quality of life at the community level (Tourism Marketing, 1997).

Developing tourism in a certain area seemed to be a common idea that has been shared across different parts of the globe for it offers a variety of benefits. Tourism is a good source of income increases tax revenues, rise in the standard of living, changes in the age composition of the population, increase in the level of educational attainment, improved means of communication, and increased social awareness regarding the well-being of other people and all there have united to generate interest and interactions among the nations of the world (Grollier, 1995).

Sen. Richard Gordon (Phil. Star, 2006), a former Department of Tourism (DOT) Secretary, stated that tourism development must be coupled with improving the tourism service of the country through effective regulation. Our goal must be to truly make the Philippines

globally competitive within the region. Our resorts and hotels have yet to be globally competitive. The DOT must continuously raise the bar for performance and demand excellence from the private sector. Then, there exists the imperative to upgrade existing destinations and develop new ones. Gordon noted that at present it appears that our hotels and resorts can only accommodate 3 million tourists. To fully take advantage of the global tourism boom and a strengthened marketing effort, we must properly plan and develop tourism zones in a manner that respects local culture and the environment.

For every five foreign tourists that come in, we directly generate three new jobs for our people. The real wonder of tourism is that those dollars that come in will stay in the economy and will not be channeled back to another company abroad, as the dollars earned by export manufacturing are tend to do. In fact, they will filter down to the cab drivers, to the farmers, to the sari-sari store, to the masseurs.

There is no doubt that the role of government in tourism in developing countries is changing. Government is seen as being a control agent and as guiding development through selective interventions. More pressure is being exerted on governments particularly by international agencies to ensure that the private sector has a greater involvement in the development process not just through the provision of services but also in the strategic development of the tourism industry (Jenkins, 1994).

The Department of Tourism is the head agency encouraging, promoting, and developing tourism as a major socio-economic activity (NSOP, 2004). Since May 1973, one of its tasks is to ensure that enough government policies are laid down to encourage the pouring of private investment into tourism, and into the country as a whole. Mainly, the DOT has the responsibility to encourage foreigners to travel to the Philippines and appreciate the country's national beauty, heritage and modern-day culture and to enable the Filipinos themselves to see more of their country and be more proud and committed to the nation.

Under the Ramos administration, the Department of Tourism was directed to adopt a single national tourism organization. The organization was intended to implement the Tourism Master Plan, the blueprint for the long-term development of the country's tourism industry.

### Regional Tourism Development Framework

It is envisioned that by the year 2010, Region IV, where the Calabarzon area is situated, will become the country's premier tourist destination. Its diverse tourist products, its unique natural and man-made attractions, rich history and cultural heritage, and world-class supportive services are usually marketed and sustained through the synergy of efforts of warm,

loving people from every part of Southern Tagalog. Each province projects its own unique image and yet complements harmoniously the others where environment and people are both protected through the principle of balanced tourism development.

The goal of the Regional Development Program is to establish Region IV as the premier destination in the Philippines and to promote the region as a world-class destination in eco-tourism, recreation, convention, history and culture. The objectives of the regional tourism development framework are to increase the number of tourist arrivals and receipts in the region, to promote the region's tourism circuit in the major foreign and local markets, to enhance mobility and access to tourist destinations, to improve accommodation facilities and tourist support services, to encourage national land use and zoning in the development of tourists areas, and to develop tourism that maintains and enhances the ecological integrity of the region.

### Competitive Advantage of the Tourism Industry

The tourism industry continues to maintain a positive and bright outlook as the Department of Tourism (DOT) registered visitor arrivals during the first 10 months of the year (1999) growing by 74.25% to 1.84 million. Visitor receipts likewise posted a double digit increase of 31.60% to \$217 million. Investment in 12 tourism projects for the first five months amounted to P222.87 million. These investments stimulate more economic activities, create more jobs and expand tourism contribution to GDP and the overall economic performance of the country. The improvement of the performance of the Philippines can be attributed to the government's dedication to the fulfillment of the key success factors in tourism development which are accessibility, tourist attractions, promotions, well-maintained facilities, quality services and DOT accreditation.

The Philippines Tourism Highway program has been vigorously pursued. This was in collaboration with Pilipinas Shell for the provision of clean restrooms, installation of signs, accreditation of gasoline stations, setting up of information counters, training of gasoline station personnel as Frontliners and production of road maps. Furthermore, DOT has actively participated in major international travel and tourism events to showcase the Philippine's competitive advantage as a destination and to provide venues for presenting new tourism marketing campaigns.

Over and above the country's scenic spots is the traditional Filipino hospitality. Furthermore, we have a rich heritage that is unique from other nations. In addition, products in the Philippines are much cheaper and diverse in nature and services generally cheaper in the country than in Japan, or other Asean countries.

### Strengths and Weaknesses of the Tourism Industry

Filipinos are hospitable and culturally diverse people. Gifted with a sunny and contagious outlook, the Filipinos have a special way of making strangers feel welcome. To them, hospitality is both a tradition and an art. The Philippines is strategically located in the fastest-growing region in the world. It is located in the center of Asia, home of the fastest-growing Asian tiger economies. Owing to its accessibility and strategic location, the Philippines is a natural center of commerce. As regards having a professional work force, Filipinos are among the best-educated and most easily trainable people in Asia. They are the most fluent in written and spoken English, a quality which foreigners appreciate in their dealings. Our country has a wide variety of exotic scenic spots. The Philippines is an archipelago blessed with a wealth of natural resources, a rich history and a unique culture. Its attractions are as many as they are diverse—beaches of fine white sand, lush green forests, majestic mountain peaks, age-old structures, modern cities and rustic landscapes. The Philippines is a haven of rest, recreation, entertainment and shopping. It also offers a variety of tourist attractions. For nature lovers, there are treats like mountain climbing, bird watching, cave exploration and even photo safaris. The country also has numerous golf courses, some of which have been designed by world-class course architects. The country is also a shoppers' paradise with many handmade products available, ranging from embroidered garments and linens to coral jewellery boxes.

Other areas of strength of the industry are the country's abundance of natural attractions like beaches, diving sites, mountains, marine life, etc. Cultural diversity ranges from indigenous culture and mountain tribes in the north to an Islamic culture in the south to mainstream Hispano-Malay culture, colorful festivities depicting Filipino hospitality, valuing for closer family ties, religiosity and affinity with nature and the presence of competitive entertainment and leisure facilities such as golf courses and gaming facilities.

Some areas of weaknesses are poor international and domestic accessibility due to inadequate infrastructures especially in the rural areas. Inadequate cultural facilities include museums, landmarks, lack of industry standards for restaurants and accommodations and the lack of information and research on cultural events and landmarks.

### Human Resource Development in the Tourism Industry

In tourism, the Philippines is way, way ahead in terms of human resource development with the concerted efforts of the Department of Tourism (DOT), Asian Institute of Tourism (AIT), Asia-Pacific Tourism Training

Institute (APTTI), industry associations and schools. In schools, universities and colleges, training is done at three levels; baccalaureate degrees, associate degrees and certificate courses and vocational training.

Baccalaureate degrees are offered in colleges and universities such as AIT, CEU, UST and the Benedictine College. Associate degrees and certificate courses, on the other hand, are offered through distance education programs. Associate degrees allow for the transition to a Bachelor of Science degree. Professionalism in the industry is growing as shown by the long training and education required for employment in tourism. The expanding complexity in handling people, and equipment as new technologies are introduced is also a sign of professionalism. For example, an airline reservation agent today needs to understand and use a sophisticated computer system, in addition to being conversant with the varied services, fares, and frequent flyer awards offered by carriers. Establishments such as museums are responding to the increasingly sophisticated traveler by providing stimulating educational exhibits, requiring more complex knowledge (ETM for the Tourism Industry, 2003).

### Career Paths in Tourism

Occupation levels in tourism are frontline, supervisory and management levels. The training requirements for the frontline level includes operational skills such as reservations, ticketing, bartending, housekeeping, catering to guests, extending a welcome, handling emergencies; product knowledge such as knowing community attractions, history, geography, understanding the tourism system; corporate policies/procedures that one wishing to work in the tourism industry must know such as what the company expects of employees and corporate goals and objectives. The training institutions for frontline levels are DOT, AIT, APTTI and TESDA.

The training requirements/needs for the supervisory level includes, communication, hiring, training and evaluation skills. The tourism professional must also possess specialty functional skills such as front desk procedures, purchasing and tour planning. Aside from knowledge of and understanding the tourism system, corporate literacy, and foreign language and cultures, supervisors should possess generic business skills in sales and marketing, finance administration, hospitality law and labor relations. Training institutions for this level are DOT, AIT, APTTI, HARAP, CAP. These skills can be obtained through certificate courses by associations and in-house training. Those at the management level must possess skills in finance and administration, marketing development and planning, organization and behavior. AIT, APTTI, colleges and universities provide training for the management level.

The Philippines is currently undergoing remarkable change, progress and growth. Automation and improvement in technology have resulted in increased product and cost effectiveness. Alongside the change in the methods, procedures and instrumentation are the change in skills and competencies needed in order to carry out the task with quality and effectiveness. All of these require a curriculum that is relevant to ensure that the graduates are equipped with the required skills and competencies needed for the entry level to their chosen career and making their employability potential very high.

