

## FACEBOOK AS A SOCIAL MEDIA PLATFORM ON SELECTED BEACH DESTINATIONS IN LAIYA, SAN JUAN, BATANGAS

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### ABSTRACT

*This research examined the effectiveness of using Facebook as a social media platform on a selecting a beach destination in Laiya, Batangas, which is a known tourist spot that offers pristine beaches and a quick getaway. This was presented through the respondents' assessment. This research used a guide to propose a blog concerning the effectiveness of Facebook as a social media platform on beach destination selection in Laiya, Batangas. The researchers used quantitative research method and survey questionnaires to collect data and information. There were 200 respondents in the study who answered the survey questionnaire. The result showed that majority of the respondents who visited the resorts in San Juan, Batangas were young adults aged 19 to 24, female, with an educational background of college graduate. When it comes to the assessment of the respondents on the effects of social media on the tourism based on influence, the result showed that the highest mean was found in "I was satisfied on the destination." When it comes to the expectation, the result showed that the highest mean was found in "the destination must be relaxing and recreational." When it comes to the experience, the result showed that the highest mean is found in "I was satisfied on the destination." All respondents agreed with the statements regarding influence, expectation, and experience which means that while there was a significant difference between the experience, age, and educational attainment of the respondents, the use of social media on tourism destination is effective.*

*Keyword: Expectation, Experience, Social Media, Quantitative Research and Philippines.*

### INTRODUCTION

The world today is more connected than ever with the rise of internet to which a new form of communication is formed with the use of social media as a platform for different purposes. This then can be used for influencing the decisions and the definition of travel affecting the tourism industry as a whole (Leyva, 2016).

Social media is the umbrella term for web-based software and services that enable clients to encounter each other online and explore,

exchange, communicate and engage in any form of social interaction (Damian Ryan, 2014). The use of social media has become rampant that it creates another form of communication as networks in which the social media were based, this then creates a mass cultural exchange and intercultural communication (Prakapienė, 2019).

Facebook as a social media platform has become very famous among the Filipinos; the population of the Philippines is approximately 100,000,000 and the number of the population that had and used Facebook as a social media platform is 62,000,000 which means that almost

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62% of the whole population have accessed and used Facebook (World Stats, 2018). Thus, the use of Facebook as a social media tool in spreading the information provided a fast and reliable way to share information (Quijano, 2018).

However, the use of social media has also gained various criticisms. One of these is the trustworthiness of social media itself, as the continuous interpersonal connectivity on social media leads to social media users regarding peer recommendations as indicators of the reliability on information sources. Hence, this can be used by online marketers to exploit social media users which could then be utilized by consumer-created contents about brands and products to influence public perception. Thus, this may lead to tourist disappointment in the tourism industry (Kendah, 2016).

The current major source of information is Facebook and it also attracts potential clients. Such clients, including businesses or firms use social media platform as their tool to cater information to tourists who are interested in their field or services (Llodra-Riera et al., 2015).

Thus, this is where the gap of the study focuses on, the effects of social media specifically when it comes to tourism, the interrelation by which the influence is greatly connected with the expectation. If the influence is high, the expectation will be higher. Although, experience is also connected to the influence and expectation, it could still vary among tourists. This reality significantly affects the dynamics on the effectiveness of social media on a particular tourist destination.

Laiya, Batangas is considered as the most visited town in Batangas and quoted as “paradise forever” by several tourists because of its various resorts and different spots for unwinding. Therefore, researchers decided to select top destinations in Laiya, Batangas to be reviewed as tourist spots in order to present the current impact of social media in terms of tourism and determine the impact of social media in Laiya, Batangas to tourists who visited and will visit these destinations. Blue Coral Beach Resort, LaLuz Beach Resort, and Laiya White Cove Beach Resort were the destinations included in this research.

## OBJECTIVES OF THE STUDY

This study aimed to assess the impacts of Facebook as a social media platform on tourism destination selection focusing on Laiya, Batangas with the following objectives: 1) to determine the profile of the respondents based on age, gender, and educational attainment; 2) to assess how the respondents rate the effects of Facebook as a social media platform for tourism destination in Laiya, Batangas in terms of influence, expectation, and experience; 3) to determine the significant relationship between the profile of the respondents and their assessment on the effects of Facebook as a social media platform and; 4) to propose a social media plan platform.

