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Regaton is a buy-and-sell livelihood activity participated in by village folk along the coastal areas of Bikol.

FOREWORD

The College of Business Management and Accountancy (CBMA) recognizes and appreciates research as an integral part of the transformative education and cultural transformation happening not only in the entire university but more importantly in the whole department. It embraces the idea that the College has the role to play in advancing existing knowledge in the different programs it holds, bridging the gaps in various knowledge it subscribes to, creating new modes and means of expression in the diverse business related fields, and developing new paradigms to improve business management and accountancy. It makes ways to further build up research culture and widen up research consciousness to all its constituents.

As a proof of such deep concern for research, the College has come up with *Regaton*, first as a monograph to showcase best student researches in various programs, and now has become as the official research publication of CBMA to highlight best researches both of the faculty scholars and student researchers. Such journal shall ascertain the level of achievement in research development activities in the College. The AQ Community believes that this volume shall promote faculty cooperation and students' support making research activities as a normal part of a productive faculty member's academic work that enhances instruction, research, extension, and general academic effectiveness, and student's development of critical thinking and values formation, both resulting to Aquinas University as a proficient center of education and the College as a center of excellence in business education.

Hopefully, through this research publication, the administrators, faculty, and students in the College shall continuously aim and realize such aim to get “involve in the systematic and continuing search for truth based on reason illumined by faith and permeated with Christian values to increase human knowledge and contribute to the development of the human person in harmony with nature.”

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MANAGEMENT CONTROL IN THE 21ST CENTURY

Jean C. Dela Torre

The complexities of the 21st century organization demand the utilization of more critical forms of Management Control Systems (MCS) in support of any strategic planning process. Issues impacting corporate goals and objectives range from factors affecting the human resource, marketing, production, and the finance functions. Contemporary corporate case studies have been made and found to have discovered theories that demand unique sets of management control systems. The theories imply that a distinct management control system applies to every firm as no two entities may need identical MCS prescription from their corporate strategists (Garrison & Noreen, 2003).

Astoria Plc, in the case study appeared to have succumbed to the risks phenomena, among them the lack of congruence between the management control systems adopted and the managerial psyche impacting the decision making process on critical issues. Financial losses are symptoms of organizational chaos somewhere. Hence, typically, the Astoria Plc appeared to have failed in many respects. Its inability to meet strategic objectives was likely caused by deviations in the short-term decision measures in an attempt to meet long-term goals and objectives. Like most entities, these failures are mostly shaped by the kind of human capital tasked to accomplish them (Shaw, 2003).

The dynamic tension created by the idealism in every strategic plan versus the tactical and operational realities confronting the manager creates this variability, among them the law of unintended consequences. This form of outcome illustrates that realities demand tougher time-based decision effectiveness and depth from managers. Similarly, the lack of appropriate communication policies, efficient budgetary processes, or any form of negotiation of shared accountabilities as well as the intricate balancing of the corporate scorecard is highly dependent on the competency and value-based execution of the human capital learning and growth (Kaplan & Norton, 2004).

In the case of Astoria Plc, the collaborative opportunities for operational excellence apparently did not materialize as holistically expected, especially in terms of the activities that translated the organizational aims and objectives into “specific actions, activities and deliverables.” This is a major pitfall of many failed control systems. In fact, the aspects of budgetary controls, responsibility accounting and performance management and other managerial controls have become complex processes that require integration of the competency, emotional participation and visioning of each of the human capitals in the organizational structure. Here, the pivot of performance is anchored on the decisions made in response to the tasks demanded of the manager in achieving the objectives that are similarly aligned with the long-term goals. Whether one manager thinks in congruence with one or two other managers is a case in point, but this is one grounded theory in a good management control system.

The required readings articulate the emergent areas of management control systems such as entrepreneurship, market orientation, innovativeness and organizational learning. This set of management control systems is identical to the balance scorecard perspectives of profitability, customer satisfaction, internal business processes and learning and growth perspectives (Anthony & Govindarajan, 2003); (Garrison & Noreen, 2003; Kaplan & Norton, 2004; Quelch, 1986). These theoretical underpinnings articulate the 21st century

management control systems that focus on complex strategies such as strategy mapping (Kaplan & Norton, 2004), cross functional teams (Horngren, et al, 2000), value-based management, (Koller, 1994), continuous improvement and customer focus (Szymanski, 1992; Weber, 2003; Horngreen, *et. al.*, 2000), total quality management (Richardson, 1997), knowledge positioning (McDonnough III, 2008), and similar emerging strategies.

Simon's (1994) longitudinal research on how top managers use control systems as levers of strategic renewal is an additional eye-opener for managers on their initial years of adopting control systems, which aptly give importance to the basic and fundamental belief systems as a value and purpose reinforcements. This core value system has been found critical in shaping the decision skills of managers down to the last element in the organization (Clark, 2002; Kaplan & Norton, 2004) and even in the task implementation strategies of highly developed system (Spear, 2008).

Beyond the traditional control systems conceptualized at the outset of this technology is the universal stakeholder theory which characterizes strategy and control systems using two emergent perspectives – exemplary role modeling towards organizational leadership (Koller, 1994). The 21st century is an era of economic value-adding (EVA) decisions and organizational leadership based on exemplary modeling by the manager. This is the fiber that equates managers with leaders or management with leadership. Here, the pitfalls of most management control systems are aligned with the selection and appointment of the best value-based manager. It expands the framework of Anthony and Govindarajan (2004) and strengthens the work of Simon's belief systems (1994) by integrating the value systems of visioning, exemplary modeling and competency among the components of strategy formulation and task control in every typology of management control systems. In fact, one typical innovation MCS brought wide into the open is the transformation of performance evaluation to performance management, from cost accounting to cost management, or from task orientation to people orientation.

Conclusion

The critical role of management control systems in its evolved state is that it increases the probability of organizational success (Merchant & Stede, 2007). MCS takes traditional management accounting processes into a higher level using non-financial performance measures in its results control perspective as well as in its action and personnel controls. New approaches to MCS bring awareness to the limitations of traditional financial measures that perpetuate the excessive tendency of managers to be short-term oriented. To ensure success, MCS is considered mandatory for both large and small firms, manufacturing and service firms. Even start-up entities need control systems in designing and instituting first-time incentive systems through the human capital motivation route, from the top, down and laterally. This approach generates and ensures desired organizational outcomes from all angles. Henceforth, the meticulous planning and execution of a composite MCS structure designed with due high regard for the uniqueness of an enterprise, especially its human capital, is an assurance of desired outcomes amidst the high uncertainty and risk in the environment.

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FINANCIAL ECONOMICS: WHAT IS HAPPENING IN THE GLOBAL ECONOMY?

Jean C. Dela Torre

Executive Summary

Financial economics has become a battleground of one of the most intriguing mix of theories, principles and forces and pragmatic practices in an economy. Investors and managers including government in their desire to bring regulatory discipline into the market have strongly desired varying outcomes in their intents to conduct business through the capital market.

The world's economy has reconfigured so many times in the past. Its natural cycle has been impacted by a series of manipulations and restrictions that economic theories, principles and forces have behaved somewhat differently in each case. The law of supply and demand has become a thing of the past. The impact of IT and the forming of regional economic groups similarly have changed the economic landscape so many times and at a dizzying rate than expected.

A lot of decisions have impacted the capital market affecting investments all over. The resultant economic intents tempered by political measures have led to the opening of boundaries and creation of the global phenomenon called globalization. This has become so strong a force that even strong countries like the United States, Japan, Germany and Australia are at its mercy. The global

phenomenon is apparently here to stay for as long as it parallels the purposes of both shareholders in their quest for an unprecedented value; the management sector in their quest for bonuses and perks; and the public in their quest for services and social responsibility from the capitalist sector. Nothing much has been achieved because of the varying intents and the effects of the prevailing extreme political temperaments. The series of events in the global market are testimonies of more new realities to come.

THE LESSONS OF THE GLOBAL FINANCIAL CRISIS: THE EMERGING FINANCIAL ECONOMIC DRIVERS

Introduction

The phenomenon of financial economics has become one of the most relevant issues in every economy today. Finance, accounting, political science and economics are perhaps the most closely related disciplines impacting the new business environment affecting the lives of every citizen of the world (Atkinson, *et. al.*, 2003; Albaredam, Lozano & Ysa, 2007). Of the four concepts, finance and accounting are major drivers of the direction of an economic unit tempered by the socio-political framework. The residual effects of the interaction of these concepts illustrate and compose the complex world of economics driving the fate of every country in the world. Whether the mix of these forces creates a strong synergy of either progress or turmoil in the country where it is freely moving is a matter of political strategy serving to act as rudder of such economic unit.

Hence, the field of economics tempered by the fields of accounting and finance, commonly known as financial economics, is a force that combines the sub-disciplines and concepts of math, public policies, statistics, politics, local and international business, finance and the financial intermediaries and markets and risks, growth and development, state regulations, taxation, even

sports, law and the environment as well as the research process, among others (Rigby & Goff, 2008).

Thus, when one starts to think about the global financial crisis, he is led to the inner workings of financial economics and how the forces therein collaborated or conspired to bring the capitalist world almost into a virtual stop with no discernible end in sight. It is surprising enough that the innards of the global financial meltdown illustrate the changing face of the world's economy and what could be in store for the next millennium of economic cycle.

It is, therefore, fit to look beyond the manifestations of the economy to determine old and new theories describe every phenomenon, cutting edge innovations that will change the face of technology anew, forces and even configurations coming and emerging that may significantly impact the kind of socio-political, economic and financial structures of the times. Equally important to the discussion are the various theories of motivation and organization management that drive businessmen and executives into the critical crossroads of decision making. Here, the resultant effect of options made creates the new environment from where things will have to begin and take off anew.

Tracing back history, the industrial revolution of the 1800s and 1900s ushered in the new socio-political and economic order and scenario that not only brought progress and myriad of economic opportunities all over but also brought two sophisticated world wars, and several regional wars such as those in Vietnam and the on-and-off cold war as well that almost annihilated a significant component of human kind (Apparudai, 1997). The ensuing mechanized and heavy industrial revolution of the 20th century again reconfigured to usher in more complex and further sophistication of high technology leading to the expansion of data, information and knowledge giving birth to the Internet and the wireless technology where it is today— a knowledge-driven global economy high on ethical standards and practices and environmental concern (Russo &

Fouts,1997; Journal of Business Ethics, 2001; Kaplan & Norton, 2004; Master Foods, 2007; Petrick & Quinn, 2001; Sroupe, et. al., 1998). As usual, the result: more opportunities in new areas of business and technology, but as many threats that have proven to be as threatening as ever (Jin & Kato, 2005; Journal of Advertising, 2007; Rodin, 2000; Spear, 2007). Here, the analysis points to the wide use of Internet and the result unintended collateral damage being brought by spams, viruses, spywares, digital frauds and even ecommerce transactions that have simply robbed the revenue officers of the opportunity to strengthen compliance and collection of taxes (Koch, 2001 & IW, 2008).

The Globalization Phenomenon

Henceforth, looking behind the financial and economic curtains of the 21st century, there we find the upside and downside of globalization phenomenon (Sinkovics, *et. al.*, 2007). As soon as we started to reap the benefits of the wireless and knowledge-based technological era, the uncontrolled globalization phenomenon showed how progress could come with optimism with the disintegration of political and economic boundaries (World Bank, 2001). However, the global phenomenon equally produced its downside in terms of the use of technology for widespread financial frauds, illegal acts and even terrorism of the financial kind (Kanter, 1995).

