Toward a Competency Model for Tourism Officers in the Philippines

Joreen T. Rocamora,
University of Santo Tomas, Philippines.
E-mail: joreena_24@yahoo.com

Abstract

The study focuses on the construction and validation of a competency model for the Tourism officers in the Philippines. It aims to identify the competency constructs of the profession aligned with Tourism Act 2009, based from the review several literatures, analysis of documents and interview. The process is broadened by obtaining consensus from the panel of experts for competency content validity and exploratory analysis from the result of initial questionnaire survey in order to come up with a measurement instrument of the competency model. Moreover, the study aims to assess the acquired competencies of tourism officers aligned with Tourism Act 2009 as well as to assess the importance of interventions to address gap of competencies as perceived by local and provincial tourism officers. The study will utilize Anova, T-test and weighted mean through random sampling. Implications for future research and program enhancement will be discussed.

Key Words: tourism, destination management, competency, tourism officer