## METHODOLOGY

The researchers used quantitative research method. Furthermore, in order to determine the gathered information for this research study, the researchers used descriptive research method. Descriptive research can effectively design a questionnaire with neither open nor close-ended questions. The information that were collected from the responses were statistically presented with this type of research method, for it was convenient to report and interpret.

In this study, the researchers utilized purposive random sampling with the purpose of determining the effects of Facebook as a social media platform on the selected resorts in Laiya, Batangas to tourists who have visited the selected resorts. From the selected resorts, Blue Coral Beach Resort, La Luz Beach Resort and White Cove Beach Resort, 200 tourists were selected randomly as respondents of the study. Before the administration, the questionnaire was first validated by the adviser, and this study likewise used face validity to validate the survey questionnaire by using the respondents to validate if the survey questionnaire could answer the intended question. When the questionnaire was already approved, the researchers randomly selected the participants. The survey questionnaire was in Likert Form.

The participants answered the survey questionnaire given to them and were assisted by



the researchers to arrive at better results and discussion.

The participants answered the survey questionnaires given to them. The distribution of survey questionnaires was done in a span of two weeks. In distributing the survey questionnaires, the researchers asked if they were tourists or guests of the respective resort. Once the respondents confirmed, the tourists answered the survey questionnaire while the researchers waited for them to finish. The researchers distributed the survey during the first and second week of September 2019.

Percentage and frequency were used in respondent's profile analysis. Descriptive statistics was used in the study to interpret the data. Computing the standard deviation in the study was vital since this was compared with the standard weighted mean. The standard weighted mean had a meaning for the corresponding points 1.00 to 1.49 Strongly Disagree, 1.50 to 2.49 Disagree, 2.5 to 3.49 Agree and 3.5 to 4 Strongly Agree. Lastly, Chi Square was used to assess the relationship between the profile variable of the respondents and their assessment of the social media's effect on the tourist destination in San Juan, Batangas. This statistical analysis was also vital in testing significance for categorical variables. This showed the relationship's significance on the different variables.

## RESULTS AND DISCUSSION

### 1. Demographic Profile of the Respondents

Table 1 shows the result in the age of the respondents. The result shows that most of the respondents were aged 19 to 24 with 58 (29.%) respondents followed by respondents aged 25 to 30 with 46 (23%) respondents, then followed by respondents aged 37 and above with 34 (17%) respondents then followed by respondents aged 18 years old and below with 32 (16%) respondents while the lowest number of the respondents can be found in ages 31 to 36 with 30 (15%) respondents. The result shows that most of the visitors were considered to be young adults as the highest number of the respondents

can be found within the age range of 19 to 30 years old.

**Table 1**  
*Age of the Respondents*

Age	Frequency	Percent
18 years old and below	32	16
19-24	58	29
25-30	46	23
31-36	30	15
37 and above	34	17
<b>Total</b>	<b>200</b>	<b>100</b>

They comprised more than half of the number of the respondents; furthermore, San Juan Batangas is more accessible and near Metro Manila where these young workers would likely to have a quick vacation.

According to Batangas Provincial Tourism Office (2018), most of the tourists who visited the province were young adults, with the beaches in Calatagan, Nasugbu, and San Juan as the main tourist destinations. This is, in part, due to the proximity of Metro Manila that entices young adult tourists to have a quick vacation.

**Table 2**  
*Gender of the Respondents*

Gender	Frequency	Percent
Male	86	43
Female	114	57
<b>Total</b>	<b>200</b>	<b>100</b>

Table 2 shows the result on the gender of the respondents. The result reflects that most of the respondents were female with 114 (57%) respondents followed by male respondents with 86 (43%) respondents.

This result is probably due to the availability of the respondents. This means that it could have been by chance that the researchers have conducted the study at a time that there were more female respondents in the area.

According to the Batangas Provincial Tourism Office (2018) although their data suggest that there were more female tourist visitors in the province, the number with the female tourist as compared with the male tourist was not that big in difference which reflected the reason of by chance on the gender of the respondents.