No one can ignore the issue of the global phenomenon called globalization. With such dynamic business environment ongoing in many centers of capital all over the world, globalization is the only way to go. It is the call of the times and our duty to listen to what they say and even mean between lines. Countries that have both prepared and not prepared for this invasive phenomenon, have either become greatly benefited while those not prepared have failed to take advantage of the benefits appurtenant to the worldwide internationalization of business (Anthony & Govindarajan, 2003; Husted, 2007). Nevertheless, the effects of a global marketplace have been the subject of debates and discussions that even its malevolent effects or unintended consequences were

found to have wreaked havoc on its own resulting to natural consequence of such nature as well – global financial crisis.

Financial Economics as a Driver of New Ideas, Schemes and Interests

It is interesting to note that the emerging holistic confluence of finance, accounting and economics and even corporate social responsibility has brought the world into the next level of both progress including new forms of threat (Eskeland & Jimenez, 1991; EC, 2001; Ford, 2007; Hinckley, 2002; ILO, 2006). We have witnessed the professionalization of current business practices such as business outsourcing, strategic marketing and contact center marketing but at the same time current practices in the finance, accounting and economics sectors are enhancing developments in every area of the economy (Drucker, 2002; Goh, 2004). Investments in many parts of the world in the form of opportunities such as foreign direct investments and portfolio funds have been very fluid in terms of transfers and repatriation. The competitive advantage theory operating in many developed as well as developing countries has driven very dynamic economic global activities benefiting sectors able to act early enough in the flow of investment money (Clippinger, 1999; Gottschlag & Zollo, 2007). While a number of companies, especially the United States firms have chosen to relocate their facilities in cost beneficial countries like China and other countries in Asia; a lot more numbers have chosen to utilize the hiring and migration options to generate the labor needs of local industries. Countries in the Middle East, for example, have chosen to hire foreign workers in their industrial and commercial sectors rather than accede to the forces of competitive advantage theory. This is even made worse by issues and scenarios along market standardizations while still maintaining that differentiation strategy (Bester, 1998; Calantone, et. al., 2004; Powers, 2003; Waselewski, 2001).

Interestingly, the resulting globalization of the economic activities all over has required the accounting profession to act in accordance with the emerging demand for harmonization of accounting standards in response to the need

for comparability in terms of financial recording, reporting and control (Shaw, 2003; Garrison, *et. al.*, 2003; Houck, 2001). This has yet to be completed with the scheduled congruency meetings between the advocates of the International Accounting Standards (IAS) and those of the US Generally Accepted Accounting Principles (GAAP). Thus, in the meantime that harmonization has not been effected, translations are being made to benchmark financial reporting and interpretations.

Global Economic Developments

Looking at current developments in the global market, the Australian Financial Review continues to banner specific financial indicators, implying that recession is surging in varying degrees (AFR, 2009). In Australia, for example, recessionary effects first experienced in 1991 are currently being felt with business investments figures falling faster than expected indicating a dampened investment climate prevailing. With the Australian stock market reacting proportionately to Wall Street depressed signals, financial institutions are aiming for capital buildup. Government spending cuts are similarly being made (AFR, 2009) all pointing to the recessionary manifestations in the Australian subcontinent. On the other hand, The Economist (2009) reported that the credit card sector in the United States has been knocked off balance especially with the credit card bill signed into law by US President Barack Obama effectively reducing the income potential from the credit card business. The government bailouts granted to the business sector apparently gave more options to the government to regulate business as excesses occurred surprisingly even at the level of executive compensation.

Other developments include the bankruptcy debacle of General Motors and Chrysler, options that have been considered with lesser negative impact than another bailout plan, but nevertheless cast doubt on the fate of the automaker; the issue of the reduction of radioactive pellets from power plants and other environmental issues which are causing critical changes in the cli-

mate; the apprehension which brought out warning of the Chinese model of capitalism, which is defying existing political theories and assumptions of early years; and a new capitalist flavor and challenge to theorists and economics (BusinessDay, 2009). That while there are signs that things may no longer get worse, doubts continue to linger and pervade the length and the breadth of times the financial turmoil is expected to prevail which is giving.

In the meantime, weaknesses in several economic structures in a number of countries may have to start weakening further and break before actual recovery sets in. In addition, a tamer banking industry is greatly emerging from the ashes of the old failed one but as the dust settles, the question remains as to who deserves the most plaudits?

The View from the Media and Their Implications

The global economy is a portrait lined with complexities and events that may confuse rather than clarify issues as each is correlated with each other. It will take an exceptional visionary to understand and predict new developments from the array of current events selected and annotated below.

From the issues of TheEconomist.com (2009), the following concerns and banners speak well of the current temperament.

- *Japan is experiencing woeful gross domestic figures* suggests that even the most industrialized country is becoming vulnerable to the global financial and economic force.
- *UAE dashes hopes of a Middle Eastern Maastricht* implies a different approach unlike the preferences made that created APEC, Nafta and the highly successful European Commission.
- *Questions about America as a blue chip economy* start to cast doubts on the capability of the US economy to police, regulate, benchmark or even set an example of capitalist market efficiency ratio and similar measures.
- *Banks are under scrutiny by the market* considering this sector has be-

come a recipient of bailout plans and are fast becoming the object of suspicion of the greed and irresponsibility attributed by US President Barack Obama in his inaugural speech.

- *“Even those with very little money have a sophisticated approach to finance”* considering the risks and the apprehension of the market with all the available technology (Gitman, 2003).
- *Is China overstating its true growth rate* suggests the reality that China remains a closed political economy tightly controlled and regulated with all intents and purposes of doing so in the name of marketing (Quelch, 1986).
- *Bank of America’s shareholders get tough—sort of* implies the need to be watchful of the excesses as well as expertise of management in handling the surging complexities of operations and productions (Bates, 2007).
- *They used to walk on water. Now they are back from the dead* is attributed to the new abuses of Wall Street executives in utilizing bailout money to declare scandalously huge bonuses for themselves even in the midst of the crisis.
- *Frozen credit markets present an opportunity for some* especially to those credit-starved companies that cannot source credit from the market. This is an equalizing and leveling factor in the competition dominated by oligarchs who own businesses which include financial arms like banks, etc. (Horngren, 2001).
- *The end of the carry trade brings a new era of complexity to currency markets.* This manifests the ever changing face of commerce and industry that needs to respond to the peculiarities of international trade.
- *If you do not adjust for risk, the Fed is making good money for Uncle Sam.* The Federal Reserve Bank is the regulatory arm for banks and this view is the result of corporate trial and errors that actually lead to more errors, thereby requiring the Fed to regulate some more.
- *A derivatives scandal in Milan may be the tip of an iceberg.* In general,

derivatives are artificial currency produced by financiers and managers that can blow up anytime creating a chain reaction of losses.

- *The crisis has hit the emirate hard, but it is wrong to write it off.* This means that the emirate is still a bankable client with a temporary liquid position.
- *Disaster looms in yet another asset class.* This indicates the creativity of frauds emanating from every corner of the financial reporting system.
- *It still looks too early for a housing rebound.* The crisis has not yet scraped bottom and it will take longer than expected to recover from the slump.
- *Bank capital is a test of nerves: Americans fret about bank stress tests. Europeans keep their eyes wide shut.* This is an accepted characteristic of the banking industry.
- *The Fed is perpetuating a discredited oligopoly.* It is because governments are often beholden to such economic power.
- *As the IMF gets richer, will the poor get a raw deal yet again?* This implies the erroneous system of wealth distribution that only aggravates the already yawning gap between the rich and the poor.

The Washington Post

- *Time Warner spins of America OnLine.* That whatever was the reason for merging them was probably wrong in the first place.
- *General Motors strikes a tentative deal with bondholders.* There are no other options for the bondholders anyway.
- *Banning smiles on license photos to get neutral expressions.* Getting technology more sophisticated has a price to pay.
- *Imposing a national sales tax?* Protests will arise naturally.
- *Small business starting to get affected by financial turmoil.* This is expected as the global financial crisis continues to move towards the countryside.

- *Resilience is the only way out of the crisis.* This is to recognize that philosophy remains the strong rationale for being.
- *The sick banking system of Europe.* This suggests that the banking industry is due for rehabilitation, or probably an indication of ending its usefulness in the market.
- *The financial crisis provides a chance to fix Germany's state banks.*
- *A flurry of consolidation is coming in the Gulf.*
- *Trade talks between Canada and the EU send a worrying signal about Doha.*
- *How much will the financial crisis hurt America's economic potential?*

The Business Spectator (Annotated headline news)

- *The Australian Prudential Regulation Authority (APRA) will seek to ban the hedging of equity exposures by the executives of banks and general insurance companies to avoid executives taking excessive risks towards the end of their employment.*
- *Prudential regulator adopts principle rather than prescriptive based approach to remuneration.*
- *ANZ receives strong institutional support for \$2.5bn capital raising.*
- *Share sale to fund a likely bid for Asian assets of Royal Bank of Scotland.*
- *Westpac launches bond offer of at least \$1bn.*
- *Bank launches non-government guaranteed bond three-year bond offer.*
- *Banks delay liquidation of two Allco companies.*
- *21-day delay to ensure sale of aviation assets.*
- *Bank of America eyes \$US2.2bn share swap to add capital.*
- *US giant moves closer to plugging \$US33.9 billion capital shortfall.*
- *Hedge funds continue to attract investors.*
- *Consumer spending may have hit bottom, but America's mountain of debt means the climb back up will be slow and painful.*
- *Investor optimism returning very quickly. Too quickly.*
- *Stephen Bartholomeusz for Australia's dwindling ranks of prospective*

challengers to the big four banks, the playing field is unlikely to level out any time soon. That is, unless new sources of funding or competition emerge.

- *Nick Samios Suncorp's Chris Skilton has had a crack at the federal government's wholesale funding guarantee scheme. His beef is that non AA rated banks have to pay 30 points more to use the Commonwealth's sovereign rating than the big four.*
- *Bank guarantee.*
- *THE Government will guarantee the \$600-\$700 billion deposits in Australian financial institutions in a move to shore up local confidence and protect the nation's international competitiveness.*
- *Declaring that the country is in "the economic equivalent of a rolling national security crisis," Kevin Rudd has also announced that all borrowing by Australian banks and other deposit-taking institutions from overseas will be guaranteed.*

CNNMoney.com/Other Media

- *The U.S. Securities and Exchange Commission took what it called "emergency action" Friday and temporarily banned investors from short-selling 799 financial companies.*
- *Two significant changes affecting superannuation passed the Senate in late October 2003.*
- *After considerable delay, the Senate recently passed two superannuation initiatives that were first proposed by the Federal government around the time of the 2001 election campaign.*

The aforementioned events and information are but a preview of what is to come in the socio-political, financial and economic scenario. Stitching each of these worldwide events is enough to provide a new kind of meaning on what new economic order is demanded.

Conclusion

The state of the global economy henceforth is a mix of the new and the old theories intersecting each other. New economic theories such as the relative effectiveness of the principle of comparative advantage and the efficient market have come to be modified accordingly. This is partly due to the unusual intents and manipulation of the input and process factors to get a desired outcome. This has been proved by the current global financial crisis that disproved a lot of expectations based on known assumptions and theories (Hicks, 1997; Weber, 2003). The market in the Middle East is unique and peculiar considering the varying strategies that the Arab countries have adopted.

It is anticipated that more changes in the economic and financial theories are forthcoming with the changing configurations of the socio-political, financial and economic structures (Heilbroner, 1980). The complexity of the economic order has brought economists and accountants back to their drawing boards and are expected to match the various socio-economic and political phenomena with equal urgency (Szymanski, 1993; Tankha, 2008; Tooley, 2006; Toyne, 2008). In many instances in the past, the market had been proactive as evidenced by stock crashes and regional financial turmoil which until now has not been adequately explained and researched. Even the simple law of supply and demand has become relative due to large scale manipulations in the market and the political intent that comes with economic measures considering a lot of economic units with extreme political beliefs and means to an end. Here, the play is impacted so much by the incidental outcome brought about by the law of unintended consequences and the demand for corporate social responsibility and regard for culture (Prahalad, Allen & Hammond, 2002; Tomlinson, 1999; Wurtz, 2005).

