

## **ENVIRONMENTALISM AMONG TOURISM MANAGEMENT STUDENTS OF LPU SYSTEM**

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### **ABSTRACT**

*Tourism is a broad and diverse industry in the Philippines that involves the different range of businesses, organization and any other government agencies. This industry offers many different job opportunities in the country. Lyceum of the Philippines University is one of the leading schools in the Philippines when it comes to Tourism and Hospitality Management. This study aims to identify the demographic profile of the respondents in terms of age, gender, religion, and their residence. This research contains the different insights and perception of the tourism management students from LPU-Batangas, LPU-Cavite, and LPU-Laguna about the environment and what are the possible ways on how the millennials can protect and preserve the environment since they are the future of this world who will take good care of the environment. The researcher also aims to identify, if the youth of this industry can be a great impact and can be a great help in the environment. We conducted a quantitative-descriptive method to find out the responds of the tourism management students about being an environmentalist and how the tourism management students respond to the needs of the environment. Forty Tourism Management students from LPU schools were included in the study. In a four liker-scaling for environmental sustainability measures a weighted mean of 3.46 were computed. Correlation study reveals that woman has high environmentalism than man. Environmentalism and religion also correlated given that high environmental sustainability measures were among Christians (Other Sectarians).*

**Keywords:** *Tourism, Hospitality Management, Leading school in the Philippines, LPU, Environmentalist, Millennials*

## **INTRODUCTION**

This research contains the different insights of the students who are currently taking up the course in tourism management in the three campuses of Lyceum of the Philippines University about the environment and how are they going to protect and preserve the resources that we have. Being an environmentalist means that your main goal and purpose was to protect our environment, for this research we decides to choose a generation who can protect, preserve and maintain our environment. We choose millennial because they are currently having a great impact in our world today, as a matter of fact they are also considered as the future of the world, who will take good care of the future development that our environment will have. Millennials say that they are more focused on the environment than their parents' generation, 76% to 24% according to the new poll. The poll is commissioned by the Clinton Global Initiative and Microsoft, and provided exclusively to MSNBC, they found out that 66% of millennial say that there is a "solid evidence" that the earth is getting warmer and 75% of those respondents states that the human activity are responsible for it. Through this it identifies that one of the priorities of millennial was to focus about the global issues, particularly about climate change. (MSNBC, 2014)

This study chose the students from Lyceum of the Philippines University because of the honor they received way back 2016. On December 11, 2016, the Lyceum of the Philippines University of the Environmental Society was awarded as the Most Outstanding Environmental Academic Organization. It was awarded at the Dragon 8 Mall Event Center, Manila during the Mister Earth Philippines Awards for Environmental Advocates and Sustainable Development Goals Heroism. These article shares a brief introduction to environmentalism and the importance of being an earth friendly as a millennial. (LPU, 2017). The purpose of this study is to provide and attain a deeper understanding of how the business philosophy of green marketing affects recreational adventure tourism. Further, the study intends to identify and analyze green marketing in relation to service development, green marketing strategies branding, segmentation and positioning in the dive tourism sector. (Johansson & Lindgren, 2016)

When we talk about the environment, the mind-set of the people is on how we are going to protect and preserve our environment. Throughout

history, a concern for environmental protection recurred in many diverse forms in different parts of the world. The commander of Middle East commanded his army to “Bring no harm to the trees, nor burn them with fire”, and “Slay not any of the enemy’s flock, save for your food”. (Caliph Abu Bakr). In dealing with environmentalism and environmental science, including pollution, were written by Al-Kindi, Qusta ibn Luqa, Al-Razi, Ibn Al-Jazzar, al-Tamimi, al-Masih, Avicenna, Ali ibn Ridwan, Ibn Jumay, Isaac Israeli ben Solomon, Abd-el-latif, Ibn al-Quff, and Ibn al-Nafis. Their works covered a number of subjects related to pollution that may disrupt our environment including the, water pollution, air pollution, soil contamination, municipal solid waste mishandling, and environmental impact assessments of certain localities. Smart growth is an approach to urban planning that provides a framework for making community development decisions. Despite its growing use, it is not known whether smart growth can impact physical activity. The 5 growth smart factors were associated with increased levels of physical activity, primarily walking. Associations with other forms of physical activity were less common. (Durand & Dunton & Wolch & Pentz, 2011)

The growing collective consensus among the public is to possess environmental attitudes, as the majority they consider themselves as “environmentalists. However, the public’s environmental attitudes or concern translate into environmentally responsible behaviors. Our planet earth is much like a home, but we never care to look after it like our homes. (Simon & Collins & Osborne, 2010) We utilize its resources, we pollute it with waste or trash, and we never thought on what things will be like in the coming days or future, never thinking on what the future will respond in for our children and for the new generations. Millions tons of waste is produced in the world every day. It is the time to think about our environment and what can we do to make our environment free from pollution. Environmentalism can simply be considered as a social movement that mainly concerns for environmental preservation and improving the state of the environment. Green color often represents environmentalism and environmental concerns. In simple words, it is a social movement that strives to persuade or induce the political process by lobbying, activism as well as education for protecting natural resources

