

Management Competencies among Local Tourism Officers of Pangasinan

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Abstract— *In addition to providing a thorough review of the essential management competencies needed for success in their position, this study assessed the degree of management competency among Pangasinan's local tourist officials. Quantitative or descriptive research methods were used to evaluate the proficiency of the local tourist officers. Local tourism officers, their colleagues, and superiors were the ones who collected the data. Thus, among local tourism officers, there is no discernible variation in the degree of managerial competencies. The competence and skills of local tourism officers are essential to the effective management of tourist destinations. Following the analysis of all the information acquired, including product creation, network management, marketing and promotion, supervision and training, and the use of tourism statistics, as well as the planning and execution of tourism policies. Unfortunately, most tourism officers fail to actually exercise training and supervision, which is a crucial strategy for maintaining the goals of their job as competent tourism officers. Considering this, there is not much of a disparity in the management competencies of municipal tourist officers. Local tourist officers are responsible for tourism planning, policy implementation, product creation, network administration, marketing and promotion, and statistical analysis. However, the vast majority of respondents don't actually provide training and supervision.*

Indexed Terms— *Local Tourism Officer, Tourism, Tourist, Program, Management*

I. INTRODUCTION

In practically every nation, the tourist sector is a significant industry. Each year, millions of individuals spend billions of dollars traveling. With changing demographics and advancing technology generating

new travel habits, change and evolution are happening faster than ever. All business owners should keep up with the newest tourism trends in order to maximize their marketing efforts and develop a strategy for economic growth, regardless of the customers they serve—local, national, regional, or worldwide. National tourist bureaus that promote travel are common in many nations that oversee tourism policy at the national level. Officials in charge of tourist management and promotion are found in nations including South Korea, Mexico, Italy, Spain, and Turkey. Due to the nation's rapid growth in this field, China's tourism industry has integrated a number of economic sectors, including sports, cultural heritage, agriculture, and outdoor adventure (Alejandrino, 2023). The Chinese tourism industry has changed, and experts need to adapt. Chinese universities need to adapt their curricula and instructional practices to stay up with the tourism industry's changes. Research suggests that the primary objectives of university training programs ought to be the improvement of professional competency and the expansion of the range of competencies covered in the curriculum. Due to the difficulties of Chinese tourism enterprises to acquire enough workers with the requisite abilities, there is a demand for more competent personnel. If travel education programs wish to improve the professional competency of Chinese tourism, they must adjust to the needs and developments in the travel sector. The Department of Tourism in the Philippines is in charge of all national tourism offices. Tourism administrators supervise the upkeep of popular tourist destinations and guarantee the implementation of growth strategies within their localities. They oversee the proper application of the Local Government Code of 1991 and the Tourism Act of 2009 to regulations pertaining to tourism. The Tourism Act of 2009 is the country's official policy for developing and promoting tourism, and the Local Government Code of 1991 specifies the responsibilities and powers of tourism officers. This study aims to assess the competency level of Philippine tourism officers using the Competence Model as stated by the Local Government Code of 1991 and the Tourism Act of 2009. The duties and powers of a tourism officer under RA 7160 Article 21 Section 491 are in addition to those outlined in the Tourism Act of 2009; they include formulating and