Many sectors claim that human motivation and the subsequent intervention to suit a purpose carry a lot of weight in decision making. The global financial crisis has shown how capitalism cannot even protect itself from its own surges of intents by the economic managers. It has become the tug-of-

war between decisions that make the stock market become confused with its own direction – shareholder value versus management compensation. Along the way, the society suffers. It is then on this aspect that government regulatory authority and power should come in to instill discipline in a market driven by long-term goals but with contrasting interests.

A scheme and dream to make the financial markets more efficient than today are an achievable and workable economic assumption. In the context of an efficient market, new meanings have to replace traditional principles and practices. Here, efficiency should already be tempered with the new demands of the times which includes but is not limited to the concrete awareness, internalization and practice of ethical standards in business which should include the aspect of individual and corporate social responsibilities. The new equation of ideas and innovation can never have a new meaning without the system of ethical standards, social responsibility and environmental concern in between.

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THE TRIAD CITIES IN THE PROVINCE OF ALBAY: THEIR PROFILE AND EXTENT OF IMPLEMENTATION OF THE DISASTER PREPAREDNESS PROGRAM

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This study is a comparison and analysis of the profile of the cities of Legazpi, Ligao and Tabaco in the Province of Albay and the extent of the implementation of their respective disaster preparedness programs.

Specifically, it purported to answer the following sub-problems:

1. What is the status of the three cities in terms of:
 - a. political aspect;
 - b. socio-cultural aspect; and
 - c. economic aspect?
2. What is the extent of the implementation of the Disaster Preparedness Programs of the three cities in terms of:
 - a. rescue operation;
 - b. relief operation;
 - c. evacuation;
 - d. medical/health services;
 - e. transportation services;
 - f. security services; and
 - g. emergency engineering?

3. What are the problems encountered by the three cities in the implementation of their respective Disaster Preparedness Programs in terms of:
 - a. logistics;
 - b. manpower capability; and
 - c. disaster preparedness activities?

4. What measures may be recommended to enhance the implementation of their programs?

The study covered the political, socio-cultural, and economic profiles of the three component cities. The political profile includes their history, legal basis of existence, geographical location, vision and mission, classification of cities and barangays, number of barangays and punong barangays, and non-government organizations/people's organizations. As regards the socio-cultural aspect, comparison was used for demography, population, population density, household size, educational institutions, health facilities, languages and dialects spoken, and fiestas. The economic profiles of the cities were considered in terms of income collection, financial institutions, employment and income, tourist attraction and destinations, accommodation facilities, and dining/entertainment facilities. In as much as the cities were affected by natural phenomena, particularly typhoons and occurrence of volcanic eruptions, the disaster preparedness program of each city was likewise included to determine the extent of its implementation in terms of rescue operation, relief operation, evacuation, medical/health services, transportation services, security services and emergency engineering. The problems encountered in its implementation are discussed as bases for possible measures that would enhance the implementation of the program.

The study did not include the local chief executives' leadership and the implementation of the Local Government Code of 1991 in the Province of Albay.

Findings

I. Profile

A. Political Aspect

1. History

- a. Legazpi started from a barangay, Ligao from a sitio, and Tabaco, from a place called “Tabak” or bolo.
- b. All the three cities originated during the Spanish era when the Spanish friars built chapels then converted them into churches.
- c. Each town which was converted into a city was assigned a patron saint whose feast-day is considered the city fiesta.
- d. Each barangay has its patron saint commemorated every barangay fiesta.

2. Legal Basis of Existence

- a. The three cities are component cities that were created by law.
- b. Legazpi became a city thrice. The first time it became a city was under the Becerra Law of 1892; the second time was on July 18, 1948 by virtue of RA No. 306; and the third time was on June 12, 1959 under RA 2234.
- c. Ligao City was created by virtue of RA No. 9008 on March 24, 2001, 350 years later after it became an independent municipality in 1666.
- d. Tabaco was converted into a city after the plebiscite conducted on March 24, 2001 although RA 9020, (an Act Converting the Municipality of Tabaco into a Component City of the Province of Albay) was signed into law by Pres. Gloria Macapagal-Arroyo on February 5, 2001.

3. Geographical Location

- a. Legazpi City is situated at the eastern portion of Albay Province. It is located in the second congressional district of the province.

It is known as the gateway to Bicol and the seat of the provincial government.

- b. Ligao City lies in the eastern part of Tabaco City and western part of Pioduran. Ligao is situated within the central part of the third district of Albay.
- c. Tabaco City is located at the eastern coast of Albay Province. The island of San Miguel, part of the city's territory, is the northwest-ernmost of Albay's four main islands in the Lagonoy Gulf.

4. Vision and Mission

- a. Legazpi City dreams to be the model of progressive community through citizen empowerment and social, economic and cultural development tempered by a commitment to democracy, social justice, balanced ecology, cultural integrity and welfare of the fu-ture generation.
- b. Ligao City envisions that by year 2010, it will have been "The Trad-ing and Services Hub of the Third District of Albay".
- c. Tabaco City wishes to be a progressive, peaceful, self-sufficient and God-centered community through empowerment and responsible governance for balanced development.

5. Number of Barangays

- a. Legazpi City has 70 barangays; 45 barangays or 64.43% are con-sidered urban and 25 or 35.37% are rural barangays.
 - b. Ligao is composed of 57 barangays; 11 (19.30%) of which are ur-ban and 46 (80.70%) are rural.
 - c. Tabaco City has 47 barangays; 21 (44.68%) urban barangays and 26 (55.32%) rural barangays.
4. Majority of the punong barangays in the three cities are men; however, 25.81% of the punong barangays in Legazi City are women.

6. Non-Government Organizations/People's Organizations

- a. There are 37 non-government organizations in Legazpi City. Twenty-six out of 37 organizations are registered as people's organizations.
- b. Ligao City has 45 NGOs and 16 of them are people's organizations.
- c. Tabaco City has 23 accredited non-government organizations and 27 private associations.

B. Socio-Cultural Aspect

1. Demography

- a. Legazpi City in 2000 census had a population of 164,059 with 27,073 households and 2.98% growth rate. By age and structure, 57.84% of the population belonged to the working group (15-64 age bracket); the city's medium age is 19 years old, (meaning 50% of the population were above this age and the other 50% were below this age); and a population density of 694 persons per hectare.
- b. Ligao City's population in the 2000 census was 90,603 with an annual growth rate of 2.24 lower than that of the national annual growth rate of 2.34% and a total household of 4,831. The city's population density was 367 persons per square kilometer.
- c. Tabaco City has a population of 107,166 with a density of 915 per square kilometer.

2. Educational Institutions

- a. There are 113 pre-elementary schools, 55 elementary schools, 19 secondary schools and 13 tertiary schools in Legazpi City.
- b. There are 7 private elementary schools, 3 private secondary schools, 2 national secondary schools and several barangay high schools, and 76 day care centers. There are 12 privately owned pre-schools in the city and two tertiary schools, a community college, and a private institution.
- c. Tabaco City has 6 tertiary schools, a national high school, baran-

gay high schools, and 2 private secondary schools.

3. Health Facilities

- a. There are 7 hospitals and 52 clinics and health centers in Legazpi City. Only 1 of them is a government hospital.
- b. There are 2 private health centers in Ligao City. Likewise, 13 barangay health stations are accessible to residents.
- c. In Tabaco City, there is 1 government hospital and 6 privately owned.

4. Languages and Dialects Spoken

- a. The residents of the cities of Legazpi and Ligao speak Tagalog, Chinese, English, Spanish and Bikol languages.
- b. In Tabaco City, residents speak Bikol, Tagalog, Kapampangan, Waray, Spanish, English and Chinese languages.

5. Fiestas

- a. Legazpi City celebrates its city fiesta every October 24, Ligao City on December 26, and Tabaco City on June 24.
- b. All the cities and barangays celebrate their annual fiestas in honor of their patron saints.

C. Economic Aspect

1. Income Collection

- a. Legazpi City's income in 2005 was P336,135,469.32; Ligao City had P220,585,904.30; and Tabaco City had an income of P194,825,147.55.
- b. Legazpi City has the highest income among the three cities and Tabaco City has the lowest.
- c. The greatest source of their income is the internal revenue allotments (IRAs).

2. Financial Institutions

- a. There are 28 banks in Legazpi City, 3 in Ligao City, and 8 in Tabaco City.
- b. Most of these banks are privately owned.

3. Employment and Income

- a. The major economic activity in Legazpi City is trade and commerce. It consists of wholesale and retail businesses and hotels and restaurants.
- b. Manufacturing ranks second to trade and commerce. Manufacturing is the major industry in Ligao City.
- c. In Ligao City, farming is the major source of livelihood by the 43.62% of the households.
- d. Agriculture is the backbone of Ligao City's economy.
- e. Farming is also the major economic activity of the Tabacños. Trade and commerce ranks second due to 1,268 registered business establishments.
- f. Manufacturing ranks third among the economic activities in Tabaco City. It comes in the form of cutlery/metalcraft, woodcraft/wood upholstery, rattancraft, ceramics hat and mat weaving, and ship repair/building.

4. Tourist Attractions and Destinations

- a. Tourist attractions and destinations are classified into historical, cultural, natural, religious, feasts and festivals and man-made.
 - i. There are 5 historical attractions, 1 cultural attraction, 10 feasts and festival attractions, and 6 manmade attractions and destinations in Legazpi City.
- b. There are only 2 historical attractions in Ligao City, 3 cultural attractions, 6 natural attractions, and 2 religious attractions.
- c. There are 11 beach resorts and caves in Tabaco City that are considered natural attractions and destinations, 6 man-made attrac-

tions, 1 historical attraction, and 3 for feast and festival attractions.

5. Accommodation and Dining and Entertainment Facilities

- a. There are 10 hotels in Legazpi City; 3 hotels are operated in Tabaco City; and there is no hotel in Ligao City.
- b. Legazpi City has 57 dining and entertainment facilities; Ligao City has 9; and Tabaco City has 16 of such facilities.

6. Telecommunications

- a. The 3 cities are serviced by Matelco, Bayantel, and Digitel. In addition, Legazpi City is also serviced by PLDT and RCPI. Ligao City is not served by these service providers.
- b. For mobile phone subscribers, giant companies have put up cell-sites within the city, namely, Globe, Smart and Suncel.

II. Extent of Implementation of the Disaster Preparedness Program

1. Rescue teams implemented rescue operation to a “great extent” in areas that were most affected by typhoon Reming.
2. The City Disaster Coordinating Council (CDCC) supervise the rescue and recovery activities within its areas of responsibility.
3. Primary attention is given by the members of the team to those who need immediate attention.
 - a. The disaster preparedness program on relief operations was implemented to a “great extent.”
 - b. Immediate relief operation is conducted to lessen the suffering of the evacuees.
 - c. Evacuation centers are properly secured. Pre-designated evacuation centers are identified with the priority given on the basis of the degrees of danger. All concerned service committees assist in the evacuation activities.

- d. The program implements measures to prevent the occurrence of outbreak of epidemics and control them as necessitated. Medical/ health service units are very much willing to assist CDCC in its medical mission.
- e. Transportation service is participated in by the government and non-government agencies. The government utilizes all vehicles issued to all local units. There are standby trucks made available upon request. The provision of transportation service for those affected by calamities are implemented to a "great extent."
- f. The implementation of the program to save the lives and properties of the victims of the calamities is perceived by the respondents as done to a "great extent."
- g. The CDCC personnel conduct a survey to determine the casualties of calamities and the extent of damages to infrastructure, agriculture, fisheries and aquatic resources, animal life and other properties; and the restoration of the lifeline such as electricity, potable water system, transport system, communication system and other related systems which the people badly need.