Education must enrich society, improve the living condition of people and make possible its optimum development (Andres & Francisco, 1997). Herein lies the importance of the orientation, organization, enrichment, adaptation and development of the curriculum. The curricular offerings must be made relevant to the economic demands of society or the curricula developed should achieve the goal of producing people who can provide direction and guidance in the operation of commerce and industry.

Schools offering tourism courses will decide this school year if they want to get accredited in embracing the competency-based curriculum implored by tourism educators. The curriculum guarantees that as early as the freshmen year, students will have to do on-the-job training (OJT) to earn competency units. The present curriculum only compels the student to do OJT in their second year. Understandably, some schools may have second thoughts in taking up the curriculum. First, it may lessen their income, as students who are proficient enough in two years may opt to work and not continue on for two more years. Second, schools will have to lower units to give time for the OJT practice. Presently, some schools have 200 units for the tourism course although educators say that 160 is good enough.

Tourism educators insist that a shift to the new curriculum is paramount and it is up to the schools to have a pool of willing establishments that can be maintained as venues for training their students so that the country can remain competitive with the rest of the world.

The College of International Tourism & Hospitality Management of Lyceum of the Philippines University responds to the call of the Department of Tourism to produce quality trained manpower in the tourism industry by continuously reviewing its curriculum to ensure that its graduates will be competitive in the industry.

#### CONCEPTUAL FRAMEWORK

Prospects for employment or employability after graduation is the most important factor for students in selecting and taking a course in college. Due to stiff competition in the industry and the high unemployment rate

in the country, skills of students acquired from their college education and training prove to be the determining factors of their prospects and opportunities for employment. Universities must not only provide an industry-based curriculum but must also have the equipment and facilities for the quality training of students. The university component, in particular, facilitates entry into occupations that emphasize management, advanced marketing, research and planning (Weaver & Lawton, 2003).

## METHODS

### Research Design

The study used the descriptive method of research utilizing SWOT Analysis. It describes the present situation in the tourism industry and the relevance and responsiveness of the tourism program to the needs and demands of the industry. The data analysis based on available records was interpreted in qualitative terms.

### Participants of the Study

Respondents of the study to determine the relevance and responsiveness of the curriculum of the tourism program were composed of 25 second year and 25 fourth year tourism students enrolled in the second semester of school year 2005-2006 who had undergone their on-the-job training in different tourism establishments.

### Data-gathering Instrument

The instrument used in the study to determine the relevance and responsiveness of the curriculum of the tourism program was patterned from researches on similar topics and ideas taken from books on curriculum development.

The first Part of the questionnaire was on the relevance and responsiveness of the tourism program of Lyceum of Batangas to the needs and demands of the tourism industry. Part 2 of the survey focuses on the new courses to be infused into the present tourism program of Lyceum of the Philippines University in Batangas.

### Data-gathering Procedure

To gain access to records in tourism development in Calabarzon and to give the study its formal framework, a letter of request was sent to the Regional Tourism Officer, Department of Tourism, Intramuros, Manila. The researchers had the opportunity to talk with the Regional (Region IV) Tourism Officer during one of her visits to the school regarding her views

on tourism development in the region. Data obtained from the internet were validated with the officer-in-charge at the Department of Tourism, Manila.

To gather data and to conduct interviews regarding the relevance and responsiveness of the tourism program, the researchers sent a letter of request to the Dean of the College of International Hospitality. After having been granted permission, the survey tool was administered by the researchers. Supplementary interviews were done to complement the data gathered. The data gathered were then tallied, tabulated and analyzed.

Data on different schools offering tourism programs and the number of students enrolled in tourism were requested and obtained from the Commission on Higher Education, Region IV.

### Data Analysis

The following data analyses were utilized by the researcher:

Tabular presentation was done to present the data gathered on number of accredited tourism establishments, and number of visitor arrivals.

To interpret the data gathered through questionnaires:

Weighted Mean was used to determine the relevance and responsiveness of the present curriculum of the tourism program of Lyceum of Batangas. These course offerings help a tourism graduate in his work place.

Frequency and ranking – used to described the new courses to be infused into the present tourism curriculum to better prepare graduates for global acceptability.

To interpret the mean scores, the following value scale were employed:

<b>Relevance</b>	
Mean Score	Interpretation
4.50 – 5.00	Very Relevant
3.50 – 4.49	Relevant
2.50 – 3.49	Fairly Relevant
1.50 – 2.49	Relevant to a Little Extent
1.00 – 1.49	Not Relevant at All
<b>Responsiveness</b>	
4.50 – 5.00	Very Responsive
3.50 – 4.49	Responsive
2.50 – 3.49	Fairly Responsive
1.50 – 2.49	Responsive to a Little Extent
1.00 – 1.-49	Not Responsive at All

## RESULTS AND DISCUSSION

## Present State of Tourism Industry in Calabarzon:

*Accommodation Sector*

The accommodation or lodging sector is a dominant industry within the tourism industry (Gel et al., 1997). Besides the revenues directly generated by the hotels and motels, these enterprises also support millions of jobs plus hundreds of thousands of related jobs held by consultants, accountants, architects and other support services and supplies. Accommodation facilities constitute a vital and fundamental part of the tourist image of a country.

Accommodation establishments consist of hotels, motels, resorts, tourist inns and lodging houses. At present, there are 66 hotels/linns/lodge and resorts in Cavite, 500 in the province of Laguna, 111 in Batangas, 7 in Rizal and 50 in the province of Quezon. Seeing to it that these establishments operate in top condition are the Tourism Research and Statistics Division of the Office of Tourism Standards of the Department of Tourism (DOT) which accredit and monitor their services regularly. Accommodations try to match the varying tastes of tourists. Accreditation is a certification issued by the Department of Tourism that the holder is recognized by the Department as having complied with its minimum standards in the operation of the establishment concerned which shall ensure the safety, comfort and convenience of the tourists.

Once an establishment is accredited, it is included in all the promotional programs of the Department of Tourism (DOT). All accredited tourism establishments are included in the brochures, posters and materials promoting the Philippines as a tourist destination worldwide.

The Table 2 shows the number of accredited accommodation facilities by the Department of tourism in Calabarzon from 2000–03.

TABLE 2 Number of Accredited Hotels, Inns and Resort by the DOT in Calabarzon, 2001–03

Province	2001			2002			2003		
	Hotel	Inns	Resorts	Hotel	Inns	Resorts	Hotel	Inns	Resorts
Cavite	4	2	2	3	2	5	4	1	1
Laguna	3	0	6	4	0	6	3	0	6
Batangas	3	0	4	4	0	6	0	0	7
Rizal	2	0	1	0	0	5	1	0	1
Quezon	1	0	3	0	0	4	1	0	0
Total	13	2	16	11	2	26	9	1	15

Source: DOT.

As can be noted from the Table 2, the total number of accredited hotels, inns and resorts in the Calabarzon dropped by 36% in 2003. In 2001, there was a total of 13 hotels, 2 inns and 16 resorts accredited by the DOT. In 2002, the number of accredited hotels dropped to eleven while there was an increase in the number of accredited resorts.

The Table 3 shows the latest statistics on the total number of accredited accommodation facilities in Calabarzon as per the records of the Department of Tourism.

TABLE 3 Number of Accredited Accommodation facilities by Province in Calabarzon as of 2005

Province	2005		
	Hotel	Inns	Resorts
Cavite	3	1	3
Laguna	1	1	5
Batangas	2	0	8
Rizal	1	0	3
Quezon	1	0	1
Total	8	2	20

Source: DOT 2006.

As can be seen from the Table 3, there was an increase in the total number of accredited resorts and inns, though there was a slight decrease in the number of accredited hotels. Accreditation is important to ensure the quality of services offered to tourists. In the province of Cavite, out of the 68 accommodation facilities, only 7 are accredited by the Department of Tourism, while in the province of Batangas, out of 70 listed accommodation facilities, only 10 are accredited. Clearly, government intervention is necessary to encourage the owners of these establishments to have their facilities accredited by the Department of Tourism.

Sen. Richard Gordon noted that our resorts and hotels have yet to be globally competitive (*Phil. Star*, 2006). At present, it appears that our hotels and resorts can only accommodate three million tourists.

Among the important inputs into the tourist system is tourist accommodation. Accommodation facilities constitute a vital and fundamental part of tourist supply and are an important feature of the total tourist image of a country (Bhatia, 2004). Many countries have recognized the vital importance of the accommodation industry in relation to tourism and their governments have coordinated their activities with the industry by providing attractive incentives and concessions to suppliers of accommodation which have resulted in the building up of various types of accommodation.

### Attractions Sector

Attractions are facilities that combine a natural area with fixed infrastructure designed to help people explore them and learn about nature. This could be a site or event attraction. Site attraction is the destination appeal while the event is aligned to the destination. These are categorized as theme parks, museum and galleries, national parks, wildlife parks, gardens, heritage sites and centers and sports activity centers (ETM, 2003). Calabarzon has a total of 911 tourist attractions/destinations—91 are located in Cavite, 239 in Laguna, 545 in Batangas, 36 in Quezon, and 7 in the province of Rizal.