recommending measures for the protection and preservation of tourist destinations as well as carrying out tour actions to ensure the provision of adequate facilities and the delivery of essential tourism services. With the goal to promote tourist sites inside the city, municipality, or province, they also organize tourism campaigns and information drives. They also discover and develop prospective tourist destinations and assess the potential economic, environmental, and social effects these locations may have on local government entities. Additionally, tourism officers encourage community members to participate in local government unit development planning. The Office of the Governor established the Office of Tourism and Cultural Affairs for the Province of Pangasinan. Provincial Ordinance No. 184-2014, which was passed in 2015, officially established the office as a department. Aside from the industry's potential for socioeconomic advancement, Pangasinan's rich natural and cultural legacy also made the province government acknowledge tourism development, promotion, and cultural preservation as significant development thrusts (Matorres, et al., 2023). Because of the constant influx of visitors and the need for sustainable tourism growth, the province government is under more pressure than ever to provide the necessary organizational and developmental framework for the tourism industry. The province continues by characterizing tourism as a product- and service-oriented economy that has the ability to generate income, jobs, and investments for the locals since it affects everyone's social development and cultural affirmation. The Pangasinan Municipal Tourism Council was founded by Executive Order No. 2016-03 in order to promote, protect, and strengthen the province's tourism industry. There are representatives from both the public and private sectors on this coordination group. All community tourism projects and events are coordinated by them. They provide strategies and recommendations for the development of tourist-related infrastructure and attractions using funds and resources from the community. They are in favor of policing and supervising tourist-oriented businesses to ensure clean and healthful travel. They further advocate for the enforcement of the Local Government Code, which licenses local tourist establishments, in order to ensure that visitors have a safe and comfortable stay. Local tourism is a legitimate industry, not merely the newest trend, and it's a real, practical method to travel those benefits both the local population and the environment at large. Due to its focus on goods and services, the tourist sector has the potential to positively influence both the economy and society. It helps meet the Millennium Development Goals (MDGs), especially those that deal with reducing poverty, protecting the

environment, and creating jobs for young people, women, and indigenous groups. Likewise, the government may receive tax money, foreign exchange gains, and other forms of income from tourism. Due to its multiplier impact, it can present chances for regional economic growth. Local economic possibilities and sectoral links can be established by the tourism industry's direct, upstream, and downstream industries.

II. METHODOLOGY

As a way to describe the facts and the features of a population, the researcher employed the descriptive research method. In order to provide answers to the study's problems, it was necessary to gather systematic, accurate, and truthful data for statistical computations like averages and frequencies. The purpose of this study is to evaluate the management proficiency of the provincial tourism officials in Pangasinan. Using this research methodology, the researcher was able to obtain more accurate and reliable data about the degree of managerial competency among local Pangasinan tourism officers. The local tourist officers of Pangasinan for the fiscal years 2023–2024 are the study's responders. In Pangasinan, only 48 local tourist officers, peers, and supervisors are taken into account because the researcher took the entire population into account for this investigation. The Tourism Guidebook for Local Government Units, Functions of Tourism Officer from the World Tourism Organization, Regional Model Competency Standard from the Tourism Industry International Labor Office, and Tourism Promotions Services NC II from TESDA are some of the journals that the researcher used to compile the consolidated competencies relevant to the functions of tourism officers. The Tourism Act of 2009, also known as Republic Act (RA) 9593, was enacted on May 12, 2009, and the researcher used this information to create a questionnaire checklist instrument specifically for the study. The weighted average mean was used to assess the management competency level of Pangasinan province tourism officers. Analysis of Variance (ANOVA) was employed to address the considerable disparities in the raters' assessments of the management competency of tourism officers.

III. RESULTS AND DISCUSSION

To appeal to certain market groups and niches, travel agencies rely on carefully thought-out tourist planning and tactics. The nation's economy frequently benefits from the promotional efforts, which also help locals and businesses in non-tourism-related industries.

Table I. The Management Competency Level of the Tourism Officers in Pangasinan

Management Competence	Weighted Mean	Qualitative Equivalent
Tourism Planning	2.72	Practiced
Tourism Policy Implementation	2.79	Practiced
Product Development	3.04	Practiced
Network Management	2.31	Slightly Practiced
Marketing and Promotion	2.80	Practiced
Supervision and Training	1.68	Not Practiced
Tourism Statistics, Research and Office Management	2.39	Practiced
Management Competence		
Average Weighted Mean	2.53	Practiced