III. The problems encountered in the implementation of the Disaster Preparedness Program are ranked as follows:

- 1. On Logistics. Lack of equipment (mean of 2.67), lack of financial support (2.78) and unreliable reserved equipment (2.84).
- 2. On Manpower Capability. Unprepared personnel for immediate rescue operation (2.12), lack of preparations in the performance of disaster preparedness activities (2.40) and lack of training of personnel in disaster preparedness (2.64).
- 3. As regards to disaster preparedness activities, the problems are as follows: slow mobilization (2.20), lack of coordination with other concerned agencies (2.60), and lack of evacuation centers (3.04).

- IV. The measures that would enhance the Implementation of the Disaster Preparedness Program include increased logical support from the national government (3.05), purchase of additional rescue operations equipment (3.21) and enhanced training of personnel in disaster preparedness operation (3.34).

Conclusions

Based on the findings, the following conclusions are drawn:

I. Profile of the Three Cities

A. Political Aspect

1. The Spanish friars made significant contributions to the historical growth of the cities.
2. Legazpi City evolved as a city thrice with annexation or dissolution of attached municipalities.
3. The passage of a law converting a municipality into a city was deemed incomplete until a plebiscite was called for the constituents to approve the conversion.
4. The three cities are distributed among the three congressional districts with the City of Legazpi as the growth center.
5. All the three cities aim for development through empowerment of the community and commitment for exemplary governance.
6. Legazpi City having been a city since 1872 has almost one half of its barangays urbanized unlike the cities of Ligao and Tabaco where majority of the barangays are still rural.
7. Gender preference for the position of punong barangay is observed in favor of men.
8. Non-government organizations/people's organizations exist in the three cities as partners for development.

B. Socio-Cultural Aspect

1. Legazpi City has the largest population among the three cities.
2. There are more educational institutions in Legazpi city than in Ligao City and Tabaco City.
 - a. The tertiary education is runned by all private schools except Bicol University, a government institution.
 - b. The CHED V has a greater role in providing quality education to students in tertiary private schools.
3. Health facilities in Legazpi City are better and improved than those in the cities of Ligao and Tabaco.
4. There is homogeneity in languages and dialects in the three cities, except in Tabaco city where Kapampangan and Waray are spoken as additional dialects to Bikol.
5. All the three cities and barangays celebrate their fiestas in honor of their respective patron saints on fixed dates.

C. Economic Aspect

1. The programs and projects of each city are dependent on their income generated.
2. Business is brisk when the number of banks is greater.
 - a. Opening of private banks in the cities has contributed to the socio-economic development of the people.
3. Ligao City and Tabaco City are still under agricultural economy.
 - a. Legazpi City has stepped towards urbanization through trade and commerce.
 - b. Tabaco City has been blessed with a number of natural attractions than the two cities.
4. The presence of a greater number of hotels, dining and entertainment facilities contributed to the rise of the cities' income and employment of the people.
5. The three cities do not lag in terms of communications due to the installation of telephone and cell sites of giant companies.

- II. The Disaster Preparedness Program implemented by the three cities of Albay Province contributed to the mitigation of the loss of lives and afforded safety and security of the people.
- III. The implementation of the program was faced with identified problems that involved national government support.
- IV. Observance of implemented measures can enhance the implementation of the program.

Recommendations

Based on the findings and conclusions, the following recommendations are forwarded:

- I. A. 1. The city government should preserve Spanish heritage such as the churches and fiestas as part of the socio-cultural development of the cities.
- 2. Each local chief executive should think of more development programs and projects within the city to elevate its classification and increase the standard of living of its constituents.
- 3. Each local official should attend trainings and seminars on the latest trends, issues and concerns on local development.
- 4. There is a need to tap the resources of the cities of Ligao and Tabaco through capability building and participative governance.
- 5. The punong barangay as the barangay chief executive should play as a role model. He must be at least of college level in order to understand laws and ordinances as well as to be knowledgeable more about his duties and responsibilities.
- B.2. The play of politics should be minimized especially in National Gov-

- ernment Agencies (NGA) – NGOs/POs undertakings or relationship.
- 2.1. The city government of Legazpi should provide adequate facilities to the residents of calamity affected areas, and create jobs or employment in nearby barangays to discourage the victims to return to the affected areas.
 - 2.2. The CHED should safeguard the quality of education of private tertiary schools through constant visitations, students' feedback system, giving teachers' examinations, and observance of required qualifications of top administrators, deans, faculty members and faculty secretaries and program chairs.
3. There should be a provision of access to the 20% development fund for the construction of community hospitals in big barangays.
- 3.1. Community organizers should be deployed to pilot barangays.
 - 3.2. The spirit of volunteerism or "bayanihan" should be promoted among the community residents.
4. CHED and DepEd should require students and pupils to speak Tagalog and English language fluently while inside the school campus to preserve Philippine culture and to develop them for global competitiveness.
- 4.1. Barangay folks should economize during their barangay fiesta. The national government agencies should provide sufficient support systems for economic promotion.
 - 4.2. Sourcing of external funds for local public enterprise such as "Build-Operate-Transfer" (BOT) or "Build and Transfer" scheme, joint and cooperative ventures with private organizations, credit financing, and lease and outright sale of economic enterprises should be done.
 - 4.3. There should be collaboration among the private investors, NGOs, POs, and other groups who can contribute resources, ideas and skills.

- 4.4. Conduct training programs focusing on fiscal accountability, technical capability building, effective systems and strategies for revenue generation and resource mobilization and disaster preparedness.
 - 4.5. Provide incentives to operators of beach resorts, hotels, restaurants and entertainment facilities to encourage more tourists and visitors to stay in the city for a number of days.
 - 4.6. The city governments should strictly enforce a law or ordinance on cell phone snatching. They should exert vigilance on cell phone subscribers and owners by policemen and tanod members.
- II. 1. The city chief executives should seek for national support to enable the CDCC to acquire rescue operation equipment and train personnel on disaster preparedness.
 - a. A reserved trained personnel on disaster preparedness should be maintained by the CDCC to overcome slow mobilization.
 - b. Each concerned agency should have close coordination with CDCC before and after the occurrence of a disaster.
 - c. Financial assistance should be given to the city by the national government in time of calamity.
 - d. An incentive should be given to those who are involved in disaster preparedness activities to avoid slow mobilization and demoralization.
 - III. Proper planning in all M's of management (men, money, materials, methods, market) should be undertaken by both the national and local governments in order to fully implement the disaster preparedness program.
 - IV. The recommended measures advanced by the respondents who are actually involved in the implementation of the program should also be considered.

Finally, it is recommended that other researches be conducted to provide effective local governance of cities. These are:

1. The Emerging Role of the Cities of Legazpi in the Establishment of Growth Centers in Bicol Region
2. The Dynamics of “Development-Buster” Cities
3. Financial Scheme of City Government Towards Community Empowerment
4. Strategies on the Attainment of Sustainable Development of the Cities of Legazpi, Ligao and Tabaco
5. The Role of the NGOs and POs in Disaster Management of the Three Cities

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FOREIGN LANGUAGE ACQUISITION: TOWARDS COMPETENCY IN A SECOND LANGUAGE

Donna Hope Moran

“Nowadays, being proficient in another language other than one’s native language is a big plus factor. It makes one highly effective and globally competitive.”

Introduction

In the Philippines, there are more than a hundred local languages with different varieties or dialects, not to mention foreign languages like English and Chinese that are in use. English, in fact, is not considered a foreign language for it is dominantly used in education and government. It is recognized as one of the two official languages in the country, the other one is Filipino, which is the national language and is based on Tagalog language.

Most Filipinos are multilingual. They know at least two or three languages – the native language, the national language, and English. Multilingual speakers have acquired at least one language during childhood, the so-called first language (also referred to as the mother tongue), which is acquired without formal education. For most Bicolanos, their mother tongue is Bikol, which also has dialects or varieties like Bikol-Legazpi, Bikol-Daraga, Bikol-Sorsogon, etc. There are many who can speak and understand other Philippine and foreign languages aside from English and Filipino. Like for instance, students

who attended Chinese schools learned Chinese, or college students taking up BS Tourism have foreign language subjects.

The College of Business Administration of Aquinas University of Legazpi offers 9-unit foreign language courses to students majoring in Tourism. So far, among the foreign languages that are offered by the college are Spanish, French, Japanese, Chinese Mandarin and Korean.

Most students find learning foreign languages as a fun, exciting and challenging experience. In fact, foreign language learning entails patience, hard work, determination and, of course, interest.

Objectives

This paper is of great help in understanding how to acquire or learn a foreign language more effectively. It aims to answer the following queries:

1. What are the factors that affect foreign language acquisition?
2. What are the strategies and techniques adopted in learning a foreign language?
3. What are the reasons behind having different levels of language competencies?

Methodology

The author explored different researches done on language acquisition, which include both first and second language learning. Document analysis was used to describe the nature of language acquisition and determine the factors affecting it.

Some of the language learning strategies and techniques are based on experiences of language learners.

Language Acquisition

Numerous studies on language acquisition ranging from children's language acquisition to adult's foreign language learning have been undertaken mostly by linguists and psychologists.

Language acquisition is defined as the "process of learning a native or a second language." Native language refers to the first language learned by children while second language is defined as the language learned after the first or native language has been established. This may be the second, third, fourth, or fifth language.

There are different theories that explain language acquisition. One of which supports that children acquire language by imitation or copying what they hear (Jannedy et al 1994). Meanwhile, other studies infer that human beings have a natural aptitude for learning language. Noam Chomsky (1957) supported the latter theory claiming that all intelligible languages possess a "deep structure" of grammatical rules that are universal to an innate capacity of the human brain to learn grammar. He explained the concept of "Universal Grammar", a set of innate principles and parameters that are common to all human languages. He also posited that children are born with a hard-wired language acquisition device (LAD) in their brains. This can be explained by the stages in the acquisition of a native language that can be measured by the complexity and originality of children's utterances. For example, a child may say "goed" (instead of "went"), a form which he has not heard, suggesting that he had intuited a grammatical rule on how to conjugate regular verbs in English. This hypothesis of Chomsky supports that children have innate language-specific abilities that facilitate language learning. Thus, learning a first language among children is easier than learning a second or foreign language.

Meanwhile, linguist Eric Lenneberg (1967) claimed that a critical period of language acquisition ends around the age of twelve years old. According to

him, if no language is learned before then, it could never be learned in a normal and fully functional sense.

Except for those who use English as a medium of communication in their homes, many Filipinos consider English as a second language, which they learn in school. Moreover, those who grew up in provinces would also regard Filipino as a second language for they had first acquired their own respective native languages before they were exposed to English and Filipino, the two languages used as mediums of instruction in schools in the country.

Second language acquisition is the “process by which people learn a second language in addition to their native languages.” It is the acquisition of any language after the acquisition of the mother tongue (native or first language). The language to be learned is often referred to as the “target language” or L2 or SLA. The first language is referred as the “source language” or L1.

Based on the definition of second language acquisition, foreign language will falls under the second language category. On the other hand, Rebecca Oxford defines second language as ‘having social and communicative functions within the community where it is learned’ in contrast to foreign language which does ‘not have immediate social and communicative functions within the community where it is learned’. Following this argument, English would then be a second language rather than a foreign language in the Philippine setting. Practically speaking, we study English for social, economic and professional reasons. We are compelled to study English because of its great importance in our society. On the other hand, learning a foreign is based on one’s desire to study new language. However, in most studies, second language and foreign language are mentioned interchangeably because learning strategies are applied equally well to both.