**Table 3**  
*Educational Attainment of the Respondents*

Educational Attainment	Frequency	Percent
High School Graduate	62	31
College Graduate	114	57
Post Graduate	24	12
<b>Total</b>	<b>200</b>	<b>100</b>

Table 3 shows the results of the educational attainment of the respondents. The result reveals that most of the respondents were college graduate with 114 (57%) respondents followed by high school graduates with 62 (31%) respondents, while the lowest can be found in postgraduate with 24 (12%) respondents.

The result shows that most of the respondents were college graduate. This may be inferred to be true in this case, as most of the respondents were young adult workers working in Metro Manila. According to Batangas Provincial Tourism Office (2018), most of the tourists who visited the province were young adults, and these young adults were usually college graduates. This report supports the result in Table 3 with college graduates as the majority of the respondents.

**Table 4**  
*Result of the Assessment of the respondents on the Influence*

Influence	Mean	VI
I was able to know the place because of the pictures that my friends in Facebook posted	3.33	A
My friends recommended it to me through messaging me in Facebook	3.18	A
The information in Facebook was not filtered or fake	2.94	A
Facebook was a reliable source of information	3.01	A
<b>Overall</b>	<b>3.11</b>	<b>Agree</b>

Table 4 shows the result on the influence assessment of the respondents when it comes to the effects of social media (Facebook). The result reveals that the highest mean was found in “I was able to know the place because of the pictures that my friends in Facebook posted” with a mean of 3.33, interpreted as agree, while the lowest mean was found in “The information in Facebook was not filtered or fake” with a mean of 2.94, interpreted as agree. The overall mean of 3.11 suggests that most of the respondents agreed

with the statement regarding the influence effects on social media.

The probable reason that “I was able to know the place because of the pictures that my friends in Facebook posted” gained the highest mean was that the use of social media today has created a rapid dissemination of information, specifically more information and picture of the place can easily circulate due to interconnectedness of tourists who use social media.

According to Quijano (2018), the use of social media is very effective in disseminating information. This statement means that information about a topic has been easily dispersed and then users can interact more conveniently with the different forms of communications present in Facebook, including photos.

While the probable reason as to why “The information in Facebook was not filtered or fake” obtained the lowest mean was because of the instant information posted online. This leads some people finding it difficult to filter different information due to information overload.

According to Lim et al. (2017), the use of social media in tourism and hospitality has become an important factor in raising awareness and knowledge on a tourist site. However, the users, who are the important factor when it comes to the social media, have allowed instant gratification on the post itself.

## 2. Respondents’ Assessment on the Effects of Facebook as a Social Media Platform on Selected Beach destinations in Laiya, Batangas

Table 5 shows the result on the assessment of the respondents when it comes to the expectation. The result presents that the highest mean can be found in “The destination must be relaxing and recreational” with a mean of 3.66, interpreted as strongly agree. On the other hand, the lowest mean can be found in “The pictures shown in the Facebook are the same of what I imagine” with a mean of 3.45, interpreted as agree. The overall mean of 3.52 suggests that



the respondents, overall, strongly agree when it comes to the above statements.

**Table 5**  
*Result of the Assessment of the respondents on the Expectation*

Expectation	Mean	VI
The place should have a beautiful scenic view	3.61	SA
The destination must be relaxing and recreational	3.66	SA
The destination should be a budget-friendly or worth the price.	3.56	SA
The pictures shown in the facebook are the same of what I imagine	3.44	A
Must be available for all ages	3.52	SA
The place should not be crowded	3.46	A
The characteristics must pass my standards	3.51	SA
Many new things to learn. (e.g. language, culture, food)	3.45	A
May experience new things	3.46	A
<b>Overall</b>	<b>3.52</b>	<b>Strongly Agree</b>

The probable reason “the destination must be relaxing and recreational” obtained the highest mean could be attributed to the fact that the main purpose of the respondents’ visit to a site was to relax and recreate. This means that naturally, when it comes to the expectation, the focus of the respondents were relaxation and recreation.