As of August, 2005, there were 290 accredited tourist attractions in the Calabarzon area. There are categorized into historical, cultural, natural, religious and man-made attractions and are illustrated in Table 4.

TABLE 4 Number of Accredited Tourists Attractions by Category and by Province as of August 2005

<i>Province</i>	<i>Historical</i>	<i>Cultural</i>	<i>Natural</i>	<i>Religious</i>	<i>Man-made</i>	<i>Total</i>
Cavite	23	7	5	12	6	53
Laguna	12	15	18	5	9	59
Batangas	10	13	11	9	4	47
Rizal	1	15	15	8	5	44
Quezon	7	10	44	9	17	87
Total	53	60	93	43	41	290

Source: DOT 2006.

The Table 4 shows that in 2003, there were a total of 290 tourist attractions accredited by the Department of Tourism. The most number accredited tourist attractions are in the province of Quezon, followed by Laguna, Cavite, Batangas and Quezon. Furthermore, in 2003, there were 53 historical, 60 cultural, 94 natural, 43 religious and 41 man-made accredited attractions in Calabarzon.

TABLE 5 Other Tourist Attractions Accredited by DOT as of 2005

<i>Province</i>	<i>Museum</i>	<i>Resort/ Spa</i>	<i>Sports and Recreation</i>	<i>Theme Park</i>	<i>Zoologi- cal Park</i>	<i>Training Center</i>	<i>Total</i>
Cavite	3	3	1	0	0	1	8
Laguna	2	4	0	1	0	0	7
Batangas	4	10	2	0	0	0	16
Rizal	0	3	0	1	1	0	5
Quezon	0	1	0	0	0	0	1
Total	9	21	3	2	1	1	37

Source: DOT 2006.

The Table 5 shows the different additional tourist attractions in Calabarzon accredited by the Department of Tourism, a total of 37. The province of Batangas showed great improvement as far as the accreditation of tourist attractions is concerned. Cavite is second with 8, followed by Laguna with 7 additional accredited tourist attractions. Rizal and Quezon have 5 and 1 additional accredited tourist attractions respectively. The local government of the different provinces in the Calabarzon area is coordinating with the Department of Tourism for the accreditation of tourism establishments, tourism promotion and marketing program and skills development and enhancement program for tourism stakeholders.

Several programs are currently being promoted by the Department of Tourism to attain the long-term objective to establish Region IV as a world class resort region of the Philippines that offers variety. Tourist packages for diving resorts and marine sports activities and tourist product packages for historical and cultural heritage are being offered to tourists. There are several world-class diving resort in the different provinces in the Region. Batangas, one of the provinces in the Calabarzon is famous for this kind of attraction. There are various water and land based sports activities which aimed appeal to all age groups and family vacationers.

The rationale for this project is to draw together these different type of destinations and promote Region IV as an excellent destination for diving, marine sports and golfing that would appeal to holiday seekers who are prepared to pay premium prices for resort accommodation. This involves the different Provincial Tourism Offices and councils and Region IV Tourism Office in bringing together diving centers together with tour operators and airlines all of whom will have to share the risk of developing new products.

Tourist product packages for historical and cultural heritage are also being promoted. There are several world class cultural and historical destinations as well as festivals in the different provinces in Calabarzon promoted together will be able to create a powerful impact in the domestic and foreign tourist markets.

The objective of this project is to promote the region as one destination. The project involves promotion and combination packages from 1–7 days either for educational tours or for foreign guests with cultural interests. Further, this can be combined with other types of packages like eco-tourism. The program involves a promotional guide to package Region IV with or without relating to Metro Manila and other regions along with other tourist attraction.

Critical success factors for this project is the cooperation of the private sector, commitment with counterpart funds from respective tourism offices and private sector operators to ensure continuing promotions, and the

cooperation of participating resort operators as well as the cooperation of participating LGUs and Tourism Councils.

### Transport Sector

Tourism is inseparable from and dependent on travel. The means of travel, the travel modes as they are technically called, change and as they do they have an immediate impact on tourism, the number of travelers and the travel experience.

With the influx of tourists that will be brought through the development of tourist areas, travel demand and vehicular volume would increase. The Regional Tourism Council, as part of the tourism development program, will implement policies that prioritize infrastructure expenditures, especially for road construction and improvement, to serve towns which have identified priority tourism areas and the construction and rehabilitation of ports, preventing any action that would prejudice the retention of all existing rail lines that would be capable of reopening to passengers and freight use (DOT, 1997) It will also encourage and enhance the development of an efficient and well-coordinated inter-modal transportation system to maximize public transportation, particularly in tourist areas that are not readily accessible, using big buses. Policies to minimize the danger of transport accidents, particularly the segregation of pedestrians from other road users, is being implemented. The DOT is also working to increase the capacities of transportation systems in the region and promote the safety of motorists, especially in areas designated as tourist attractions. Programs in comprehensive transportation system management (TSM) and travel demand management (TDM) package are also being undertaken.

The transport sector of the tourism industry in the Philippines consists primarily of the airline industry, the passenger cruise industry and the land transportation industry. These industries are undergoing deregulation and liberalization which has improved and will continue to improve the quality of these services (ETM for the Tourism Industry, 2003). The granting of franchises to new smaller airlines has loosened the grip of Philippine Airlines over the domestic market allowing cheaper and better-quality air service to various tourist destination. The passenger cruise industry is currently experiencing mergers among the various business companies, concentrating assets and expertise in this very capital and service-intensive business. The creation of the William, Gothang & Aboitiz (WG & A) Superferry group indicates that suppliers of cruise services intend to improve their vessels, coverage and service quality. Finally, with the reduction of tariffs on imported land vehicles, various type of quality cars, buses and other tourist vehicles can be provided at lower prices,

thus improving the transport of tourists between accommodations and attractions.

At present, there are 23 accredited transport facilities in Calabarzon. The province of Cavite has 2, WG & A, Carfield Consultancy and Transport Service. Laguna has 2, WG & A and JHK Trans & Laguna Tours. Having the most number of accredited transport services is the province of Batangas with a total of 10, namely MV Super Sea Bus, MV Starlite Voyager, MV Starlite Navigator, MV Oceanic Explorer, MV Starlite Ferry, MV Starlite Nautical, MV Supercat 3 & 7. Sta. Clara Transport Services Cooperative and WG & A.

The province of Rizal has three accredited transport services: WG & A, ESC Tourist Transport Co. and NSP Trans. Services while Quezon province has six accredited transport services. The six are composed of MV Grand Star, MV J & N Cruiser, MV Florinda, MV Beatriz, MV Marie Kristine, and MV Marie Theresa.

It can be expected that with the liberal regulatory atmosphere prevailing, transport services to existing and upcoming destinations can be easily added or improved with the growth of demand for these destination.

### Travel Organizers

Travel organizers are composed of travel agents and tour operators. The travel agency is a segment of the tourism industry. It is the travel agent's role to assist travel and itinerary planning, and provide information and counseling in tour and travel arrangements. Generally, travel agents are classified as wholesalers and retailers. Wholesalers specialize in organizing the various components of a tour that is sold to the public through a network of retail agents. Retailers on the other hand arrange their own tour packages and sell them directly as well. However, at times, these roles are interchangeable. Wholesalers operate as retailers when they organize tour packages and sell them directly to travelers. Retailers, on the other hand arrange their own tour packages and in this way act as wholesalers. Retailers are further segmented depending on the tour or packages that they offer.

Local tour refer to a travel taken exclusively within the national boundaries of the traveler's country. Special Interest tours are intended for individuals or groups with special interests. These are tours that focus in a particular line of action such as golf, government or cuisine. Business tours are special tours for businessmen who wish to meet with colleagues in different business fields related or similar to their business to exchange insights or expand business contacts. Others packages offered by travel agencies and tour operators are hotel, foreign tours, festivals and tourist transport.

The Department of Tourism requires a capitalization of P500,000.00 before a travel agency can be accredited. In Metro Manila, the required capitalization for opening a travel agency is P1.5 million. The International Air Transport Association (IATA) accredits travel agencies. When a travel agency is accredited by IATA, it can issue international airline tickets right in its office, which takes 2–3 minutes to process.

TABLE 6 Number of Accredited Travel Agencies in Calabarzon as of 2005

<i>Province</i>	<i>Number of Accredited Travel Agencies</i>
Cavite	2
Laguna	6
Batangas	2
Rizal	3
Quezon	4
Total	17

The Table 6 shows that there are 17 accredited travel agencies in Calabarzon. Having the most number of accredited travel agencies is the province of Laguna which has six, followed by Quezon with four and Rizal with three. Surprisingly, Cavite and Batangas, which are the second- and third-most visited provinces by tourist in the Calabarzon area in 2003 has only 2 accredited travel agencies, respectively. This could be attributed to the capital requirement needed for accreditation which is P500,000.00 outside Metro Manila. Likewise, accreditation with the Department of Tourism is optional. There are certain benefits that comes with being accredited, such as being free from election ban, free import of materials and equipment and access at the airport.