In second or foreign language acquisition, there is always the influence of the first or native language of the learner. That is why, Filipinos have the so-

called Filipino-English, which is the kind of English Filipinos use. The Filipino accent is recognizable in their speech.

One of the bases in order to distinguish the learner's capacity between L1 and L2 is by predicting errors, which is called error analysis. Error analysis distinguishes between errors; overt errors as "I sad" which are obvious and convert errors that are evident only in context. But error analysis has also some deficiencies. It can only deal effectively with learner production (speaking and writing) and not with learner reception (listening and reading).

There are several factors that affect the process of acquiring a foreign language which pertain to social, emotional or biological influences.

Factors Affecting Foreign Language Acquisition

Studies and researches on second language acquisition have identified some factors affecting second or foreign language acquisition. Among the non-linguistic factors are age, number of years of learning, environment, motivation, attitude, personality, gender and background in other languages.

The issue about age is a crucial one. A research claimed that children are far superior over adults in acquiring a second language. Three perspectives support this argument—biological, cognitive and affective. The biological point of view explains that a child's brain is more "plastic" or more receptive especially in terms of pronunciation. One proof of this is that children who suffer impairment before puberty recover normal language, whereas adults rarely recover fully and often do not regain verbal beyond five months after impairment. Language acquisition occurs primarily during childhood but the brain eventually loses plasticity after a certain age. The cognitive perspective's much dependence on conscious rule knowledge somehow impedes the natural processes of language acquisition among adults. Affective or emotional differences point out that children have less inhibition than adults

when it comes to mimicking sounds which positively affect, children more easily than does adults.

“Critical Period” theory posits that the language acquisition device proposed by Chomsky becomes inaccessible at a certain age. It follows the fact that adult learners seldom achieve native-like pronunciation unlike children but they also have an advantage in learning vocabulary and syntax. In terms of cognitive and affective aspects, second-language acquisition is much more advanced than first-language acquisition.

The number of years of learning is also a great factor in foreign language acquisition. This is where the issue on short versus long-term learning comes in. Although number of years is not a precise measurement of proficiency in a language, long-term learning implies more effective results than short-term learning does.

Environment, as a factor, is classified into natural, formal and a combination of both. Natural environment pertains to learning in the host country either on a short visit or long-term stay. Formal environment refers to learning the foreign language in a classroom setting not necessarily in a host country. Combination would be studying the language in the host country. Based on empirical observations, learners in this particular environment are found to be better speakers than those exposed to natural and formal setting. This is attributed to their direct contact with native speakers in host country where a particular language is used. Another important factor related to environment is having a comfortable setting. Learners in a stressful situation may exhibit much less learning than they would in a more comfortable setting.

Motivation is also identified as an important factor to foreign language acquisition. Motivation refers to the desire or drive to integrate the foreign culture or willingness to use the new language in one’s society. There are different kinds of motivation. Intrinsic motivation refers to the desire to do something

for an internal reward. Most studies have shown that intrinsic motivation is more effective in long-term language learning than extrinsic motivation such as high grade or praise is. Integrative and instrumental orientations refer to the degree that a language is learned for its own sake (integrative); instrumental motivation involves wanting to learn a second language for a specific goal or reason. For example, someone might need to pass a language requirement in order to get a college degree, or a job in a private company. Integrative motivation, on the other hand, involves wanting to learn the second language in order to learn more about a particular culture. For instance, someone might want to learn Japanese in order to learn more about a fascinating culture. Some of the common reasons why students are motivated to learn a foreign language are their willingness to communicate with foreigners and their plan to work abroad in the future.

Attitude is an affective factor related to the learner's emotional state and attitude toward the target language. Projecting a positive attitude towards the language and its speakers is necessary for a better communication skill. If the learner shows interest in the language, it would be easier and enjoyable for him to learn it. Anxiety is another attitude that damages student's prospects for successful learning. It is often related to a sense of threat to the learner's self-concept in the learning situation; for example, when a learner fears being ridiculed for a mistake. Fear will cause students not to try advance their skills, especially when they feel they are under pressure.

As for personality, being sociable is also an additional factor for foreign language learning. One highly studied factor impeding language development is the issue of extroverts versus introverts. Extroverts would be willing to try to communicate even if they are not sure whether they would succeed. Based on one study conducted, it was found out that many of the students would avoid interaction with the native speakers of the target language, while others interaction were typically quiet, reserved people. If the student is shy or introvert, he is less likely in language learning. With the lack of practice,

introverts would less likely to fully acquire the second language.

Personality factors are interrelated with motivational factors. Traits relating to self-confidence (lack of anxiety, outgoing, self-esteem) are helpful in second language learning. The person with high self-esteem is able to reach beyond himself more freely to be less inhibited, and because of his ego strength, to make the necessary mistakes involved in language learning with less threat to his ego.

Studies across numerous cultures have shown that women have the advantage over men in language achievement. Women fare better in learning languages than men do. This is linked to gender roles.

Bilingual and multilingual speakers fare better than the monolingual in acquiring a foreign language. According to studies, the former develop a greater linguistic sensitivity and a more analytic orientation towards language as a means of overcoming interferences between languages. Knowing two or more languages leads to a more successful foreign language learning rather than knowing just one language as monolinguals do.

Linguistic Aspects Related to Foreign Language Learning

Part and parcel of learning any language is to know its grammar. To most people, grammar means the lessons learned in classes where they are taught about subject and predicate and parts of speech. To a linguist, however, grammar means the set of elements and rules that make up a language. Language learning would be more effective if the learner looks into these some important aspects of language which are phonetics, phonology, morphology, and syntax.

Just like L1 or first language learners, second language learners are also developing grammar that is systematic even if it is not always native-like.

Phonetics is the study of speech sounds, which are more technically known as phoneme, how they are produced, their physical properties and how they are interpreted. There are three aspects to the study of speech sounds: articulatory phonetics, the study of the production of speech sounds; acoustic phonetics, the study of the transmission and the physical properties of speech sounds (such as intensity, frequency and duration); and auditory phonetics, the study of the perception of speech sounds. Each language has a set of speech sounds. In learning a second language, one must begin by familiarizing the set of speech sounds. It is like being in the first grade when the teacher teaches 'abc' and how letters are pronounced.

With emphasis on significant sounds and their patterns, phonological development supported the argument on the advantage of children over adults in native-like pronunciation. According to studies, children's acquisition of first language starts with learning simple sounds, while second language learners produce complex phonetic sequences at the very start. Their knowledge of sounds of their first language interferes with the sounds of the foreign language they are learning. This is an example of L1's interferences in L2.

Phonology is a field linguistic that concerns the distribution of sounds in a language as well as the interaction between these different sounds. This field investigates the organization of speech sounds in a particular language. Although there might be the same sound in two or more languages, no two languages organize their sound inventories in the same way. For example in Japanese, there are five vowel sounds: a, i, u, e, and o, which are the same as the vowel sound inventory in Filipino: a, e, i, o, u. But their pronunciation vary. Like, in okimasu /okimas/ 'to wake up' and okimashita /okimashta/ 'woke up', [u] is not pronounced at the end of the sentences and [i] is not pronounced in '-mashita'. These are called evocalized sounds in Japanese. On the other hand, students learning Chinese Mandarin have a hard time at first in pronouncing /ü/ because it is not used in the Philippine languages or in English.

Another phenomenon in which the phonological system of first language interferences can be seen is the phonology of loan words. When a language borrows a word from another language, the former makes the word fit into its own phonological system. For instance, when Japanese borrowed the word 'ice cream', it becomes 'aisukurimu', adopting the phonological system of Japanese language. In like manner, in Mandarin telephone is pronounced as 'delüfeng'.

In studying a foreign language, one unconsciously compares and contrasts the sounds of his first language and those of the new language. If a learner cannot find such sound in his first language, he will have a difficulty in learning to produce such sounds. For example, native speakers of English find it difficult to pronounce /ng/ at the beginning of words like 'ngipin', 'nginig' because there is no English word that starts with [ng].

Morphology is the study of the building blocks of meaning in language. Many words can be broken down into smaller units; for example, words such as unlucky, unhappy and unsatisfied. The -un in each of these words has the same meaning which is 'not', but -un is not a word by itself. It is a unit smaller than a word that has meaning. It is called a morpheme. Also under morphology are the construction of plurality, verb conjunction, pronouns and words. Pronouns are usually inflected in terms of number while verb forms change according to tenses.

Morphological analysis, which looks into the word formation of a language, shows that adults and children acquire morphemes in a relatively same order. Basic words and word formations are learned first before the complex ones.

Syntax studies the organization of words into phrases and phrases into sentence. It deals with word order in sentences or discourse of a language. One of the first things we notice about the sentences of human languages is that

the words in a sentence occur in a certain linear order. No human languages have words of a sentence occurring in random order.

Languages can be classified according to their sentence structure — SVO, SOV, VSO and VOS. (S stands for subject, V for verb and O for object.) English and Mandarin have SVO construction, Japanese has SOV construction, while Philippine languages employ SVO, VSO and VOS syntactic structures, making them appear more flexible than any other language in terms of sentence construction.

Example:

	S	V	O
<i>Mandarin</i>	Wǒ	ái	nǐ
<i>English</i>	I	love	you.

	S	O	V
<i>Japanese</i>	Watashi wa	anata wo	aishiteimasu
	I	you	love

	V	S+O
<i>Filipino</i>	Mahal	kita. (ko ikaw)

Difference in forms of writing is also an important factor. Those who are accustomed to the use of Roman alphabets will undoubtedly find difficulty in writing and reading characters in Chinese, Japanese or Korean. Japanese and Korea both have writing systems employing Chinese characters, which are called Kanji and Hanji, respectively.

Both linguistic aspects and non-linguistic factors must be considered when one intends to study a new language. Moreover, one has to develop learning strategies in order to acquire a foreign language successfully.

Language Learning Strategies

Language learning strategies (LLS) are “specific actions, behaviors, steps or techniques that learners use to improve their skills in acquiring L2 or foreign language.” These strategies help them facilitate internalization and use of the new language. LLS are divided into direct and indirect language strategies.

Oxford outlines three main types of direct LLS: (1) memory strategies, which aid in entering information into long-term memory and retrieving information when needed for communication, (2) cognitive LLS, which are used for forming, revising and producing messages in the target language, and (3) compensation strategies, which are needed to overcome any gaps in knowledge of the language. Oxford also describes three types of indirect LLS: (1) metacognitive strategies help learners exercise their own learning, (2) affective LLS enable learners to control feelings, motivations and attitudes related to language learning, and (3) social strategies are asking questions, cooperating with others and empathizing with others.

Language learning strategies or LLS are interconnected, both direct and indirect. For example, the learner asks a native speaker a question, which is a social strategy as well as a cognitive strategy since he produces messages using the target language.

In order to acquire a foreign language, one must devise some techniques and here are some useful strategies.

Some Techniques in Learning a Foreign Language

1. Ask yourself why you are studying a foreign language. Think about how knowing and being able to communicate in a new language will help you. Consider your future career options as well as your future travels, and your appreciation of other nationalities and cultures. Will

knowing a foreign language make you a better person?