According to Narangajavana et al. (2017), when it comes to the expectation, most of the tourists focused their expectations on the activities that they have planned whether to relax or do some fun recreational activities. The use of social media, when it comes to expectation, enhances the senses of a tourist before going to a site. Further, they become more excited of the activities that await them on their destination supporting “the destination must be relaxing and recreational” obtaining the highest mean.

On the other hand, the lowest mean was found in “The pictures shown in the Facebook are the same of what I imagine” in which the respondents still have a higher expectation because of social media. The probable reason to this is because of the enhancement other users apply to the picture creating higher expectations in the tourist who will visit the tourist destination.

However according to Kandeh (2016), although the use of social media in disseminating

information is very useful the information that is spread over the social media, there are some information that is inaccurate in which in applying these concepts to tourism and social media.

**Table 6**  
*Result of the Assessment of the respondents on the Experience*

Experience	Mean	VI
I was satisfied on the destination	3.20	A
I experienced a lot of things and it surpasses my expectations in the destination	2.84	A
The place is more beautiful in actual than in Facebook	2.97	A
Met new people through Facebook by choosing tourism destinations	2.99	A
I was able to learn new things	3.09	A
I want to go back to the place	3.06	A
<b>Overall</b>	<b>3.02</b>	<b>Agree</b>

Table 6 shows the result of the assessment of the respondents when it comes to experience. The result reflects that the highest mean was found in “I was satisfied on the destination” with a mean of 3.20, interpreted as agree. Meanwhile the lowest mean was found in “I experienced a lot of things and it surpasses my expectations in the destination” with a mean of 2.84, interpreted as agree. The overall mean of 3.02 suggests that most of the respondents agreed with the statements when it comes to the experience.

When it comes to experience, it could be observed that the mean was lower. The probable reason that “I was satisfied on the destination” obtained the highest mean was because generally, the purpose of the tourist to relax or recreate has been generally met; however, examination in the results in the expectation reveals that the experience itself was lower. The probable reason to this was because that although the tourists were satisfied with the destination, their experience of the place while on the tour still varied.

According to Narangajavana et al. (2017), it is normal to have a high expectation and a much lower experience because the experience cannot be generalized by all as experience always varies. However, the probable reason “I experienced a lot of things and it surpasses my expectations in the destination” obtained the lowest mean could be due to the fact that tourists may have visited



different beaches similar with the tourist destinations in San Juan Batangas.

According to Živković and colleagues (2014), when it comes to tourism and social media, the important factors are the expectation and experience. Expectation and experience are remarkably interrelated to each other.

### 3. Significant Relationship in the Assessment of the Effects of Facebook as a Social Media Platform of the Respondents when Grouped according to Profile

**Table 7**  
*Significant Difference between the profile of the respondents (age) and the effects of Social Media*

Age	p-value	Interpretation	Decision
Influence	0.914	Not Significant	Accept
Expectation	0.878	Not Significant	Accept
Experience	0.036	Significant	Reject

Table 7 shows the results on the significant difference between the profile of the respondents (age) and their assessment of the effects of the Social Media in tourist destinations in San Juan, Batangas. The result presents that influence and expectation were not significant since their p-values were higher than the significance level of 0.05s; therefore, the decision was to accept. Meanwhile, there was a significant difference between the age of the respondents and experience because the p-value was 0.036 which was lower than the significance level of 0.05. The result shows influence and expectation, in relation with age, has no significant difference. The probable reason was that respondents rated influence and expectation within same range. Meanwhile, on experience, the younger the age group means the higher the experience. This indicates that experience in relation to age was a significant factor when it comes to the effects of social media.

According to Mohaidin (2017), experience is very crucial because, usually, most of the tourists have greater expectations when it comes to a tour, especially if this is their first time to visit the place and these expectations were not met. This is because most of the tourists do not realistically approach their first tour, but instead have different perceptions of their future

experience. However, age could affect this since older tourists have less expectation as they have more travel experiences compared to that of younger tourists. This explains the significance when it comes to age and effects of social media on tourist destinations.