The physical, environmental, and sociological features of a place are usually what draw travelers there in the first place as main products of tourism (Laserna, 2021). Climate, landscape, and ecology are examples of physical and ecological characteristics; history, politics, art, economic activity, lifestyles, monuments, specific buildings, and the built environment are examples of sociocultural characteristics. The environmental and physical legacies of a place, coupled with the socioeconomic and cultural history of the community, are all interconnected. These qualities can be linked to a number of actions, such as the packaging and marketing used by the travel and tourism sector to increase their accessibility to and subsequent consumption by travelers. When it comes to connecting with the environmental and sociocultural legacies of specific places, tourists may have certain expectations. Destinations must specifically build their main tourism products in an appropriate manner, which includes making sure there are enough of them, that they are diverse, that they are coherent, and that there are connections and synergies among them. For destinations to achieve strategic goals, such as creating profitable commodities, pursuing sustainable development, and acquiring a competitive edge, they need a proper amount and mix of these products as well as mutually beneficial and cooperative interactions between them. The development of mass or specialized tourism products by the intended market size and physical scale of

development, or the intensification of tourism products, provide destinations with fundamental strategic options for their tourism product diversity, whether product concentration or diversification.

Furthermore, the weighted mean of 2.79 shows how the respondents implemented tourism policies by making sure that tourism-related activities do not adversely affect the environment, neighboring communities, or sites of cultural heritage, and that tourism-related laws can promote sustainable development. Policies, according to Dror (2019), are general directives that outline the main paths of action that need to be taken. Ensuring that the execution process of a particular tourism strategy is well-thought-out and leads to the formation of policies focused at establishing an environment that is conducive to the growth of the tourism sector is imperative (Catane, et al., 2024). In a nutshell, a policy is the culmination of all government actions that impact citizens' lives and promote social progress and economic growth, whether taken directly or through intermediaries. In addition, these policies can include guidelines for responsible tourism and the preservation of natural resources, which would operate as a regulatory framework for the sector. This protects consumer rights, maintains quality standards, and encourages fair competition. Also, with a weighted mean of 1.68, the respondents need to practice training and supervision. On the other hand, training programs can teach tourism officials the skills and information they need to meet the needs and expectations of visitors, which will increase customer satisfaction and generate favorable evaluations. Supervision also ensures that services adhere to rules and satisfy quality requirements. In the tourist sector, it is imperative that employees possess the necessary knowledge, skills, attitudes, and abilities to deliver exceptional guest service. Employee skill improvement training is necessary to foster a more adaptable, competitive, and creative tourist sector where both parties can thrive. It is imperative to prioritize training and development strategies for employees in the tourism sector.

Table II. Difference in the Management Competency Level of the Tourism Officers in Tourism Planning according to the Raters

Tourism Planning	Self	Peer	Supervisor
1 formulate tourism programs and projects for the development of the local community as tourist attractions.	2.66	2.63	2.77

2	develop and conceptualize new projects which lead to the enhancement of tourist sites and facilities anchored on cultural heritage.	2.72	2.70	2.83
3	formulate a strategic plan to develop the tourism potential in the municipality.	2.50	2.47	2.60
4	make a framework plan to enhance the tourism industry in the municipality.	2.27	2.25	2.36
5	plan to organize special and seasonal events and festivals.	2.74	2.72	2.85
6	develop e-tourism platforms including websites, and construct business databases.	2.27	2.25	2.36
7	devise and plan tours and arrange itineraries.	2.91	2.88	3.03
8	plan to guide the tourism business owners in their effective business operation.	3.11	3.08	3.24
9	allocate festival and other tourism activities assistance funds in the municipality.	2.74	2.72	2.85
10	write tourism reports of activities and press releases of different tourism events.	3.01	2.98	3.13
	Tourism Planning Average Weighted Mean	2.69	2.67	2.80