Aside from the 17 accredited travel agencies, there are 16 accredited tour guides in Calabarzon. Six are from Cavite, seven from Laguna and three from Rizal. Batangas and Quezon do not have accredited tour guides. The common languages spoken by the accredited tour guides are Spanish, German, Niponngo, Italian, English and Filipino.

### Destination Organizations

The government is generally a destination organizer. Executive Order No. 120 issued by President Corazon Aquino on January 30, 1987 mandated the reorganization of the Ministry of Tourism (now called Department of Tourism). This vested the DOT and the Philippine Tourism Authority (PTA), a DOT-attached agency, with planning and implementation functions and responsibility.

The Office of Tourism Development Planning of DOT has the important function of formulating plans and policies for the development of the tourism industry. It is also tasked to monitor and evaluate plans, programs and prospects of the Department and to coordinate and assist in the implementation of tourism related plans, projects or operations of local governments, government agencies, public corporations and, where clearly necessary and feasible, those of private entities to make possible the accelerated and balanced growth and development of tourism in the Philippines.

Regional Tourism Offices. As per EO 120, the functions of the Regional Offices of DOT are to implement laws, policies, plans, programs, rules and regulations of the Department. It is also tasked to coordinate with the local government units, regional offices of the Department, bureaus and agencies and provide economical, efficient and effective service to the people.

The Philippine Tourism Authority (PTA) and the attached agencies of DOT have the task of implementing policies and programs pertaining to the development, promotion and supervision of tourism prospects in the Philippines. The PTA, under its charter can, in coordination with DOT, formulate development plans for tourist zones which are defined as geographic areas with potential tourism value. It is also involved with infrastructure development. Among its many concerns are ecological preservation and maintenance as well as the preservation and restoration of tourist attractions.

With the enactment of the Local Government Code of 1991, the regulation and supervision of tourism facilities as well as tourism promotion and development have been devolved from the national government to the local government units. Section 17 of the code grants municipalities certain responsibilities over tourism facilities and other tourist attraction such as the acquisition of equipment and the regulation and supervision of tourism establishments such as hotels, motels, inns, pensions and lodging houses, restaurants, cafes, etc. The same provision gives provinces the power to discharge functions and responsibilities related to tourism development and promotion programs.

In Southern Tagalog, large cities and provinces have Tourism Officers often working in an acting capacity under the office of the Mayor/Governor. In some cases, the City Planning and Development Coordinator doubles up as Tourism Officer. The Local Government Code does not specify the Tourism Officer position under the list appointed officials. As such, there is no *plantilla* (Spanish word, means workforce/Employees) item for such a post. The province of Batangas is an exception. It has a fully-staffed Provincial Tourism Office. For most of the municipalities

and barangays in the Region, there is no formal institutional office tasked to oversee tourism development and promotion in their respective localities.

The Department of Tourism initiated the formation of tourism councils. Sixty percent (60%) of the members of the various councils (regional, provincial, city, municipality) comes from the private sector while 40 per cent (40%) are from the government sector. On the private sector side, representatives are from the youth, academe, parish council, the business sector, especially those from LGU-licensed and DOT-accredited tourism establishments, the press/broadcast media, NGOs, and civic organizations.

For the government sector, we have the Governors and the Regional Directors in the Regional Tourism Councils. At the provincial level, the Governor is the Honorary Chairman and the other members of the provincial tourism council are the Chairman of the SP Tourism committee, the Mayors, Chairman of the SB Tourism Councils, the PIO, PENRO, PARO, PPDC, PAO, DILG (provincial) and DTI (provincial) representatives. At the city and municipal levels, the Mayor is the Honorary Chairman and the other members include the Chairman, SP or SB tourism committee, the Information Officer, the Environment and Natural Resources Officer, MARO, MAO, CPDC or MPDC, DILG representative (city/municipality).

Some of the basic tasks of the tourism councils are to formulate and submit tourism development/promotion proposals for local and provincial legislation; facilitate action from the executive branch to provide fiscal and non-fiscal incentives that will strengthen private sector investments in tourism-related businesses; to monitor major road and street improvement plans, particularly those that affect access to the city/town proper and to tourists and to seek government action where it may be urgently needed; to liaise and coordinate with police agencies on matters of traffic and peace and order conditions affecting tourism; to monitor and assist in the early resolution of crimes reported by tourists; to create and promote continued awareness on the benefits of tourism through the local media; to seek, liaise and coordinate with licensed tour operators for the promotion of the community as a tourist destination; and to initiate and promote community-wide campaigns on courtesy and hospitality.

In Region IV, the Regional Tourism Council has been formed. All provinces have their respective Provincial Tourism Officer. Certain municipalities have formed their Municipal Tourism Council. Tourism Councils are not evident at the barangay level.

Number of Tourists Arrivals in Calabarzon  
from 2000–2003

TABLE 7 Number of Recorded Visitor Arrivals by Country of Residence  
Calabarzon for the year 2000

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
ASEAN	249	613	36	4	–
Brunei	9	–	1	–	–
Cambodia	–	–	–	–	–
Indonesia	96	54	9	–	–
Laos	–	–	–	–	–
Malaysia	21	259	5	–	–
Myanmar	–	–	2	–	–
Singapore	10	107	8	–	–
Thailand	82	111	2	4	–
Vietnam	31	82	9	–	–
EAST ASIA	6,029	14,079	788	113	<b>9,952</b>
China	406	95	123	2	<b>3,554</b>
Hongkong	–	2,699	3	10	–
Japan	4,518	1,664	518	8	<b>2,844</b>
Korea	933	9,395	76	75	<b>1,422</b>
Taiwan	172	226	68	8	<b>2,132</b>
SOUTH ASIA	57	–	11	–	–
India	57	–	11	–	–
NORTH AMERICA	6,971	959	436	8	<b>1,777</b>
Canada	55	130	51	2	–
United States	6,916	829	385	6	<b>1,777</b>
AUSTRALIA/PACIFIC	177	152	99	4	710
Australia	153	152	73	4	710
New Zealand	24	–	26	–	–
EUROPE	472	1,789	455	18	<b>1,779</b>
Austria	–	–	36	–	–
Belgium	–	61	36	–	–
Denmark	–	–	9	–	–
Finland	4	40	16	–	–
France	32	244	54	4	<b>110</b>
Germany	99	679	152	2	<b>177</b>
Greece	–	–	–	–	–
Holland	–	–	–	–	–
Ireland	–	–	–	–	–
Italy	16	568	31	2	<b>142</b>
Netherlands	55	42	7	4	<b>106</b>
Norway	–	–	8	–	–
Spain	142	36	17	–	–
Sweden	1	–	12	2	–
Switzerland	8	42	1	2	–
United Kingdom	115	77	76	2	1224

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
MIDDLE EAST	36	4	–	–	–
Saudi Arabia	36	4	–	–	–
OTHERS/ UNSPECIFIED RESIDENCES	1,925	27,172	144	24	–
TOTAL FOREIGN TRAVELERS	15,916	44,768	1,969	171	<b>14,216</b>
OVERSEAS FILIPINOS	350	103	74	104	<b>21,326</b>
TOTAL DOMESTIC TRAVELERS	1,056,880	15,246	38,327	4,055	<b>1,731,964</b>
GRAND TOTAL	1,073,146	60,117	40,370	4,330	1,767,508

Note: – No data available.

Source: Department of Tourism.

Data from Table 7 shows that in 2000, Quezon was the most visited province in Calabarzon getting a total number 1,767,508, followed by Cavite with 1,073,146, Laguna next with 60,117, Batangas with 40,370 tourist arrivals and the province of Rizal with 4,330 tourist arrivals. The Table 7 also shows that in the year 2000, visitors from East Asia (China, Hongkong, Japan, Korea and Taiwan) were the highest in numbers having a total of 21,029 tourist arrivals. The most-visited province by foreign tourists was the province of Laguna.

The Philippines is considered by our Asian neighbors to be the best proximate tropical destination in the ASEAN region. Tourists from neighboring Asian countries have been increasing in large number for the past two years as can be seen from the table. China is considered the largest travel market in the world and based on the dramatic increase in tourist arrivals from China, it seems that they have taken cognizance that our country is one of the best alternative tourist destinations in Asia.