& eco-systems. Talking about environmentalism, it has now become very essential for people to care about the planet Earth and the long term survival of life on this planet. The importance of being earth friendly was we need to start recognizing the environment problems and should come up solutions to save our environment and make a healthy environment for living. In other words, recognizing a problem is the first step in finding the solution. For instance, environmental concepts like eco-system, sustainable development, biodiversity that will help us understand the vulnerability of our environment, and framing our environmental problems as well as coming up with different solutions. (Huismana & Moralesb & van Hoofa & Kortac, 2012)

### **Objectives of the Study**

The study aims to develop possible ways on how the youth today can protect and preserve the environment and to identify the effects of environmental disruption caused by the people and the community. Specifically it aims to determine the demographic profile of respondents in terms of age, gender, religion, residence; determine the environmentalism among Tourism Management Students of LPU System; determine the significant relationship between the demographic profile of the respondents and the environmentalism of Tourism Management Students.

### **METHODOLOGY**

This study is quantitative-descriptive method. Respondents of this study were 43 students of Lyceum of the Philippines-University Batangas, Laguna, and Cavite who were taking up Bachelor of Science in International Travel and Tourism Management (BSITTM). Facebook and Google forms were used in collection of data. Data collected were analyzed using JASP, a free statistical software.

A modified environmental sustainability statement was used to determine Tourism Management student's environmentalism. A cronbach's alpha of 0.72 was obtained after pre-testing survey.

## RESULTS AND DISCUSSION

### Demographic Profile of the Respondents

Table 1. Frequency and Percentage of Respondent's Age

Age	Frequency	Percentage
18 years old	3	7
19 years old	21	48.8
20 years old	11	25.6
21 years old and above	8	18.6
<b>TOTAL</b>	<b>43</b>	<b>100</b>

The table represents the frequency and percentage of the respondent's demographic age ranges from 18-21 years old. Most (48.8%) of the respondents were 19 years old, which shows that the majority of the respondents were third year students taking up Bachelor of Science in International Travel and Tourism Management students.

Table 2. Frequency and Percentage of Respondent's Gender

Gender	Frequency	Percentage
Male	7	16.3
Female	36	83.7
<b>TOTAL</b>	<b>43</b>	<b>100</b>

Majority of the respondents were female (83.7%) considering that they were more willing to answer the survey questions and most of the Tourism Management students were comprises of female students.

Table 3. Frequency and Percentage of the Respondent's Religion

Religion	Frequency	Percentage
Christians (Roman Catholic)	25	58
Christians (Other Sects)	18	42
<b>TOTAL</b>	<b>43</b>	<b>100</b>

Table 3 presents that the majority of the Tourism Management student's respondent were Roman Catholic (58.1%) while the rest of the respondents belong to Christian and other types of religion.

Table 4. Frequency and Percentage of the Respondent's Residence

Residence	Frequency	Percentage
Rural	32	74.4
Urban	11	25.6
<b>TOTAL</b>	<b>43</b>	<b>100</b>

Among the respondents, 74.4% were computed as people residing in rural area while 25.6% of the total percentage lives in urban area.

Table 5. Weighted mean of environmentalism among tourism management students of LPU system.

Statements	Weighted Mean	Interpretation
1. Tourism Management Students are obliged to possess environmental attitudes, to contribute in protecting the environment.	3.77	Strongly
2. It is essential for the people to preserve our planet earth for it's the long term of survival and that will benefit the community.	3.57	Strongly Agree
3. Environmentalism is a need to study and become knowledgeable for the youth today.	3.57	Strongly Agree
4. The Department of Environment and Natural Resources is the only possible department to take in-charge and manage in the preservation	3.34	Agree

of our environment in the Philippines.

5. The main source and cause of environmental disruption, pollution, and natural disasters are brought by the people today.	3.43	Agree
6. The youth has a great impact when it comes in sustaining the environment.	3.45	Agree
7. The businesses that are under the tourism industry like the infrastructure and a man-made attraction affects the environment.	3.41	Agree
8. The tourists are the suspect in destroying the environment.	3.11	Agree
9. The help of the youth in protecting and preserving our earth can give a big impact in our environment	3.36	Agree
10. The Tourism Management Students can become a role model in protecting our environment, since we're considered as one of the fastest and known growing industry.	3.70	Strongly Agree
11. There is an environmental awareness campaigns heard recently.	3.09	Agree
12. People care more about our environment.	3.16	Agree
13. Every environmentalist wants to bring back the true nature beauty of our environment.	3.57	Strongly Agree
14. Tourism Management	3.70	Strongly

students can help to solve the problems in our environment.		Agree
15. Changes in the environment affect you personally.	3.66	Strongly Agree
<b>Overall weighted mean</b>	<b>3.46</b>	<b>Agree</b>