Supervisors are able to offer guidance on optimizing business operations and boosting operational

efficiency. The business depends on them to handle all aspects of tourism in addition to other associated goods and services. Given that tourism affects a wide range of companies, this position would be extremely demanding and necessitate a deep level of expertise. Supervisors are able to observe the enthusiasm with which tourist officers create effective plans and strategies to enhance business operations, as well as how they diligently listen to the goals, worries, and concerns of business owners in order to assess the business environment, which includes market trends, the competitive landscape, and regulatory requirements (Mejia, et al., 2020). As a result, they are content with the way that tourism officials now operate. Furthermore, in tourism planning, municipal tourism officers received a weighted mean increase of 2.69. Their mean score of 3.11 indicates that they can effectively market their places, offer proprietorship in the tourism business, and offer crucial support in improving their operations. The peers obtained the lowest weighted mean, 2.67, in the end. Colleagues in the tourist industry have a mean score of 3.08 when it comes to helping owners of tourism-related businesses run their operations effectively. They can share advice on suggested practices, life lessons learned from their own experiences, and perceptive expertise.

Table III. Difference in the Management Competency Level of the Tourism Officers in Tourism Policy Implementation according to the Raters

	Tourism Policy Implementation	Self	Peer	Supervisor
1	assist the municipal tourism council in formulating programs and implement recommendations.	2.87	2.84	2.98
2	assist in the implementation of the local government code on the matter of taxing and licensing of tourism related establishment in the municipality.	2.21	2.18	2.30
3	inspect the local tourist destinations to	2.76	2.74	2.88

	ascertain safe and enjoyable stay of travelers.			
4	monitor the local tourist attraction in the municipality.	2.95	2.92	3.07
5	prepare tourist or visitors information.	3.32	3.29	3.45
6	coordinate every tourism event and program in the community.	2.62	2.59	2.73
7	assist in the regulations and supervision of tourism-oriented establishment thereby ensuring wholesome and clean tourism activities.	2.58	2.55	2.68
8	carry out strategic planning and development in the implementation of marketing campaigns.	2.29	2.27	2.38
9	provide support to the new tourism businesses.	2.97	2.94	3.09
10	supervise and coordinate the implementation of tourism policies, plans and project.	3.08	3.05	3.20
	Tourism Policy Implementation			
	Average Weighted Mean	2.77	2.74	2.88

Convincing tourist planning takes into account the social, economic, and environmental factors at the national, regional, and local levels, susceptible to both internal and external pressures, as part of the function of tourism planning and policy implementation. Additionally, the local tourism officers scored their practice of producing visitors' information with a

weighted mean of 2.77 overall and a highest mean of 3.32. Locations can leverage their access to visitor information as a powerful marketing tool to attract tourists and stimulate local economies (Ventayen, n.d.). Conversely, the peers, who obtained a weighted average of 3.29, likewise favor the tourists' information and preparation, with a weighted mean of 2.74 overall. Peer observers are able to assess whether tourist officers provide visitors with accurate and relevant information.

Table IV. Difference in the Management Competency Level of the Tourism Officers in Product Development according to the Raters

	Product Development	Self	Peer	Supervisor
1	develop potential areas for tourist attraction and destination.	3.73	3.70	3.88
2	develop local tourism destination and attractions tapping the local resources and national funds.	3.32	3.29	3.45
3	work on tourism product development.	3.34	3.31	3.48
4	stimulate tourism growth in order to produce economic benefits for the municipality.	3.03	3.00	3.15
5	develop promotional literature including artworks.	2.81	2.78	2.92

6	support economic development of local/regional tourism products	3.26	3.23	3.39
7	develop new products which will enhance tourism sites and facilities.	3.07	3.04	3.20
8	undertake tests on the viability and acceptability of new tourism-related products and programs.	2.35	2.33	2.45
9	encourage and promote joint undertakings with the private sector for the development of new tourism-related products and programs.	2.43	2.41	2.53
10	conceptualize new products which will enhance tourism sites and facilities in the municipality.	2.78	2.76	2.90
Product Development Average Weighted Mean		3.01	2.99	3.14