2. Attend all classes. If you miss even just one class, it would be really hard to catch up because in a language class you are engaging in activities, not just taking notes. Participate in class actively.
3. Familiarize and pronounce the speech sounds correctly. These sounds make up the words and sentences of the language. Each language has a different set of sounds. Some languages like Chinese even have tones.
4. Memorize vocabulary. In many cases, pictures or drawings accompany the vocabulary in your book. Visualize the item or concept that the word describes. You may list the words with English translations in a small notebook. During free time, you may read and memorize them. Moreover, you must be able to pronounce the words correctly.
5. Learn by heart the verb conjugations. The most critical part of a sentence is usually the verb. Thus, you really have to memorize the patterns. Apply the patterns to as many verbs as possible. Then, apply them to forming meaningful sentences to make them all relevant. Make up sentences or conversations using the verbs.
6. Know the pattern in forming sentences. Which comes first; the verb or the object? Where is the subject placed? Languages differ in their sentence patterns.
7. Work on the textbook and workbook exercises. Always do all of the exercises assigned. Do not stop in just writing them; go over them and say them all out loud and pretend that you are having meaningful conversations using the expressions. Do this with a partner, and it will help even more.
8. Practice writing characters until you master them. If the foreign language has a different writing system, spend at least an hour everyday to practice them.
9. Study. Allot extra time to familiarize the sounds, memorize vocabulary, and use them in meaningful sentences and practice writing characters. In learning a language, to study means to 'practice.'

Why Do Some Learners Perform Better Than Others Do?

It may be that all people can achieve a satisfactory degree of mastery of a second language when the situation demands it, but they differ in the ease or rate of achieving that mastery.

Foreign language aptitude is considered as the individual's initial state of readiness and capacity for learning a foreign language. This aptitude is not exactly the same as what is commonly called "intelligence". Foreign language aptitude consists four major components:

1. phonetics coding ability – an ability to identify distinct sounds, to form associations between these sounds and symbols representing them, and to retain these associations. It is the ability to store new language sounds in memory. The learner has to mimic foreign sounds accurately.
2. grammatical sensitivity – the ability to recognize the grammatical functions of words (or other linguistic entities) in sentence structures. This is a basic aptitude or capacity to acquire grammatical concepts specifically the patterning of sentences in a language.
3. rote learning ability for foreign language materials – the ability to learn associations between sounds and meanings rapidly and efficiently, and to retain these associations.
4. inductive language learning ability – the ability to infer or reduce the rules governing a set of language materials, given samples of language materials that permit such inferences.

Still, students differ in learning outcomes. According to a psychologist, these is due to individual differences between learners. The most important learner traits can be divided into two groups, the cognitive (mental) and the affective (emotional).

Cognitive factors include: (1) intelligence, students who are above average in terms of intelligence or attainment tend to do well in foreign language learning, at least in formal classroom settings; (2) language aptitude refers to a “gift” for language learning distinct from general intelligence; and (3) language learning strategies, more proficient are found to employ strategies that are different from those used by the less proficient.

On the other hand, affective factors include: (1) language attitudes, according to some psychologists the attitudes of the learner towards the target language, its speakers and the learning context may play in explaining success or lack of it; (2) motivation, a motivated individual “is one who wants to achieve a particular goal, devotes considerable effort to achieve this goal”; and (3) language anxiety, many studies suggest that language anxiety has a negative effect on learning successfully.

Conclusion

As second language learner can be someone learning to read Chinese in a university or becoming fluent in the fourth language as a professor or a teenager acquiring a new language after moving to a new place.

Potential multilingual speakers have certain common traits that drive them to learn a foreign language. One of which is their strong interest in a foreign language. Others learn a foreign language for practical purposes such as business, employment or entertainment.

There are groups of people who go to a foreign country and take up residence. These are immigrants and their descendants. Usually the heritage language is lost after one or two generations, especially if the foreign language has greater prestige. For instance, Filipino families who migrate to United States will have children speaking English as if it is their native tongue, since it is the dominant language used in their new environment.

A language learner must possess certain qualities in order to be proficient in a particular language. Among which are: (1) an effective personal learning style or positive learning strategies, (2) tolerance and an outgoing approach to the target language and empathy with its speakers, (3) a technical know-how on how to tackle a language, (4) willingness to practice; and (5) willingness to use the language in real communication.

Competency in a second language requires skills in listening comprehension, speaking, reading and writing. It entails continuous practice and use of the language. Above all, the student's general attitude is the best predictor of one's success in foreign language acquisition.

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THE POTENTIALS OF ECOTOURISM IN PRIETO DIAZ, SORSOGON

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This study determined the potentials of ecotourism in the municipality of Prieto, Diaz, Sorsogon. Specifically, it dealt with the following: (1) the perception of the selected tourists and residents on the potentials of the different ecotourism sites in Prieto Diaz, Sorsogon in terms of attractions, amenities and accessibility; (2) the services and facilities that would enhance the potentials of ecotourism sites in Prieto Diaz, Sorsogon; and, (3) the proposals recommended to improve and enhance the ecotourism sites in the said municipality.

There were several individuals and organizations identified to be benefited by of the study. Likewise, several related literature and studies were reviewed to determine the gap, which was bridged by the undertaking. The study is anchored on the theories of Sustainable Development for Ecotourism by Wight and Carter upon which the theoretical framework was designed and incorporated in the theoretical background of the study. The study developed its conceptual framework, which becomes the contribution of the researchers to knowledge building. The study utilized the descriptive design of research. It used primary and secondary data. The primary data were taken from the responses of selected local residents and tourists.

The primary data were gathered through the use of a semi-structured survey-questionnaire.

In order for the gathered data to become meaningful and useful, various statistical tools such as frequency, percent, rank and weighted mean were utilized. The results are presented in textual and tabular forms upon which appropriate descriptions and interpretations are provided.

The following are the findings of the study:

1. The potentials of “Attractions” for ecotourism in Prieto Diaz, Sorsogon are perceived by selected tourists to be: (a) moderately high for Mangrove Plantation (3.48), Beach Resorts (3.40), and Marine Sanctuary (3.45); (b) high for Corral Reefs (3.59), Caves (3.71) and, Falls (overall mean of 3.50); and (c) fairly high for Tidal/Mud Flats (2.45). On the other hand, the selected resident-respondents perceive the potentials of “Attractions” for ecotourism as: (a) moderately high for Mangrove Plantation (3.48), Tidal/Mud Flats (3.21), Marine Sanctuary (overall mean of 3.48), and Caves (3.41); and high for Caves (3.62).

The potentials of “Amenities” for ecotourism are perceived by selected tourists to be “moderately high” (3.13) in general with “electricity/power facility” as “high” having the highest mean of 3.64, and “lodging houses” as “moderately high” having the lowest mean of 2.56. Likewise, the resident-respondents, perceive them to be “moderately high” (3.09) in general with “Electricity/power facility” as high having the highest mean of 4.01, and “lodging houses” as “moderately high” having the lowest mean of 2.60.

The potentials of “Accessibility” for ecotourism are perceived by selected tourists to be “moderately high” (2.15) in general with “road network” as “high” having the highest mean of 3.51, and “affordability of transportation” and “visible road sign” as “moderately high” having the lowest mean of 2.73. The resident-respondents perceive them also to be “moderately high” (2.93) in general with “road conditions” as “high” having

the highest mean of 3.29, and “availability of land transport terminals” as “moderately high” having the lowest mean of 2.00.

2. In terms of the services that would enhance the potentials of ecotourism sites in Prieto Diaz, Sorsogon, the selected tourists give priority to the indicator, “reliable public transportation” having the highest frequency of 33 or 73% and the “presence of first aid camps or centers” as the least having the lowest frequency of 23 or 51%. The selected resident-respondents, on the contrary, give priority to “effective peace and order services” having the highest frequency of 80 or 89% and “presence of restaurants and bars” which has the lowest frequency of 40 or 44%.

In terms of the facilities that would enhance the potentials of ecotourism sites, the selected tourists give priority to the indicator, “controlled access points and cabins” having the highest frequency of 35 or 78% and the “dock” as the least having the lowest frequency of 22 or 49%. The selected resident-respondents give priority to “garbage disposal facility” having the highest frequency of 78 or 87% and “controlled access points and cabins” which has the lowest frequency of 38 or 42%.

3. In terms of proposals recommended to improve or enhance the ecotourism sites in Prieto Diaz, Sorsogon, the selected tourists give priority to the indicator, “The key players in the ecotourism industry should cooperate with each other to develop the sites in Prieto Diaz, Sorsogon” having the highest frequency of 41 or 91%; while the indicator “The Department of Tourism and LGU of Prieto Diaz, Sorsogon should undertake the maintenance measures for the various ecotourism sites in the locality” as the least having the lowest frequency of 32 or 71%. Similarly, the selected resident-respondents also give priority to “The key players in the ecotourism industry should cooperate with each other to develop the sites in Prieto Diaz, Sorsogon” having the highest frequency of 86 or 96%; while “The local government of Prieto Diaz should endeavor to protect and

improve the environment and safeguard the forest and wildlife in the municipality” is the least having the lowest frequency of 40 or 44%.

In view of the above findings, the following are the conclusions of the study:

1. The attractions, amenities and accessibilities for ecotourism in Prieto Diaz, Sorsogon possess average capabilities or potentials to attract tourists for its various ecotourism sites.
2. There are various services and facilities that could enhance the potentials of ecotourism sites in Prieto Diaz, Sorsogon but they are only within average capabilities.
3. There are varied proposals recommended by tourists and residents to improve and enhance the ecotourism sites in Prieto Diaz, Sorsogon.

Based on the conclusions presented above, the following are the recommendations of the study:

1. The municipal government of Prieto Diaz, Sorsogon, together with its barangay leaders and council, should adhere to the proposals recommended by the selected tourists and residents to improve and enhance the ecotourism in the said municipality.
2. The municipal government of Prieto Diaz, Sorsogon and the provincial office of the Department of Tourism in Sorsogon should draw a concrete plan on how to make the various ecotourism sites in Prieto Diaz more attractive to both domestic and foreign tourists.
3. The local entrepreneurs in Prieto Diaz, Sorsogon should upgrade their

facilities in order for them to contribute towards the enhancement of the ecotourism sites in the municipality.

4. The community leaders of the barangays in Prieto Diaz, Sorsogon should do their best effort to ease out the social tensions from among their constituents in order that they can contribute to the progressive protection of forest, marine sanctuaries, (corral reefs), caves, falls, endangered species, flora and fauna, and other natural attractions to enhance ecotourism in the municipality.

The following are suggested areas recommended for further study:

1. An in-depth study of the impact of ecotourism on the social and economic development of Prieto Diaz, Sorsogon.
2. The management practices of LGUs in Sorsogon in their environmental protection and development programs for ecotourism in the province of Sorsogon.
3. The effect of solid waste management on the ecotourism industry.

ROLES AND COMPETENCIES OF HOSPITALITY MANAGEMENT EDUCATORS IN TESCU-ACCREDITED SECTARIAN SCHOOLS IN BICOL REGION

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This study determined the roles and competencies of hospitality management educators in TESCU-accredited sectarian schools in Bicol Region. This research answered the following questions: [1] What is the profile of hospitality management educators in terms of: educational qualification, teaching experience, affiliation to professional organization/s, trainings, seminars, and workshops attended, and activities in research, extension service and production? [2] What are the specific roles and competencies that hospitality management educators must perform and possess for them to be effective in their profession? [3] What is the perception of hospitality management educators on their roles along: knowledge production, research, professional leadership, and competencies along knowledge, skills, and values? [4] What is the perception of hospitality management students on the role of their hospitality educators along; knowledge production, research, professional leadership; and competencies along knowledge, skills, and values? [5] Is there a significant difference between the perceptions of educators and of students on the roles and competencies of hospitality management educators in TESCU-accredited sectarian schools in the Bicol Region?