TABLE 8: Number of Recorded Visitor Arrivals by Country of Residence Calabarzon for the year 2001

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
ASEAN	264	–	67	117	<b>798</b>
Brunei	4	–	–	12	<b>107</b>
Cambodia	1	–	2	6	–
Indonesia	33	–	5	13	<b>155</b>
Laos	–	–	–	–	–
Malaysia	63	–	9	2	<b>147</b>
Myanmar	–	–	1	–	–
Singapore	50	–	1	8	<b>181</b>
Thailand	24	–	13	76	<b>114</b>
Vietnam	89	–	36	–	<b>85</b>

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
EAST ASIA	4,453	–	510	180	<b>8,314</b>
China	344	–	61	26	<b>167</b>
Hongkong	52	–	11	8	<b>481</b>
Japan	1,457	–	243	64	<b>2,553</b>
Korea	2,389	–	144	82	<b>956</b>
Taiwan	211	–	51	–	<b>4,157</b>
SOUTH ASIA	38	–	2	12	<b>721</b>
India	38	–	2	12	721
NORTH AMERICA	2,024	–	380	1 Th61	<b>2,486</b>
Canada	121	–	132	26	<b>1,868</b>
United States	1,903	–	248	135	<b>618</b>
AUSTRALIA/PACIFIC	635	–	63	27	<b>1,211</b>
Australia	478	–	55	20	<b>1,039</b>
New Zealand	157	–	8	7	<b>172</b>
EUROPE	8,764	–	369	39	<b>2,503</b>
Austria	122	–	5	8	<b>83</b>
Belgium	119	–	11	5	<b>62</b>
Denmark	142	–	2	1	–
Finland	56	–	–	1	<b>188</b>
France	1,124	–	24	5	<b>507</b>
Germany	3,463	–	180	5	<b>488</b>
Greece	–	–	–	2	<b>86</b>
Holland	–	–	3	–	<b>20</b>
Ireland	8	–	6	–	–
Italy	99	–	17	7	<b>371</b>
Netherlands	206	–	7	–	<b>115</b>
Norway	240	–	8	–	<b>50</b>
Spain	140	–	2	2	<b>10</b>
Sweden	105	–	6	1	<b>21</b>
Switzerland	1,224	–	2	1	<b>502</b>
United Kingdom	1,716	–	96	1	–
MIDDLE EAST	4	–	3	4	<b>241</b>
Saudi Arabia	4	–	3	4	<b>241</b>
OTHERS/UNSPECIFIED RESIDENCES	579,185	25,961	1,356	8,488 9,028	<b>65,939</b>
TOTAL FOREIGN TRAVELERS	595,367	25,961	2,750	9,028	<b>82,204</b>
OVERSEAS FILIPINOS	1,250	2,175	822	176	<b>425</b>
TOTAL DOMESTIC TRAVELERS	1,293,295	1,998,625	60,009	17,630	<b>97,961</b>
GRAND TOTAL	1,889,912	2,026,761	63,581	17,630	180,590

Note: – No data available.

Source: Department of Tourism.

As can be seen from Table 8, Laguna was the most-visited province having a total of 2,026,761, followed by the province of Cavite with a total of 1,889,912. Tourists going to Quezon dropped to 180,590 while Batangas showed an increase in tourist arrivals. From 40,370 in 2000 to 63,581. Rizal continue to have the smallest share of tourist arrivals getting 17,630.

In 2002, visitors from East Asia were the highest in numbers while Cavite was the most visited province in Calabarzon by foreigners.

Also seen the table is the increase of foreign travelers coming from European countries.

Data in Table 9 shows that there is a continuous inflow of tourist in Calabarzon. Laguna is still the most-visited province by foreigners, specifically travelers from East Asia (China, Japan, Hongkong, Korea and Taiwan) while Cavite is the most-visited province by domestic tourists.

TABLE 9 Number of Recorded Visitor Arrivals by Country of Residence Calabarzon for the year 2002

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
ASEAN	–	563	289	–	<b>56</b>
Brunei	–	5	10	–	5
Cambodia	–	3	2	–	–
Indonesia	–	103	6	–	–
Laos	–	29	0	–	–
Malaysia	–	70	40	–	31
Myanmar	–	1	12	–	–
Singapore	–	225	78	–	2
Thailand	–	118	83	–	17
Vietnam	–	9	58	–	1
EAST ASIA	–	66,571	4,970	–	<b>1,058</b>
China	–	624	909	–	367
Hongkong	–	2,595	356	–	8
Japan	–	1,393	1,533	–	546
Korea	–	58,998	1,421	–	134
Taiwan	–	2,961	751	–	3
SOUTH AISA	–	99	7	–	<b>4</b>
India	–	99	7	–	<b>4</b>
NORTH AMERICA	–	1,031	2,317	–	<b>303</b>
Canada	–	241	449	–	<b>140</b>
United States	–	1,060	1,868	–	<b>163</b>
AUSTRALIA/PACIFIC	–	152	158	–	<b>17</b>
Australia	–	135	156	–	<b>17</b>
New Zealand	–	17	2	–	–

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
EUROPE	–	864	1,081	–	<b>160</b>
Austria	–	43	27	–	–
Belgium	–	14	32	–	–
Denmark	–	67	57	–	2
Finland	–	27	27	–	–
France	–	82	124	–	3
Germany	–	188	406	–	16
Greece	–	–	–	–	–
Holland	–	–	–	–	–
Ireland	–	–	–	–	–
Italy	–	191	60	–	35
Netherlands	–	35	171	–	24
Norway	–	19	53	–	1
Spain	–	100	31	–	11
Sweden	–	39	24	–	2
Switzerland	–	10	23	–	3
United Kingdom	–	49	46	–	63
MIDDLE EAST	–	278	14	–	<b>15</b>
Saudi Arabia	–	278	14	–	<b>15</b>
OTHERS/UNSPECIFIED RESIDENCES	97,897	1,088,029	373	–	<b>3</b>
TOTAL FOREIGN TRAVELERS	97,897	1,157,857	9,209	–	<b>1,616</b>
OVERSEAS FILIPINOS	–	6,695	4,154	–	<b>570</b>
TOTAL DOMESTIC TRAVELERS	1,924,168	43,455	155,877	–	<b>324,729</b>
GRAND TOTAL	2,022,065	1,208,007	169,240	–	326,915

Note: – No data available.

Source: Department of Tourism.

TABLE 10 Number of Recorded Visitor Arrivals by Country of Residence  
Calabarzon for the year 2003

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
ASEAN	1,120	21	189	–	–
Brunei	6	–	2	–	–
Cambodia	35	–	6	–	–
Indonesia	422	6	199	–	–
Laos	1	–	–	–	–
Malaysia	339	–	33	–	–
Myanmar	25	–	–	–	–
Singapore	113	14	57	–	–
Thailand	173	1	41	–	–
Vietnam	6	–	31	–	–

<i>Country of Residence</i>	<i>Cavite</i>	<i>Laguna</i>	<i>Batangas</i>	<i>Rizal</i>	<i>Quezon</i>
EAST ASIA	36,055	4,392	2,504	–	–
China	6,484	316	433	–	–
Hongkong	737	11	194	–	–
Japan	18,823	503	832	–	–
Korea	8,441	3,173	950	–	–
Taiwan	1,570	389	95	–	–
SOUTH ASIA	2,424	124	38	–	–
India	2,424	124	38	–	–
NORTH AMERICA	37,129	1,108	741	–	–
Canada	589	17	63	–	–
United States	36,540	1,091	678	–	–
AUSTTRALIA/PACIFIC	1,0299	14	302	–	–
Australia	944	14	291	–	–
New Zealand	82	–	11	–	–
EUROPE	4,390	360	893	–	–
Austria	15	11	25	–	–
Belgium	108	15	5	–	–
Denmark	92	20	10	–	–
Finland	32	2	29	–	–
France	219	78	84	–	–
Germany	1,753	106	362	–	–
Greece	–	–	–	–	–
Holland	–	–	–	–	–
Ireland	–	–	–	–	–
Italy	340	6	58	–	–
Netherlands	167	10	83	–	–
Norway	203	5	28	–	–
Spain	449	14	66	–	–
Sweden	66	–	33	–	–
Switzerland	168	35	24	–	–
United Kingdom	778	58	86	–	–
MIDDLE EAST	218	32	9	–	–
Saudi Arabia	218	32	9	–	–
OTHERS/UNSPECIFIED RESIDENCES	5877	114,793	750	–	<b>27,101</b>
TOTAL FOREIGN TRAVELERS	82,949	120,844	5,426	–	<b>27,1101</b>
OVERSEAS FILIPINOS	–	25	5,280	–	<b>1,205</b>
TOTAL DOMESTIC TRAVELERS	825,316	1,201,961	141,076	–	<b>421,275</b>
GRAND TOTAL	908,265	1,322,830	151,782	–	449,581

Note: – No data available

Source: Department of Tourism.

As can be gleaned from Table 10, Laguna was the most-visited province in Calabarzon both by foreign and domestic tourists. Data from the industry, as can be seen in the tables, provided a panorama of the region as a tourist destination. There was an increase in tourist arrivals in the country despite the travel advisories of the US, Japan, Australia and Great Britain to their nationals against traveling to the country (DOT, 2005). Actual visitors as of December 27, 2004 at the NAIA alone have reached 2,333,921 which according to the DOT Secretary is an indication that the Philippines remains a preferred destination for many foreign travelers. Secretary Durano further noted the up-tick in tourist traffic recorded through the first ten months (January–October) of 2004, with the arrivals aggregating 1.861 or 24.3% more than the previous year's volume. The up-tick was also reflected in tourist receipts (dollars spent here by visitors) that posted a hefty 32.39% growth rate to \$1.611 billion from \$1.22 billion in the preceding year. What Secretary Durano held regarded as significant was that the visitors were dominated by inter-regional travelers from Asia, like Japan, North and South Korea, Singapore, Malaysia and Greater China (Mainland China, Hongkong and Taiwan), the very target of DOT's marketing program from 2005 through 2010.