The local tourism officers received a weighted mean score of 3.01 overall. With a mean score of 3.70, they observe that, in order to enhance the visitor experience, they should develop prospective tourist locations to entice visitors to spend more money on lodging, dining, shopping, entertainment, and transportation—all of which support regional businesses and economies. The potential of this tourist destination has a selling value that, from an economic standpoint, can be known for its contribution to the surrounding community in addition, the peers, with an average of 2.99, so the impact caused by tourism development in improving the economy of the community surrounding the tourist area is needed. As a whole, it was also thought that local tourism officials, with a mean score of 3.29, were satisfied with the development of possible tourist destinations. Peers can assess how well tourism officials interact with local communities, companies, governmental organizations, and partners in the tourism sector, among other stakeholders involved in the development process (Cue, et al., 2023). They can evaluate how inclusive stakeholder engagement initiatives are and make recommendations for enhancing cooperation and communication. Peers are happy with how local tourism officers have created potential tourist attractions in their area as a result (Pastor, et al., 2021).

Table V, Difference in the Management Competency Level of the Tourism Officers in Network Management According to the Raters

	Network Management	Self	Peer	Supervisor
1	expand personal networks thru referrals	2.68	2.65	2.79
2	develop partnerships with business stakeholders related to tourism	2.45	2.43	2.55
3	encourage strong collaboration with academe offering tourism courses	1.94	1.92	2.02
4	volunteer to any tourism programs and projects	1.88	1.86	1.95

5	attend trade fairs organized by accredited tourism associations	1.94	1.92	2.02
6	develop personal relationships with different tourism officers	2.26	2.23	2.35
7	find common ground in digital spaces such as Internet	2.55	2.52	2.65
8	develop a monthly, quarterly, or annually meet-up schedule	2.06	2.04	2.15
9	join a professional tourism organization	2.48	2.45	2.58
10	manage and coordinate tourism services publicity via a range of social media platforms including Twitter and Facebook.	2.66	2.63	2.77
Network Management Average Weighted Mean		2.29	2.27	2.38

The supervisors recognize the strategic value of networking in the tourist industry and understand the critical role that suggestions play in helping tourism officers expand their networks. Local tourism officials have the highest mean overall—averaging 2.29—and are therefore satisfied with the network management performance. They succeeded in growing their personal networks through referrals, which attracted more clients, with a mean score of 2.68. Finally, the peer received the lowest overall weighted mean of 2.27. They also agree—with a mean score of 2.65—that tourist officials can effectively grow their networks by bringing in new clients through recommendations.

Table VI. Difference in the Management Competency Level of the Tourism Officers in Marketing and Promotion According to the Raters

	Marketing and Promotion	Self	Peer	Supervisor
1	promote tourism activities.	3.05	3.02	3.18
2	produce promotional materials and design displays.	3.07	3.04	3.20
3	assist in marketing and promoting new products.	3.01	2.98	3.13
4	organize special events for the promotion of culture and arts within the jurisdiction of the municipality.	3.01	2.98	3.13
5	assist in marketing and promotion of tourism-related establishments.	2.81	2.78	2.92
6	market the municipality as a tourist destination regionally and globally through exhibits.	1.61	1.59	1.67
7	promote existing tourist attractions through advertising campaigns.	2.54	2.51	2.64
8	promote the municipality as a tourist destination.	2.81	2.78	2.92

9	promote tourism to generate and increase the revenue of the municipality.	2.50	2.47	2.60
10	manage and coordinate tourism services publicity via a range of social media platforms including Twitter and Facebook.	2.66	2.63	2.77
	Marketing and Promotion Overall Weighted Mean	2.71	2.68	2.82