The research was confined to the perception of hospitality management educators teaching full- and part- time in TESCU-accredited Higher Education Institutions offering Hospitality courses in the Bicol Region; and the perception of

the fourth year Hospitality Management students of the same schools during the School Year 2007-2008. Several beneficiaries of the study were identified and foremost of these beneficiaries were the hospitality management educators. Various studies were reviewed to identify the gap bridged by the present study. This study was anchored on the following theories: Cooley's Role Theory, Grossman's Theory and Proctor's Transaction Model of the Teaching/Learning Process, on which the conceptual framework was drawn. Relevant terms and variables were defined both conceptually and operationally.

A descriptive- evaluative method of research was utilized by the study. Two sets of questionnaire were prepared. One was designed for the 11 Hospitality Management educators and the other for the 100 (actual, 97) Hospitality Management students. Complete enumeration was used for both the educator and student respondents due to their minimal number. The data gathered were tabulated and presented both in textual and tabular forms. These data were statistically analyzed using frequency, percentage, Likert Scale, weighted mean and t- test. The analyzed data were then given appropriate interpretation.

Based on the data gathered, analyzed and interpreted, the study arrived at the following findings:

1. Profile of the Hospitality Management educators. Most of them have masteral units, with teaching experiences ranging from one to five years. Majority of them are affiliated with the Tourism Educators of Schools Colleges and Universities (TESCU). They had attended seminars on tour guiding, measurement and evaluation, and classroom management and had participated in Tourism Development Planning as well.
2. Being a professional leader is the specific role that the educators perform best while the specific competency that they possess primarily is knowledge on the current trends and updates about the hospitality industry.

3. The perception of hospitality management educators on their role got an overall mean of 4.11 interpreted as “Very Good”. The average weighted mean on knowledge production is 4.42, 3.33 on research, and 4.57 on professional leadership, interpreted as “Very Good,” “Good,” and “Excellent,” respectively.

The perception of hospitality management educators on their competencies got an overall mean of 4.60 interpreted as “Excellent”. The average weighted mean on knowledge is 4.53, 4.40 on skills, and 4.87 on values, interpreted as “Excellent,” “Very Good,” and “Excellent,” respectively.

4. The perception of hospitality management students on the role of their educators is 3.83, interpreted as “Very Good”. The average weighted mean on knowledge production is 4.01, 3.50 on research, and 3.98 on professional leadership, interpreted as “Very Good,” “Good,” and “Very Good,” respectively.

The perception of hospitality management students on the competencies of their educators got an overall mean of 4.07, interpreted as “Very Good.” The average weighted mean on knowledge is 4.18, 3.93 on skills, and 4.11 on values, all interpreted as “Very Good.”

5. There is a significant difference between the perceptions of the respondents along knowledge production, professional leadership, knowledge, skills and values. Only the perceptions along research have no significant difference noted.

Based on the foregoing findings, the following conclusions were drawn:

1. That the hospitality management educators in TESCU-accredited sectarian schools in the Bicol Region have varying levels of educational qualification. Likewise, they have been in the profession for not more than a

decade and are affiliated with a professional organization for HM educators. Moreover, they had attended seminars, trainings and workshops, had engaged in research activities and had rendered services in extension and production.

2. That there are specific roles to perform and competencies to possess for the hospitality management educators to be effective in giving quality education to hospitality management students.
3. That the hospitality management educators perceive themselves to be satisfactory in performing their roles and that they perceive themselves to possess superior competencies. They are role-oriented professionals equipped with superior knowledge, with the necessary skills and with the right set of values which are needed in the hospitality industry.
4. That the hospitality management students perceive their educators as satisfactory in performing the latter's roles and that the students perceive their educators to possess considerably adequate competencies. They think that their educators are serious in performing the role assigned to them and they believe that their educators are competent in the profession.
5. That the hospitality management educators and students have varying perceptions about the roles and competencies of hospitality management educators in TESCU-accredited sectarian schools in the Bicol Region. Therefore, the null hypothesis is rejected.

The following are the recommendations of the study:

1. The different Higher Education Institutions should set a higher standard when it comes to hiring of hospitality management educators. The HEIs must require all educators to meet the minimum CHED requirement of

a master's degree. Appropriate sanctions should be imposed for non-compliance of such requirement. However, in addition to an academic degree, performance in civil service, bar or board examinations may be explored as an alternative to the minimum requirement of a master's degree in the subject of specialization.

2. Hospitality educators who have baccalaureate degrees only but are deemed competent based on objective criteria should be given a chance to improve themselves through in-service trainings, workshops, seminars and advancement programs. Teachers should be encouraged to avail of such programs by offering incentives such as tuition subsidies, study leaves with pay, and research grants.
3. The various HEIs should develop more in-service trainings and advancement programs to help the hospitality educators grow in their profession.
4. The administrators should support and encourage Hospitality Management educators to continue attaining higher levels of education. It will help the latter to become more competent and it will uplift their morale in performing their role.
5. The TESCU should specify the roles that must be performed by the hospitality educators. In addition, competency standards should be set for the educators to follow.

As offshoot of this study, the researchers offer the following topics as areas for further study:

1. A replication of this study such as "Roles and Competencies of Business Administration Educators in Aquinas University of Legazpi."

2. A study on the relationship of International Practicum Training Program to successful job hiring.
3. A research that will deal with the competency requirements for hiring stewardesses and stewards in the Philippine Airlines.
4. A study on the effect of DOT-accreditation on the status of various hotel and restaurant establishments in Legazpi City.
5. The bidding process of different tour operators in Albay province as perceived by BST students major in Travel Management.

ASSESSMENT OF THE PHYSICAL AND EQUIPMENT REHABILITATION ACTIVITIES OF AQUINAS UNIVERSITY OF LEGAZPI AFTER TYPHOON REMING

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This study assessed the physical and equipment rehabilitation activities of Aquinas University of Legazpi (AUL) after typhoon Reming. Specifically, it answered the following: (1) What is the status of AUL rehabilitation activities after typhoon Reming along physical structure and laboratory equipment? (2) What is the students' perception on the effects of rehabilitation activities of AUL in physical structure and laboratory equipment along promotions and clients' maintenance? and (3) What management strategies may be recommended to maintain and sustain clients after typhoon Reming?

The study considered a significant number of beneficiaries including old and incoming students of AUL, employees and administrators, parents, and present and future researchers. The result of this study could serve as a source of pertinent information as regards the status of the physical and equipment rehabilitation activities of Aquinas University of Legazpi after typhoon Reming.

A descriptive type of research was used to describe the variables of the study. It utilized primary and secondary data. The respondents of the study were limited to the second to fourth year students from the different departments of AUL: Business Administration (BA), College of Arts, Sciences and Education (CASE), Nursing and Health Sciences (CNHS), and Polytechnic Institute (PI), full-time faculty, and administrators. Students from the Gradu-

ate School, College of Law, and High School Department as well as incoming freshmen and transferee students were not among the respondents. The financial status of the university likewise was not dealt with. The questionnaire was subjected to a dry-run in Aquinas University of Legazpi.

The distribution of the questionnaires to the respondents was administered personally by the researchers. The data gathered were collated and processed using frequency, composite ranking, mean ranking, and percentage.

Based on the data gathered, analyzed, and interpreted, the study revealed the following findings:

1. The status of AUL rehabilitation activities after typhoon Reming has an overall weighted mean of 3.13 with an adjectival interpretation of “implemented.” Physical structure rehabilitation got an overall mean of 3.28, interpreted as “implemented” while laboratory equipment rehabilitation had an overall mean of 3.28 also interpreted as “implemented.”
2. The students’ perception on the effects of rehabilitation activities of AUL in physical and laboratory equipment has an overall weighted mean of 2.94 (effective). “Promotions” has an overall mean of 2.97 (effective); while “client’s maintenance” has an overall mean of 2.92 also “effective.”
3. The respondents’ top three suggested management strategies to maintain and sustain clients are: (1) improve teaching techniques, 81%; (2) better relationship between the administrators, faculty and students, 75%; and (3) better access of students to internet service and other laboratory facilities/equipment, 75%.

The researchers recommend the following:

1. The AUL administration must be aggressive in its promotional strategy in

order to attract more students to enroll in the university.

2. The department head of each unit/college should organize a marketing team in support to the promotional strategy of the university.
3. The enrollment system must be improved further to facilitate prompt services to clients.
4. Students must be active, participative, and cooperative in both academic and non-academic activities that will give honor to the university.

THE SPENDING PATTERNS OF LEVEL IV STUDENTS OF THE COLLEGE OF NURSING AT AQUINAS UNIVERSITY OF LEGAZPI

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This study determined the spending patterns of the Level IV Nursing students of Aquinas University of Legazpi. It also inquired on the perception of the student-respondents who answered the following questions on: [1] the socio-demographic profile of students of the College of Nursing at Aquinas University of Legazpi in terms of age, gender, civil status, religion, weekly allowance and type of residency; [2] the spending patterns of the students of the College of Nursing at Aquinas University in terms of personal expenditures, social expenditures, and academic expenditures; [3] the problems encountered by the respondents in allocating their budget to spend; and [4] the suggestions/recommendations that may be proposed to improve the spending patterns of these nursing students.

The study reviewed several readings, literature and studies to show similarities and importance to the present study. The theoretical framework of the study is anchored on David McClelland's Needs-Based Theory and Maslow's Hierarchy of Needs Theory. Likewise, the conceptual framework and its model are discussed and presented based on the statement of the problem.

This study could provide necessary information on the importance of proper spending to its beneficiaries that included the nursing students, students in general, parents, academe, and present and future researchers.

This study covered Level IV Nursing students of Aquinas University of Legazpi only. The students belonging to other colleges in Aquinas University of Legazpi and other educational institutions were excluded from the study. Likewise, the faculty members and staff of Aquinas University of Legazpi and other expenditures were also not included in this investigation.

Descriptive type of research was used to describe the data of the study. A survey questionnaire served as the instrument for collecting data. The researchers personally administered the distribution of the questionnaires to the respondents. Statistical tools like frequency, percentage and ranking were used in the analysis and interpretation of the data.

Based on the data gathered the following findings were discovered:

1. Majority of the Level IV Nursing students of Aquinas University of Legazpi are aged 20 to 21; most of them are female and single. As regards to religion, most of them are Roman Catholics. Most of the Level IV Nursing students of Aquinas University of Legazpi have an average weekly allowance ranging from Php501.00 to Php1,000.00. Most of them are living with their parents.
2. With regard to “personal expenditures,” their expenditures go mostly to “food” [r1], “transportation” [r2] and “hygiene” [r3].
3. On “social expenditures,” “contributions to affiliated groups” is the major expense [r1], followed by “strolling, malling, shopping indulgently” [r2], and “watching movies” [r3].

As regards “academic expenditures,” “transportation and lodging expenses” ranks first, “reproducing hand-outs provided by subject professors” ranks second, and “research expenditures” ranks third.

4. On problems they encounter based on their “personal expenditures,” “high transportation cost to and from school” ranks first, “expensive food due to eating habit,” ranks second and “uncontrolled text messaging” ranks third.

On problems encountered along “social expenditures,” “expenses as a result of hanging-out with friends more often (watching movies, eating in fast food chains, computer games)” ranks first, “too much vacant time in school, hence, has more time to hang-out with friends” ranks second, and “buying of fashionable clothes and accessories to wear on Wednesdays/washtays in desire to be “in” “in fashion” ranks third.

Along “academic expenditures,” “transportation related to duties in hospitals and communities” ranks first, “high research expenses (encoding and printing of manuscripts, reproduction of research papers)” ranks second, and “high expenses in projects and reproducing handouts” ranks third.

5. On suggestions/recommendations to improve the students’ spending patterns, majority of the student-respondents suggest the following: [1] making a budget plan, [2] assigning of nursing duties to nearby hospitals to avoid too much expense, and [3] reducing school contributions. These are the top three recommendations forwarded by the respondents themselves.