The significance of the picture presented by the data shows the importance accorded to the tourism industry by both national and local leaders. Specifically, tourism has become a twin source of foreign exchange receipts and livelihood and employment opportunities for communities. Data for the industry are essential in providing vital links in the planning and development of marketing programs promoting Calabarzon as a tourist destination. Local leaders can submit infrastructure programs and institute policies and regulations that will boost the inflow of visitors. Investors and the private sector, on the other hand, can respond by developing tourist and recreational sites and putting up establishments and amenities. The data provide a quantitative measure of the results of programs of the different provinces in Region IV-A promoting the Calabarzon area as a travelers' destination and the tourism industry's contribution to economic performance.

#### Employment Prospects and Opportunities of Tourism Graduates of Lyceum of Batangas

The effect of tourism development is likely to increase manpower requirements. Having the appropriate academic preparation and training results in better opportunities for graduates of tourism as it is the basic requirement in the tourism industry. Professionalism is growing, as shown by the long training and education required for employment in tourism. This gives a better edge to graduates of tourism of Lyceum of

Batangas in terms of employment prospects and they will have better prospects of employment in the different sectors of the industry such as accommodation, attraction, transport, travel organizer, and the destination organization sector at the frontline services, supervisory and management levels.

The SWOT analysis affirms that tourism development in the Calabarzon area will provide better employment prospects and opportunities for tourism graduates of Lyceum of Batangas. Region IV, particularly the Calabarzon (Cavite, Laguna, Batangas, Rizal, Quezon), remains to be the most-visited region in the country. With the aggressive approach in the marketing program promoting the Philippines as a premier tourist destination and the support of the local government units in the region, the influx of foreign and domestic tourist is expected. Calabarzon has the major advantage of having Manila as its international gateway and this has indeed enabled the region to get a large share of international tourist arrivals in the past years. As per the records of the Department of Tourism from January–September 2005, Region IV got the highest percentage in tourist arrivals, getting 26.62% of the total 100% tourist arrivals.

For 2006, tourist arrivals increased to 13% in the first quarter (DOT), Foreign tourists totaled 762,912 from January to March, up by 13% from the 643,202 registered over the same period last year. The US, South Korea and Japan were the top three sources of foreign visitors constituting nearly three-fifth of the total.

The Philippines is also being promoted as an ideal destination for company-sponsored trips for employees. Direct flights from Xiamen to Manila help encourage tourists to visit the Philippines. China has consistently accounted for major tourist arrivals in the country along with Korea, Japan and the US.

Another tourism program being promoted by DOT is medical tourism. Medical tourism involve traveling for the purpose of availing health care services or treatment of illnesses and health problems in another country or destination. The Philippines is recognized as having highly skilled medical professionals. Accredited hospitals are promoted to offer cost-effective medical treatments while simultaneously showcasing tourist attractions in the country. It is much like combining treatment with leisure. At present, there are six accredited medical tourism centers in the country. One of the six is St. Frances Cabrini Medical Center in Sto. Tomas, Batangas. The Philippines enjoys a competitive advantage over its Asian neighbors in terms of affordability of health care costs.

The DOT is targeting medical tourists from the US, Canada, Australia, Island States in the Pacific, South Korea and the Middle East. Given its competitive edge in medical tourism, the Philippines can also bring large numbers of foreign tourists to its hospitals.

The SWOT Survey however, shows threats and weaknesses which may weaken the chances of employability of tourism graduates of LPU in Batangas. There is a need for more colleges and universities offering tourism courses with state-of-the-art facilities that will provide better training and exposure to students and a need to remedy the absence of highly-qualified instructors that could give better instruction, and equip students with better skills and training to make them more competitive. If this happens, along with renewed tourism development in Calabarzon, the researchers foresee good prospects of employment for the tourism graduates of Lyceum of Batangas despite growing competition in the region.

#### Relevance of the Tourism Program to the Need and Demands of the Tourism Industry

TABLE 11 Relevance of Language/English/Filipino Courses to the Needs and Demand of the Industry

	<i>Mean</i>	<i>Verbal Interpretation</i>
Remedial English	4.3	Relevant
Sining.ng.pakikipagtalastasan	3.92	Relevant
Study and Thinking Skills in English	4.3	Relevant
Pagbasa at Pagsulat sa ibat-ibang Disipline	4.04	Relevant
Writing in the Discipline	4.16	Relevant
Phil. and World Literature	4.04	Relevant
Speech Communication	4.42	Relevant
Nippongo	4.4	Relevant
Mandarin	4.4	Relevant
French	4.44	Relevant

The data show the relevance of Language/English/Filipino courses to meet the needs and demands of the tourism industry. The respondents agreed that French, Speech Communication, Nippongo and Mandarin courses are relevant language courses for the tourism industry with a weighted mean of 4.44, 4.42, 4.4, respectively. This only shows that foreign languages like French, Nippongo and Mandarin are perceived to be important and relevant in the field of tourism knowing that tourists from France, Japan, and China frequently visit the Philippines, particularly the Calabarzon area. The English language is a universal language and plays vital role in the tourism industry.

This only shows that the tourism industry needs well-versed and dynamic manpower that is equipped with good communication skills capable of communicating with foreign visitors effectively and efficiently. Knowledge of foreign language/s is considered a plus factor in the industry.

On the other hand, *Sining ng Pakikipagtalastasan* got the lowest weighted mean of 3.92—the respondents assume that as Filipinos, we are fluent in our native dialect and this should not be given priority, plus the fact that this course is already learned through elementary and secondary education. The need to develop English and other foreign language proficiencies is important for the hospitality industry.

TABLE 12 Relevance of Science Courses to the Needs and Demand of the Industry

	<i>WM</i>	<i>Verbal Interpretation</i>
Physical Science	3.6	Relevant
Biological Science w/ Horticulture	3.76	Relevant

The data show that the respondents agreed that science courses offered by the tourism program are relevant. The ability to understand science is important for the tourism profession. Future tourism professionals must also understand the rationale of science courses especially, Physical and Biological Science, as well as how the environment plays a crucial role in the tourism industry, since both natural and manmade attractions are utilized by the industry. With these courses, future tourism professionals should have a clearer understanding of the environment.

TABLE 13 Math and Accounting Courses

	<i>WM</i>	<i>Verbal Interpretation</i>
Algebra for Business and Economics	3.66	Relevant
Mathematics of Investment	3.7	Relevant
Business Statistics	3.82	Relevant
Corporate Finance In Hospitality Industry	3.56	Relevant

The respondents agreed that the Math and Accounting courses of the tourism program are relevant to the needs and demands of the industry. Business Statistics and Mathematics of Investment rank 1 and 2 respectively with a weighted mean of 3.82 and 3.7. This only indicates that the respondents believe that knowledge and skills learned from Math and Accounting courses are vital to all sectors of the tourism industry such as travel agencies, airline companies, and can be utilized in fare calculation and computation of sales, etc.

TABLE 14 Relevance of Business/Management/Marketing Law to the Needs and Demand of the Industry

	<i>WM</i>	<i>Verbal Interpretation</i>
Principles of Mgt. Organization	4.12	Relevant

	<i>WM</i>	<i>Verbal Interpretation</i>
Human Resource Mgt. in Hospitality Industry	4.28	Relevant
Principles of Economics	4.22	Relevant
Principles of Salesmanship in Tourism Destination	4.36	Relevant
Personality Dev. and Customer Relations	4.38	Relevant

The respondents agreed that all courses in Business Management/marketing are relevant. Personality Development ranked 1 with a weighted mean of 4.38. This course is considered important in the tourism program because it develops the personality of students and prepares them in dealing with the business world. Principles of Salesmanship in Hospitality Management ranks 2 with a weighted mean of 4.36. This course helps students prepare themselves on how to promote and market tourism products. Promotion and marketing is one of the most important activities in any business, especially in the field of tourism. Knowledge and skills regarding how to market a particular product is essential for the success of the tourism business.

The Principle of Economic course ranks fifth and got the lowest weighted mean. It only indicates that the respondents do not find a relationship of economics and tourism. This course is also important in the tourism program. Teachers need to relate this course to the program for the students to appreciate the essence of the subject.

TABLE 15 Relevance of the Social Sciences Courses

	<i>WM</i>	<i>Verbal Interpretation</i>
Anthropology	3.82	Relevant
Society and Culture w/ FM and HIV AIDS	3.96	Relevant
Introduction to Arts	3.74	Relevant
Phil. History and Governance with Phil. Constitution	3.92	Relevant
Life and Works of Rizal	3.64	Relevant
General Psychology	3.98	Relevant
Philosophy and Ethics	3.9	Relevant

The data from the Table 15 reveal that the respondents agree that Social Science courses are relevant. General Psychology and Society and Culture with Family Planning and HIV/AIDS education ranks 1 and 2 respectively, with a weighted mean of 3.98 and 3.96. Thus, respondents agreed that this course will be beneficial in their future undertaking in the tourism industry. Knowledge and skills to understand the norms of society are essential. The tourism industry is a people-oriented industry and it only implies that

future tourism professionals must be equipped with skills on the proper way of dealing with their guests and clients.