They gave tourism officers a mean score of 3.20, indicating that they are effective at creating marketing materials and exhibit designs that lead to the desired outcomes. Through promotional displays, local tourism officials can effectively highlight to travelers the unique experiences, attractions, and offerings of a region. Its image is the overall impression of a tourist destination added to other elements and products associated with tourism. Additionally, with a weighted mean of 2.71 overall, the local tourism officers themselves also highly observe the creation of design displays and promotional materials, with a mean of 3.07. As the perceived image of a tourist destination effects the projected image of that area, it is imperative to question tourists' stereotypes, challenge their thinking, and ultimately influence their choice of destination in order to establish a positive destination image through various marketing and promotion tactics (Buted, 2018). Furthermore, the peer acknowledged the successful promotion of design displays by the local tourist officers to strengthen the tourism industry, with the least weighted mean of 2.68 overall. Brochures, maps, posters, and signage are examples of promotional products whose quality and presentation may be evaluated by peers.

Table VII. Difference in the Management Competency Level of the Tourism Officers in Supervision and Training According to the Raters

	Supervision and Training	Self	Peer	Supervisor
1	provide continuing education/training programs for the growth of local artists/performers and another cultural groups in the municipality.	1.79	1.78	1.87
2	ensure the proper coordination, integration, prioritization, and implementation of local tourism development plans with that of the national government	1.84	1.82	1.91
3	provide technical assistance to LGUs in destination development, standard setting, and regulatory enforcement.	1.92	1.90	2.00
4	delegate to regional offices, in coordination with LGUs, specific powers and functions in the implementation of tourism	1.51	1.49	1.57

associations, in the formulation of rules and regulations, accreditation, and enforcement	Supervision	1.67	1.65	1.73
	Training		Overall	
	Weighted Mean			

Furthermore, local tourist officers, scoring an average of 1.67, were thrilled to be able to assist local government units with technical matters, and their peers, scoring an average of 1.65, were equally thrilled. Tourism officers assist in the development of tourism-related plans, strategies, and policies at the regional level. They do research, assess tourism assets, and identify opportunities for the development of new products and the improvement of infrastructure. They collaborate with stakeholders to create master plans, development frameworks, and investment strategies in an effort to increase the destination's allure and competitiveness. To guarantee that tourist growth benefits locals and is consistent with local objectives and values, they also interact with the communities they serve.

Table VIII. Difference in the Management Competency Level of the Tourism Officers in Tourism and Statistics According to the Rater

	Tourism statistics	Self	Peer	Supervisor
1	Submit updated tourist arrival on time to DOT	2.43	2.41	2.53
2	Encourage all tourism establishments and businesses to submit tourist arrival	2.64	2.61	2.75
3	Provide tourism statistics training to all tourism establishments and businesses	2.27	2.25	2.36

4	Assure accurate submission of tourist arrival	2.21	2.18	2.30
5	Create a digital database to fast-track tourist arrival collection report	2.48	2.45	2.58
6	Conduct surprise visits and check the database of the tourism establishment	2.12	2.10	2.21
7	Attend seminars and training about Tourism Statistics	2.50	2.47	2.60
8	Visit tourism establishments every day	2.35	2.33	2.45
9	Strictly monitor tourist arrivals on Holidays	2.27	2.25	2.36
10	Give sanctions on tourism establishments who are not submitting tourism statistics report	2.35	2.33	2.45
	Tourism Overall Mean	2.36	2.34	2.46
	Statistics Weighted Mean			

On top of that, the local tourism officers felt that they had been successful in encouraging tourism establishments to monitor visitor arrivals, with an overall weighted mean of 2.36 (2.64). Arrivals of tourists are seen as important in tourism research since they are a key measure of the viability, competitiveness, and performance of tourism destinations. Finally, the peers noted that local tourism officers encourage the documentation of visitor arrivals, with a weighted mean of 2.61 overall, and a weighted average of 2.34 overall. This demonstrates that local tourism officers are completely competent in managing visitor arrivals in all establishments.