**Table 8**  
*Significant Difference between the profile of the respondents (gender) and the effects of Social Media*

Gender	p-value	Interpretation	Decision
Influence	0.325	Not Significant	Accept
Expectation	0.233	Not Significant	Accept
Experience	0.092	Not Significant	Accept

Table 8 shows the result of the significant difference between the profile of the respondents particularly the gender and their assessment of the effects of the Social Media in tourist destinations in San Juan, Batangas. The result divulges that all the factors - influence, expectation, and experience, were not significant since the p-values were higher than the significance level of 0.05; therefore, the decision was to accept.

The result shows that all factors - influence, expectation, and experience in relation with gender have no significant difference. The probable reason was that the respondents rated influence, expectation, and experience within same range. This indicates that gender was not a factor when it comes to the effects of the social media on tourist destination.

According to Narangajavana (2017), when it comes to the effects of social media on tourist destination, gender is not a factor that could affect influence, expectation, and experience. This is because all respondents are categorized into one group: the tourists.

**Table 9**  
*Significant Difference between the profile of the respondents (educational attainment) and the effects of Social Media*

Educational Attainment	p-value	Interpretation	Decision
Influence	0.645	Not Significant	Accept
Expectation	0.605	Not Significant	Accept
Experience	0.040	Significant	Reject

Table 9 shows the result of the significant difference between the profile of the respondents

(educational attainment) and their assessment of the effects of the Social Media in tourist destinations in San Juan, Batangas. The result demonstrates that influence and expectation were not significant because their p-values were higher than the significance level of 0.05; therefore, the decision was to accept. Meanwhile, there was a significant difference between the educational attainment of the respondents in relation with experience because the p-value was 0.040, which was lower than the significance level of 0.05.

The result shows that influence and expectation, in relation with educational attainment, have no significant difference. The probable reason was that the respondents rated influence and expectation within the same range. Meanwhile, on experience, the higher the educational attainment means the lower the rate of experience. This indicates that experience in relation to educational attainment was a significant factor when it comes to the effects of social media.

According to Kandeh (2016), on the effects of the social media, it is vital to examine information dissemination; however, with the spread of information also comes the filtration of the information. This process can then be noticed by an educated user.

#### 4. Social Media Plan Platform

Based on the results of the study, the researchers have come up with a social media plan platform. There were three objectives. The first objective was to create an official Facebook page (Laiya, San Juan Batangas) to filter and minimize fake information. The second objective was to create guidelines on the Facebook page when uploading of pictures to include if it is with a filter or none. The last objective was to require the visitors to answer a feedback form to know what needs to be improved.

#### CONCLUSIONS

Based on the findings of the study, the following conclusions were made:

1. The respondents who visited the resorts in San Juan Batangas are young adults aged

19 to 24, female, and with an educational background of a college graduate.

2. The result of the effect of social media on tourism destination shows that the respondents all agree with the statements when it comes to influence, expectation, and experience which indicates that the use of social media on tourism destination is effective.
3. There is a significant difference between the experience, the age, and educational attainment of the respondents.

#### RECOMMENDATIONS

The following are recommended based on the conclusions drawn:

1. Create an official group page for the San Juan, Batangas where many users can share their experiences on the tourist destinations and also filter and minimize fake and unreliable information about Laiya, San Juan Batangas.
2. Create a guideline on said official Facebook page for the uploaders of each picture to put a hashtag "no filter" on the pictures that is not enhanced by any application they post on the group. Another is for the resort owners in San Juan, Batangas to require their visitors to fill-out feedback forms to improve their service which will then improve the experience of future guests.
3. There is a need to study the correlation between the age and educational attainment on the effect of social media, particularly the experience

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**Ernesto Cataquis Mandigma Jr.** received the Bachelor of science in Tourism in 2000, Master of Business Administration in March 2002, Master In Public Administration in October, 2002, Master of Arts in Education major in Education Management in 2005, and Master in Education in 2011 at the Golden Gate Colleges. He finished Doctor of Education major in Educational Management (2016), a candidate for Doctor in Business Administration and Doctor of Philosophy which is in progress at Batangas State University, currently he is connected as professor graduate school at Batangas State University, undergraduate professor at De La Salle University Dasmariñas and Malayan College Laguna A MAPUA School. He presented different researchers in both national and international conferences. He was also a grantee of public and private school for conducting researches and conference presentations.



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