*Legend: 1- Strongly Disagree; 2 – Disagree; 3 – Agree and 4 – Strongly Agree*

Table 5 shows that majority of the respondents agreed that the students from Tourism Management Students are obliged to possess environmental attitude and it shows that they really want to contribute in protecting our environment in having a total percentage of 79.1%. The Tourism Management students also think that they can help in solving the problems in our environment as well as in becoming a role model in protecting our environment since the Tourism Management is considered to be the fastest and known growing industry they are a big help bringing back the true beauty of our environment.

However, tourism, tourists and their impacts are clearly not evenly distributed over space or over time. Substantial differentiation occurs at a variety of international, regional and local scales. Most growth is forecast to come from the emerging economies and the Asia-Pacific, and by 2030 it is estimated that 57 per cent of international arrivals will be in what are currently classified as emerging economies, e.g. China, India, Malaysia (UNWTO 2011a, 2012a) (Figure 1.1). The UNWTO suggests that international tourism in emerging and developing markets is growing at twice the rate of the industrialized countries that have been the mainstay of the global tourism industry for nearly all of the past 50 years. Nevertheless, the international geography of tourism is changing. The UNWTO (2007) estimated that tourism is a primary source of foreign exchange earnings in 46 out of 50 of the world's least developed countries (LDCs) between 1996. (Routledge, 2014)

**Table 6. Correlation Analysis of Demographic Profile of the Respondents**

Demographic Profile	Correlation Coefficient (r)	p-value	Interpretation
Age	0.584	0.085	Not Significant
Gender	0.830	0.033	Significant
Religion	0.393	-0.132	Significant
Residences	0.112	0.243	Not Significant

Correlation analysis reveals that gender and religion were significantly correlated with the environmentalism among Tourism students. Majority of our respondents were female but based on the table above, there is still an equality regarding the perception and insights in every individual. Global gender issues in the New Millennium argues that the power of gender works to help keep gender, race, class, sexual, and national divisions in place. Better cost with global gender, issues in the new millennium for. Despite the importance of gender, in global politics, gender is not fully integrated (Westview Press, 2010).

The study reveals that there is no discrimination when it comes to religion. Religion is also significantly correlated no matter what religion you are into as long as the individual will be the key in having a better environment; it is a will to welcome them and to be accepted. Religion has not yet received its due within environmental history. For a long time, there has been in the Anglo-American as well as in the German-speaking realm an ever-increasing wealth of literature on the actual or alleged affinities between religion and environmentalism; but in essence this involves for the most part a normative but not a historical-empirical approach. It is a literature of hope, not of sober analysis. (A Companion to Global Environmental History, 493-512, 2012)

Based on the results, the female respondents displayed a greater risk than male but it is not a basis on how we describe the perceptions of every tourism students. It is based on their willingness and interest in helping our environment to grow like never before. It is equally the representation of men and women in a range of roles. The gender-

environment relations have valuable consequences in regard to the understanding of nature between men and women, the management and distribution of resources and responsibilities and the day-to-day life and well-being of people. There are several compelling reasons to expect that gender equality may serve to foster state environmentalism. However, most previous research on environmental politics has neglected gender. The results point to the importance of considering the role of gender in analyses of state behavior and environmental politics and are consistent with the argument of some feminist theorists that the exploitation of nature and the exploitation of women are interconnected. (*Gender & Society* 19 (4), 506-522, 2005).

## **CONCLUSION AND RECOMMENDATION**

The study concludes that environmentalism is essential. Respondent's ages were between 18-21 years old and the majority was third year students comprising 48.8% of the total sample population. 83.7% of the respondents' were female and all of them were Tourism Management Students. The fifteen statements that emphasized environmentalism among Tourism Management students of LPU system gave an overall weighed mean of 3.46, interpreted as agree.

Based on the conclusions of the study, the following recommendations are constructed. Create environmental and proper waste management workshops/seminars to train new level of local expertise including institutions like universities. The administrative officials should take all necessary steps to educate the students on proper waste disposal and the possible effect of it to the environment. The university should adopt a self-help approach to solve the problem and ensure that the students will value the essence of environmentalism among LPU system. Mobilize the students in practicing environmentalism and proper waste disposal. If the 4'R's can be implemented at source, then waste in the environment that will reach the dumpsite would terribly reduce. Environmental research should be included on the student's subjected course for it has proven its value in helping to respond and in preventing many environmental problems that we will continue to be invested.

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