Life and Works of Rizal ranks 7 and has the lowest weighted mean of 3.64. Like the other courses, respondents cannot find the relationship of this course to their program. It is the responsibility of the teacher to make the students appreciate and understand the essence of this course to their profession in the industry.

TABLE 16 Relevance of Computer Courses to the Needs and Demand of the Industry

	<i>WM</i>	<i>Verbal Interpretation</i>
Basic Computer	4.32	Relevant
Computer Application in HI	4.38	Relevant

The data from the Table 16 reveal that respondents agree that Computer courses in the tourism program are relevant. Computer Application in Hospitality Industry ranks 1 with a weighted mean of 4.38. The respondents believed that the course will prepare them for computer technology needed in all sectors of the tourism industry, such as hotel information system, sales from restaurants, and the reservation system of travel agencies and airlines. This course will help the respondents to be abreast with the computer applications being used in the tourism industry.

TABLE 17 Relevance of HRM Courses to the Needs and Demands of the Industry

	<i>WM</i>	<i>Verbal Interpretation</i>
House keeps Mgt.	4.39	Relevant
Introduction to Hospitality Industry	4.48	Relevant
Hotel and Restaurant Mgt. with Laws	4.32	Relevant
Meal Management	4.26	Relevant

The data from Table 17 shows that the respondents agreed that HRM courses in the tourism curriculum are relevant. Introduction to Hospitality Industry and Front Office/Housekeeping ranks 1 and 2, respectively, with a weighted mean of 4.48 and 4.39. This shows that the respondents appreciate HRM courses especially in the hotel aspects. The respondents believe that they have a career option in the hotel business such as Front Office and Housekeeping Departments.

Meal Management course got the lowest weighted mean of 4.26. This indicates the reluctance of the respondents to have a career in the restaurant business.

TABLE 18 Relevance of the Major Courses to the Needs and Demands of the Industry

	<i>Mean</i>	<i>Verbal Interpretation</i>
Computer Application (Computerized Reservation System)	4.5	Very relevant
Convention and Exhibition Management/Tourism Convention	4.54	Very relevant
Destination Mktg. and Development Mktg. Management in Tourism/Tourism Mktg. and Promotion	4.6	Very relevant
Domestic Tourism	4.6	Very relevant
International Tourism/World Tourism	4.62	Very relevant
Tour and Travel Operation	4.54	Very relevant
Tour Guiding	4.64	Very relevant
Tourism Planning and Development	4.62	Very relevant
Tourism Research	4.36	Relevant
Transportation Mgt.	4.56	Very relevant
Entrepreneurship and Business Planning in Hospitality Industry	4.44	Relevant
Recreation Mgt. and Gaming Industry	4.44	Relevant

It is noted from the Table 18 that the respondents agreed that most of the major courses are Very Relevant to the needs and demand of the tourism industry: Tour Guiding, International Tourism/World Tourism, and Tourism Planning and Development rank 1 and 2, respectively, with a weighted mean of 4.64 and 4.62. The respondents agreed that these courses answer the needs and demands of the tourism industry, which caters to both local and international needs. These courses introduce the students to major careers in the industry. Tourism Research, Entrepreneurship and Recreation Management got the lowest weighted means. This course is perceived by the respondents as courses not necessary for the tourism program.

### Responsiveness of the Tourism Curriculum

The Table 19 shows that the respondents agreed that the goals and objectives of the tourism program are responsive to the needs and demand of the tourism industry. Install the values of acceptance, hospitable, respect and openness when relating to visitors and tourists and awareness of the value of conserving the natural resources of the country as tourist attraction and developing the ability to handle the planning and packaging of tourism products and services, rank 1 and 2, respectively. This only shows that the main goal of the tourism program to develop students to become

ambassadors of goodwill and to be the promoters and caretakers of our country's tourism and environment is being pursued intensively.

TABLE 19 Responsiveness of Goals and Course Objectives

	<i>Mean</i>	<i>Verbal Interpretation</i>
Develop appreciation of the value of tourism to the economy of the nation	4.36	Responsive
Develop critical thinking through analysis of data on tourism planning and development	4.36	Responsive
Motivate students to research on the status of tourism industry in the country	4.38	Responsive
Inculcate entrepreneurial attitudes in students to become future managers of tourism oriented enterprises	4.4	Responsive
Arouse awareness of the value of conserving the natural resources of the country as tourist attraction	4.42	Responsive
Install the values of acceptance, hospitality, respect and openness when relating to visitors and tourists	4.46	Responsive
Develop the ability to handle the planning and packaging of tourism products and services	4.42	Responsive

Motivating the students to do research on the status of the tourism industry, developing critical thinking through analysis of data on tourism planning and development got the lowest mean of 4.38 and 4.36 respectively. This weakness only shows that the similarity of the results of the data gathered on the relevance of the major courses of the tourism program where Tourism Research also got the lowest mean. This indicates that the respondents did not appreciate the essence of the course in their program.

TABLE 20: Responsiveness of the Course Content/Course Offering

	<i>Mean</i>	<i>Verbal Interpretation</i>
Phil. World Geography, History, Culture, existing tourist attractions and accommodations available for tourists.	4.36	Responsive
Communicative competence in Filipino and the universal language, English orally and in writing	4.5	Very Responsive
Contemporary social problems that relate to tourism	4.38	Responsive
Organization of travel incentive conventions, meetings and exhibits	4.38	Responsive

	<i>Mean</i>	<i>Verbal Interpretation</i>
Philippine tourism laws governing travel agencies and tour operators	4.4	Responsive
The principles of fare computation and ticketing.	4.4	Responsive
Interpersonal and customer service skills in dealing with tourists with varying cultural backgrounds	4.36	Responsive
Management of resorts, travel agencies and other tourism establishments	4.36	Responsive
Leadership and human resource development skills in a tourism based organization	4.32	
Skills in making reservations using computerized reservation systems	4.42	Responsive
Marketing Principles in promoting tourism products and services	4.42	Responsive
Tourist behavioral patterns and motivations and their influence on the host country	4.38	Responsive
Front Office procedures and guest relations	4.54	Very responsive
Comprehensive information on the tourism system and its relationship with other industry sectors	4.46	Responsive
Course Content and relevance to the Phil. Setting	4.2	Responsive
Courses emphasize development of globally competitive skills, competencies and values	4.34	Responsive
Courses are revised whenever needed to make them relevant to the prevailing demands of tourism	4.22	Responsive

Data from the Table 20 show that the respondents agreed that communication competence in Filipino and English both oral and written, Front Office Procedures and Guest Relation are very responsive. This only implies that the respondents have a high appreciation of communication and proper guest relations. This course is considered as one of the most important in the tourism program because it helps students develop capabilities regarding effective and efficient communication and guest relations with clients and human resources of the tourism industry.

Revision of Courses whenever necessary to make it relevant to the tourism industry and relevance of course content to the Philippine setting got the lowest mean of 4.22 and 4.2. This shows that the tourism program must be flexible in adhering to the latest trends and issues in the tourism industry and must be relevant to the needs of the tourism industry, locally and globally.

TABLE 21 Responsiveness of Instructional Methodology/Learning Experience

	<i>Mean</i>	<i>Verbal Interpretation</i>
Lectures on Course content	4.18	Responsive
Film showing on Phil. Geography, history and culture, existing attractions, interpersonal and customer service skills	4.18	Responsive
Organize symposia on tourist trends and practices	4.52	Very Responsive
Students are required to undertake research work that relates to tourism	4.22	Responsive
Onsite visits to travel agencies, tour operators, airlines and hotels for purpose of exposure of students to the tourism industry	4.14	Responsive
Hands-on experience and supervised training in computer application (software)	4.34	Responsive
Hand-on training in computerized reservation system	4.32	Responsive
Educational tour to various museums and tourist attractions in the Phil. to arouse cultural and historical awareness	4.24	Responsive
Educational tour outside the Philippines to develop awareness of tourism activities in other countries	4.26	Responsive
Role-playing or simulation of situations that replicate the workplace activities of tourism workers	4.26	Responsive
Students undergo hands-on experience in tourism establishments for needed exposure to the industry	4.38	Responsive

Data from the Table 21 show that the respondents agreed that through organized symposia on tourist trends and practices, they learn new ideas in the tourism industry, and hence the reason for respondents rating Instructional Methodology as very responsive with a weighted mean of 4.52.

On site visits to different tourism establishments for the purpose of exposure got the lowest mean of 4.14. Respondents believe that this instructional methodology will introduce them to the field they have chosen. On-site visits to tourism establishments will help the students choose where to undergo their OJT, their chance to experience immersion in the tourism industry.