Based on the findings of the study, the researchers concluded that:

1. Generally, Level IV Nursing students of Aquinas University of Legazpi are young, with faith in God, are living with their families and have an average allowance. However, they hold opposing views on their preferences in spending.
2. Some of the Level IV Nursing students of Aquinas University of Legazpi

know how to spend their allowance wisely in terms of personal expenditures but not in terms of social and academic expenditures.

3. Knowing their needs and priorities helps students in spending their allowances. This guides them in prioritizing things or needs worthy of their money.

Based on the findings and conclusions, the researchers recommend the following:

1. Student-respondents should know their capacities and limitations when it comes to spending their allowances.
2. Student-respondents should be able to determine their needs and priorities when it comes to spending.
3. The school administrators should compensate their students well in order for them to satisfy the students personal, social and academic needs and for them to study productively.

Lastly, the researchers recommend the following topics to be pursued as future researches.

1. A replication of this study in other educational institutions
2. A comparative study about spending patterns of students in the different programs in in the College of Business Administration
3. Multiplier effects of spending in the market
4. Spending patterns of institutional workers of Aquinas University of Legazpi
5. Impact of spending on the status of living
6. Spending patterns of tourism students of the College of Business Administration of Aquinas University of Legazpi

THE SOCIAL RESPONSIBILITY ACTIVITIES OF THE “SHOPPERTAINMENTS” IN LEGAZPI CITY

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A “shoppertainment” is an establishment that does not only undertake trading of goods and services but also entertains the customers through the facilities and services of the mall while they are doing their shopping activities inside the edifice. As business landmarks in the city of Legazpi, “shoppertainments” undertake several social activities which could be considered as part of their corporate social responsibility.

This study dealt with the assessment of the social responsibility activities implemented by the two “shoppertainments” in the city of Legazpi, the Liberty Commercial Center (LCC) and Metro Gaisano. Specifically, it answered the following questions: (1) What is the status of the implementation of social responsibility activities of “shoppertainments” in Legazpi City as perceived by the selected key officers and staff in terms of social and economic aspects? (2) What are the strengths and weaknesses of the social responsibility activities as perceived by their selected key officers, staff and clients of “shoppertainments” in Legazpi City along the given indices? (3) What strategies may be recommended by the selected key officers, staff and clients to address the weaknesses of the social responsibility activities of “shoppertainments” in Legazpi City?

Various individuals and organizations were identified to be benefited by the

study. Likewise, several related literature and studies were reviewed to determine the gap which was bridged by the study. This inquiry was anchored on the Social Responsibility Concept postulated by Wheelen and Hunger and on the Four Responsibilities of Business by Carroll. These theories became the bases for the theoretical background of the study. The study utilized the descriptive design of research. It used primary and secondary data. The primary data were taken from the responses of selected personnel who were directly involved in the implementation of the social responsibility activities of the two “shoppertainments.” Likewise, selected client-respondents also served as sources of primary data. A semi-structured survey-questionnaire was used as the main instrument in gathering the data.

In order for the gathered data to become useful, various statistical tools such as frequency, percent, rank and weighted mean were utilized. The results are presented in textual and tabular forms coupled with appropriate descriptions and interpretations to give more meaning to the quantified responses.

The following are the findings of the study:

1. The status of social responsibility activities along social aspect as perceived by personnel-respondents has an overall mean of 3.21 (moderately implemented). The indicator “assists in research and technological development of DOST, DENR, DepEd and with the city government’s planning and research offices” has the highest mean of 3.63 (implemented); while the indicator that states “recruits disadvantages/handicapped and/or out of school youth” has the lowest mean of 1.88 (seldom implemented).

The perception of the same respondents on the status of social responsibility along economic aspect resulted in an overall mean of 3.94 (implemented). The indicator that states “cooperates with the national government’s thrusts in avoiding manipulation of supply chains” has

the highest mean of 4.42 (implemented); while the indicator that states “provides credit, technical, materials and product assistance to micro-entrepreneurs situated at the barangay of Legazpi City” has the lowest mean of 3.22 (moderately implemented).

2. On the strengths of the social responsibility, the perception of staff-respondents along social aspect has an overall mean of 1.94 (moderately strong). The indicator that states “promotion and strict compliance with the laws and programs concerning anti-pollution campaign of the city government and other national government agencies” has the highest mean of 2.57 (strongest). The indicator that states “promotion of programs for eliminating the hazards of old age and sickness” is rated the lowest with a mean of 1.43 (fairly strong).

The clients’ perception on the strengths of the social responsibility activities along social aspect has an overall mean of 1.88 (moderately strong). The indicator that states “compliance with labeling, pricing and packaging ordinances of the DTI and local government agencies” has the highest mean of 2.28 (moderately strong); while the indicator that states “promoting concepts and developing projects for sustainable development of wholesaler-clients” has the lowest mean of 1.50 (moderately strong).

On the strengths of the social responsibility along economic aspect, the perception of the personnel-respondents resulted in an overall mean of 2.39 (moderately strong). The indicator that states “promoting dynamic environment for local product manufacturers and striving indigenous product suppliers” has the highest mean of 2.71 (strongest). The indicator that states “providing credit, technical, material and product assistance to micro-entrepreneurs situated at the barangays of Legazpi” has the lowest mean of 1.86 (moderately strong).

The perception of client-respondents on the economic aspect of the social responsibility has an overall mean of 1.77 (moderately strong). The indicator that states “voluntarily reducing price during disaster to prevent inflation in the locality” has the highest mean of 2.13 (moderately strong). The indicator that states “providing credit, technical, materials and product assistance to micro-entrepreneurs situated at the barangays of Legazpi City” has the lowest mean of 1.50 (moderately strong).

On the weaknesses of the social responsibility, the perception of personnel-respondents in terms of the social aspect has an overall mean of 2.01 (moderately weak). The indicators that state “assisting poor but deserving self-supporting students to become gainfully employed to further their education” and “developing and implementing effective programs for recycling, reusing, disposing waste materials in compliance with the laws of the City on solid waste management” have the highest mean of 2.33 each (moderately weak). The indicator that states “compliance with labeling, pricing and packaging ordinances of the Department of Trade and Industry and local government agency” has no rating and is, therefore, considered a strength.

The perception of client-respondents on the social aspect of the said responsibility has an overall mean of 2.13 (moderately weak). The indicator that states “promoting and providing space within the establishment for exhibits of local artists” has the lowest mean of 1.50 (moderately weak). The indicators that state “provision and improving employees’ career opportunities” and “developing and implementing effective programs for recycling, reusing, and disposing waste materials in compliance with the regulation of the LGU on solid waste management” have the highest mean of 2.50 each (weakest).

In terms of the economic aspect, the perception of the personnel-respondents has an overall mean of 1.84 (moderately weak). The indica-

tors that state “promoting constructive competitive practices in terms of goods and services” and “developing and implementing reasonable pricing tactics on goods and services being offered to the public” are not rated high and, therefore, are considered as strengths. The indicator that states “promoting concepts and developing projects regarding sustainable development for wholesaler-clients” has the highest mean of 3.00 (weakest).

The client-respondents’ ratings on the economic aspect have an overall mean of 1.75 (moderately weak). The indicator that states “providing business opportunities to upcoming young entrepreneurs” has the highest mean of 2.50 (weakest). The indicators that state “promoting constructive competitive practices in terms of goods and services” and “promoting concepts and developing projects regarding sustainable development for wholesaler-clients” have the lowest mean of 1.00 (fairly weak).

3. On the strategies recommended to address the weaknesses along social aspect, the personnel-respondents rated the indicators that state “to show its concern towards city building by assisting the city government minimize unemployment and the “shoppertainment’s” management should provide employment opportunities to deserving disadvantaged/ handicapped and/or out of school youths” highest at 33% each; while the indicators “the shoppertainments’ management should continuously assist the city government by providing day-care centers to children of working mothers to help the working mothers become productive and assist their families earn honest living” and “the “shoppertainment’s” management should consider adopting the promotion of local arts and artists not only to help deserving youth with artistic talents but also to become an inspiration to the others in developing the youth become productive individuals” are rated the least at 4% each.

The client-respondents rated the indicator that states “the “shoppertainment’s” management should continuously assist the city government by providing day-care centers to children of working mothers to help the working mothers become productive and assist their families earn honest living” and “the “shoppertainment’s” management and staff should always develop and implement effective programs for recycling disposable waste materials in compliance with the laws of the city on proper disposal of solid wastes to effect healthy living in the area where it is situated” yielded the highest frequency of 8 or 42%. The rest of the indicator-activities are rated the least at 32%.

On economic aspect, the strategy-indicators that state “the management of “shoppertainments” should always redesign their products, services and entertainment offerings for them to continuously sell to tourists in cooperation with the City’s Tourism Network” and “the management should provide opportunities to upcoming micro-entrepreneurs situated at the depressed barangays of Legazpi City to promote entrepreneurial development in depressed areas” are given priority by the personnel-respondents with a frequency of 6 or 25% each. The strategy-indicators that state “the management of the “shoppertainments” should never fail to provide the public with preventative information about their product offerings like tobacco, alcohol, and others in conformity with the international standards to warn public on unhealthy lifestyle through the use of the cited products which are deemed dangerous to one’s health” and “the management of “shoppertainments” should act as partners in promoting tourism by continuously providing and offering general merchandise and services in depth and variety (both local and imported) to satisfy visiting customers and clients from other places” are given least priority with a frequency of 3 or 13% each.

The client-respondents give priority to the strategy-indicator that states, “the management of “shoppertainments” should maintain their con-

structive competitive practices in terms of pricing goods and services offered to attract more clients not only from the locality but also those from the other provinces in the region” which has a frequency of 8 or 42%. The least favored strategies are: “the management of “shopper-tainments” should act as partners in promoting tourism by continuously providing and offering general merchandise and services in depth and variety (both local and imported) to satisfy visiting customers and clients from other places”, “the management of “shoppertainments” should always redesign their products, services and entertainment offerings for it to continuously sell experiences to tourists in cooperation with the City’s Tourism Network”, and “the management should provide chances to upcoming micro-entrepreneurs situated at the depressed barangays of Legazpi City to promote entrepreneurial development in depressed areas” with frequency of 4 or 21%.

Based on the cited findings, the following conclusions were drawn:

1. The social responsibility activities of the “shoppertainments” in Legazpi City along social aspect are being carried out within reasonable limits while those on the economic aspect are frequently carried out.
2. The social responsibility activities implemented by the “shoppertainments” in Legazpi City along social and economic aspects have reasonable results to the “shoppertainments” and clients; and average socio-economic impact on the community and clients.
3. There were various strategies recommended to minimize the weaknesses of the social responsibility activities being implemented by the “shoppertainments” in Legazpi City.

The following are the recommendations of the study:

1. The management of the “shoppertainments” in Legazpi City should consider including in their human resource plan to assist the less privileged sectors of society by accepting some of them as part of their workforce.
2. The owners and management of the “shoppertainments” in Legazpi City should continue supporting the plight of micro-entrepreneurs through technical or material means if the former’s resources warrant.
3. The owners and management of the “shoppertainments” in Legazpi City should look into the needs of the children whose mothers are working such as provision of day-care centers and the like.
4. The management of the “shoppertainments” in Legazpi City should continue on redesigning their products and services to include indigenous ones especially those produced by local manufacturers.
5. The management of the “shoppertainments” in Legazpi City should exert effort to continuously sell attractions and shopping experiences to both domestic and foreign tourists.

The following are suggested for further study:

1. A replication of the study with other forms of business enterprises in the province of Albay.
2. The economic impact on the city of Legazpi as effects of the attractions and selling of experiences to domestic and foreign tourists.
3. An in-depth study of the impact of shoppertainments on the other types of business enterprise in the city of Legazpi.



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