Table IX. ANOVA Result in the Management Competency Level of the Tourism Officers in Pangasinan

Management Competency Level	Self	Peer	Supervisor	<i>F Value</i>	<i>P-value</i>	<i>F crit</i>	<i>Sig</i>
Planning	0.081	0.080	0.088	0.625	0.543	3.354	NS
Implementation	0.121	0.118	0.131	0.442	0.647	3.354	NS
Product Development	0.184	0.180	0.199	0.346	0.711	3.354	NS
Network Management	0.099	0.097	0.107	0.372	0.693	3.354	NS
Marketing and Promotion	0.193	0.189	0.209	0.265	0.769	3.354	NS
Supervision and Training	0.029	0.029	0.032	0.666	0.522	3.354	NS
Tourism Statistics	0.023	0.023	0.025	1.663	0.208	3.354	NS

The results indicate that none of the values are significant, including those for planning (p-value of 0.543), implementation (p-value of 0.647), product development (p-value of 0.711), network management (p-value of 0.693), marketing and promotion (p-value of 0.769), supervision and training (p-value of 0.522), and tourism statistics (p-value of 0.208). Therefore, there isn't much of a difference in the local tourist officials' degree of managerial competencies. In the meanwhile, more effective policy implementation may be facilitated by a greater degree of managerial ability. Strong management competencies will enable tourism officials to comprehend, interpret, and implement these policies more effectively in their daily work. A destination's unique selling points must be emphasized, market trends must be recognized, and consumer preferences must be assessed in order to create effective tourism products (Harahap, et al., 2024).

Higher managerial competency tourism officers are more suited to create and carry out strategic product development plans that align with more general destination objectives. Regarding networking management, networking skills are essential for identifying and establishing partnerships that support tourism development objectives. Competent tourism officers are adept at identifying potential collaborators, negotiating partnerships, and fostering mutually beneficial relationships that contribute to the destination's sustainability (Aya-Ay, et al., 2020). Lastly, tourism officials can track the performance of their destination over time by monitoring important tourism metrics. Officers can evaluate the success of their initiatives, pinpoint areas for development, and track advancement toward strategic objectives by examining data such as visitor arrivals, hotel occupancy rates, and tourism expenditures.

IV. CONCLUSIONS AND RECOMMENDATIONS

The data provided provides an answer to the topic of how the management competency level is applied in assessing the level of management competence among tourist officers. In particular, there is little to no practice in network administration and less in supervision and training. The results demonstrate that, irrespective of the rater, tourist officers possess the same degree of management skill. Infrastructural and amenity safety, accessibility, and customer service should all be prioritized by the tourism officials. To meet visitor demands and encourage tourism-related activities, this means making improvements to roads, parking lots, signage, public transportation, visitor centers, recreational areas, and sanitary services. All relevant stakeholders, including municipal governments, tourism boards, business groups, neighborhood associations, and private sector organizations, should be encouraged to collaborate and form partnerships through the local government unit. It needs to encourage dialogue, cooperation, and participation in the planning, development, and decision-making stages associated with tourism. Infrastructural and amenity safety, accessibility, and customer service should all be prioritized by the tourism officials. To meet visitor demands and encourage tourism-related activities, this means making improvements to roads, parking lots, signage, public transportation, visitor centers, recreational areas, and sanitary services. All relevant stakeholders, including municipal governments, tourism boards, business groups, neighborhood associations, and private sector organizations, should be encouraged to collaborate and form partnerships through the local government unit. It need to encourage dialogue, cooperation, and participation in the planning,

development, and decision-making stages associated with tourism. It is recommended that the Department of Tourism provide capacity-building programs and technical support to local players in tourist management, including government officials, tourism industry specialists, community leaders, and entrepreneurs. In order to address the supervision and training of the local tourist officers, it should also offer educational events, conferences, and accreditation courses covering topics including promotional strategies, ethical tourism practices, destination administration, and hospitality standards.

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