TABLE 22 Responsiveness of Instructional Facilities and Other Resources

	<i>Mean</i>	<i>Verbal Interpretation</i>
Library resources in recent editions such as textbooks, tourism magazines, journals and other references (local and foreign) are available	3.82	Responsive
Multimedia, overhead, slide projectors and other audio-visual equipment are available and adequate in number	4.66	Very responsive
Instructional facilities and other resources are in good working condition	4.08	Responsive
Local materials in tourism written by the faculty and department heads are available for student reference.	4.16	Responsive

The data from the Table 22 show that the respondents agreed that availability of multimedia, overhead, slide projectors and other audio-visual equipment is considered very responsive (4.66, Rank 1). This shows that the tourism program should be equipped with instructional facilities for audio and visual needs of the students. The availability of local materials in tourism written by the faculty and department head got the lowest weighted mean of 3.82. The respondents agreed that instructional facilities and resources are not fully enjoyed by the students of the tourism program.

TABLE 23 Linkages with Tourism Establishments and Schools

	<i>Mean</i>	<i>Verbal Interpretation</i>
School links with the DOT for data update and information on Phil. tourism activities, visitor statistical data, tourism plans and projects	4.2	Responsive
Linkages with PTA for data on existing tourism projects and laws related to the development of tourism infrastructure	4.18	Responsive
School collaborates with the following tourism establishments for information exchange on recent practices and demands of the tourism industry		
(a) PTTA, travel agencies, tour operators	4.26	Responsive
(b) HRA, hotels, restaurants	4.36	Responsive
(c) resorts	4.24	Responsive
Transportation Companies		
Land (bus, car)	4.22	Responsive
Air (airlines)	4.36	Responsive
Water (Shipping)	4.28	Responsive
Rail	4.2	Responsive

	<i>Mean</i>	<i>Verbal Interpretation</i>
Schools link with Computerized Reservations Systems (CRS) companies for hands-on training on the latest computer technology in travel	4.3	Responsive
Phil. Convention and Visitors Corp (PCVC) to gather marketing information and activities undertaken to improve Phil. exposure in international & domestic market	4.3	Responsive
Tourism schools link up with one another for knowledge and technology exchange	4.28	Responsive

Table 23 shows the responsiveness of linkages with tourism establishments and schools. The data from the Table 23 show the responsiveness of linkages with tourism establishments. The respondents cited that the school has a strong link with CRS Companies for hands-on training (4.59, rank 1) as very responsive to the needs and demand of the tourism industry. The respondents enjoy hand-on training in Abacus (CRS for travel agencies) which is already incorporated in their major courses.

Linkages with government and private tourism agencies got the lowest mean of 4.22. The students believe that linkages with both government and private tourism will provide them more and better opportunities for employment in the future.

TABLE 24 Evaluation of Practicum Program

	<i>Mean</i>	<i>Verbal Interpretation</i>
Student Progress in knowledge, skills and values are followed up consistently through written and practical test	4.4	Responsive
Time frame for students' practicum is sufficient enough to experience the work activities procedures and practices of an establishment	4.46	Responsive
Students are free to choose their practicum	4.42	Responsive
Students undergoing practicum report to their school regularly to give feedback on their progress	4.28	Responsive
Students are given practical manual	4.28	Responsive
School provides list of establishments that accept students practicumers	4.46	Responsive
The office staff in the establishment are supportive of the students practicum efforts	4.36	Responsive
Dept. Head/practicum coordinator conducts onsite	4.36	Responsive

	<i>Mean</i>	<i>Verbal Interpretation</i>
Students undergoing practicum are able to work in the different depts.. for a better understanding of the operations of the establishment	4.5	Responsive
School give orientation to the students prior to the practicum	4.96	Very Responsive
Schools collaborates with the establishments accepting practicum on the guidelines of the practicum program	4.32	Responsive
Tasks assigned to the student in the practicum site enable the student to apply tourism concepts, knowledge and competencies learned in the classroom	4.56	Very Responsive

The respondents agreed that the orientation given to the students by the school prior to the practicum (4.96, Rank 1) is very responsive. The said activity in the practicum program gives the students a clearer perspective on the importance of on-the-job training. The respondents agree that this activity is essential in the practicum program. The absence of a practicum manual got the lowest mean of 4.28. The respondents agreed that a practicum manual is necessary for better understanding and adherence to the guidelines of the practicum program.

#### New Courses to be Infused in the Present Curriculum to Prepare the Graduates for Global Acceptability

TABLE 25 New Courses to be Infused to the Present Tourism Curriculum

	<i>Total</i>	<i>Rank</i>
Airport Services; Operations and Management	1.92	1
Gaming Device Mgt./Casino Operations and Mgt.	5.12	4
Customer Service Selling Skills and Public Relation	2.58	2
Fair and Amusement Park Administration	5.56	6
Housekeeping Operations	4.22	3
Cruise Ship Administration and Marketing	5.16	5
Leisure and Recreation Management	5.56	6
Food and Beverages	5.58	7

The data from the Table 25 show that the respondents agreed that Airport Services, Operation & Management (Rank 1) should be infused into the present tourism program. The respondents are aware that with growing tourism in the country, more and more personnel will be needed in the industry, specifically in the field of airport services and operation. The said course will expose students to the management and operation of civil airports which includes master planning, airport operations, environmental

issues, land-use planning, airport capacity, delay and access factors, economic impacts, financial analysis and budgeting systems, security, liability and maintenance.

Customer Service Selling Skills and Public Relation, ranked second is aimed at developing the personality of tourism students. It is a known fact that new employees are unsuccessful or find difficulty in their adjustment to the workplace not because they lack technical skills, but because they do not have that “pleasing personality” that employers like their employees to possess. Attitude is more important than skills because a person can be trained to acquire the necessary skills but attitude towards customers, employers and co-workers is dependent on a person’s personality. Proper training in customer service and public relations is of enormous importance.

Recreation Management and Gaming Industry is a specialization course on the recreation industry with an emphasis on resorts, club operations, and entertainment on board cruise ships, theme parks, and golf courses. Recreation management has a big impact on society and the environment, particularly through resorts and clubs and casino management. Housekeeping Management and Front Office deals with different front office and guest relations’ procedures. This course will expose students to the various parts of hotel housekeeping – rooms, bathrooms and hallways.

Amusement parks’ administration rank last for the new courses to be added to the present curriculum. The respondents believe that this course can be incorporated into other major courses in the tourism program to better prepare and equip graduates with knowledge and skills that will give them an edge and make them more competitive in the tourism industry. The student respondents believed that these courses will provide better prospects and employability for them in the tourism industry.

## CONCLUSIONS

Based on the findings, the following conclusions were drawn:

1. There is a renewed tourism development thrust in the different sectors (accommodation, attraction, transport, travel organizers and destination organization) of the tourism industry in Calabarzon. With the Regional Tourism Office at the helm and with the support of local government executives and local tourism council, sustainable tourism development is expected to grow in the area. However, with the increasing number of facilities in the accommodation, attraction, transport, travel organizers sectors in the industry, only very few are accredited by the Department of Tourism.

Tourist arrivals in Calabarzon continue to increase through the years with Cavite and Laguna consistently being the most-visited provinces. From January to September 2005, Region IV got 26.62%

(2,255,966 tourists) of the total 100% of tourist arrivals in the country.

2. With the renewed tourism development in the area, tourism graduates of Lyceum of Batangas have good employment prospects and opportunities in the tourism industry in Calabarzon.
3. The major courses offered through the tourism program are very relevant to the needs and demands of the tourism industry while the minor courses are relevant.
4. The goals/course objectives, course content/course offerings as well as instructional methodology/learning experiences, instructional facilities and other resources and linkages with tourism establishments and schools as well as the practicum program are responsive to the needs and demands of the tourism industry.
5. Airport Services Operation and Management is the new course which should be infused to the present tourism program.

#### RECOMMENDATIONS

Based on the conclusions, the following recommendations are offered.

1. The Department of Tourism and Local Government should encourage the accreditation of the different service providers/organization in the tourism industry to improve their services and to give them better local and global competitiveness. Additional hotels should also be considered to accommodate the growing number of tourists.
2. The Regional (Region IV) Tourism Office should intensify its tourism promotion and marketing campaign for Calabarzon as a tourist haven with diverse attractions. Despite the continuous increase in tourist arrivals (domestic and foreign), Region IV is already being overtaken by Regions VII and III in terms of foreign visitors.
3. Teacher training should be conducted periodically by the university for all teachers teaching minor and major courses. The average and even low weighted mean obtained by the minor courses are clear indications that the teachers were not successful in making the students appreciate the essence of the subjects that they are teaching. PBL (Problem Based Learning) method should be introduced to the teachers so that students will better appreciate the subject or courses they are taking.
4. The College of International Tourism & Hospitality Management should continuously evaluate its tourism program to ensure its relevance and responsiveness to the present trends in the industry.
5. Linkages with different tourism establishments in the area should be strengthened for possible OJT venues for students. The practicum program must ensure that students will have a chance to immerse themselves in the different areas that they need to be exposed to. This

can be made possible by executing a Memorandum of Agreement between the school and a pool of tourism establishments willing to be practicum venues. Good practicum programs will ensure better graduates and more exposure that will equip them with the required skills and competencies needed for entry level positions in the tourism industry.

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