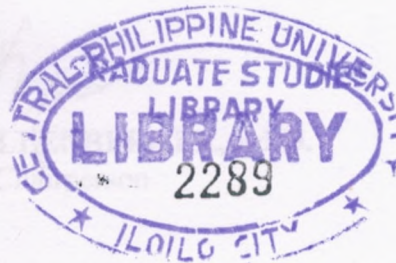


LEVEL OF AWARENESS AND EXTENT OF INVOLVEMENT IN TOURISM-RELATED PROGRAMS AMONG HOTEL AND RESORT OWNERS AND OPERATORS IN GUIMARAS PROVINCE: A STUDY ON PUBLIC-PRIVATE PARTNERSHIP

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ABSTRACT

This study was conducted to know the level of awareness and extent of involvement in tourism-related programs among hotel and resort owners and operators in Guimaras Province and to find out the relationship between respondents' awareness and extent of involvement when classified according to their personal characteristics. The study utilized the one-shot, self-administered survey. The total enumeration method was utilized in determining the 135 respondents. The level of statistical significance was set at 0.05. Results showed that the largest representations were those 35 years old and below, female respondents, with college-level of education, less than five years in service, permanent/regular employees, ordinary employees and those who work in resorts. The level of awareness of the respondents showed that more than half (59.3 percent) were fully aware on tourism-related programs and have a high extent of involvement with less than half (47.4 percent) in tourism-related activities. As per categories, the respondents expressed high level of awareness on economic activities and programs, occupation/employee welfare related activities, and social/community related-activities. As to the extent of involvement, the respondents expressed that they have high involvement, however, it can be also noted that more than a quarter (28.14 percent) have low

involvement in policy formulation and nearly one-third (32.59 percent) have low involvement in the planning activities on tourism in the Province of Guimaras. These findings validate the study of Duco and Santoceldes (2003) which concentrated in analyzing the Guimaras Resorts Association's (now the Guimaras Hotel and Resorts Association or GHRA) political participation in the local government of Guimaras that GHRA indirectly participates in the meetings and sessions of the provincial government legislatures pertaining to tourism.

A significant result showed between the respondents' level of awareness in tourism-related activities of the Province of Guimaras and their personal characteristics as to their nature of employment. On the other hand, as to the extent of involvement of the respondents on tourism-related activities, a significant result was found in sex, nature of employment and nature/type of business of the respondents. A significant relationship was noted between respondents' awareness and extent of involvement in tourism-related programs. This finding was supported by the results of Chi-square test. To conclude based on the significant findings of the study, the result implies that the respondents' involvement is significantly related to their awareness on tourism-related activities in the Province of Guimaras. These findings thus suggest that when respondents' involvement was high, they are most likely highly aware on tourism-related activities.