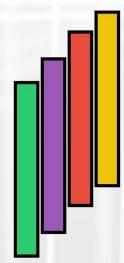
ISSN: 2591-7064 Vol. 2, No. 9, Oct. 2018



Ascendens Asia Journal of Multidisciplinary Research Abstracts



Funded by

Joint Multidisciplinary Research Conferences Joint Multidisciplinary Research Conferences Plus Multidisciplinary Research Festivals

> Available at www.ascendensasia.com/ojs

www.aaresearchindex.com/ojs

Published by Ascendens Asia Pte. Ltd.

Ascendens Asia Journal of Multidisciplinary Research Abstracts

Volume 2

Number 9

October 2018 1st SIMP-AAG-CCAHS Multidisciplinary Research Festival Abstracts





Recommended Citation

(October 2018) "1st SIMP-AAG-CCHAS Multidisciplinary Research Festival Abstracts," Ascendens Asia Journal of Multidisciplinary Research Abstracts, Vol.2, No.9. Available at: "http://aaresearchindex.com/ojs/index.php/AAJMRA".

The Ascendens Asia Journal of Multidisciplinary Research Abstracts (AAJMRA) is a collection of abstracts of research papers presented during Multidisciplinary Research Fests (MRFs) mainly organised by Ascendens Asia Singapore as well as other research conferences in collaboration with various institutions and learned societies. MRFs provide opportunities for collaboration with a common prime objective of creating platforms for students, faculty, staff, and researchers-alike from different institutions to interrelate/interact with their counterparts. MRFs are expected to aide and promote personality development and critical thinking as participants engage themselves in constructive discussions with other participating researchers.

AAJMRAs are made available complimentary and for open access by Ascendens Asia Singapore. For more information, please contact <u>publications@ascendensasia.com</u>.

. .

Copyright & Disclaimer

Copyright© 2018

Copyright for the texts which include all issues of Ascendens Asia Journal of Multidisciplinary Research Abstracts are held by the AAMJRA, except if otherwise noted. The compilation as a whole is Copyright© by AAMJRA, all rights reserved. Items published by AAMJRA may be generously shared among individuals; however, they may NOT be republished in any medium without express written consent from the author(s) and advance notification of the AAMJRA Editorial Board. For permission to reprint articles published in the AAMJRA, please contact the Editorial Board at publications@ascendensasia.com.

Disclaimer

Facts and opinions published in Ascendens Asia Journal of Multidisciplinary Research Abstracts (AAMJRA) express solely the opinions of the respective authors. Authors are responsible for their citing of sources and the accuracy of their references and bibliographies. The editors cannot be held responsible for any lack or possible violations of third parties' rights. Interested parties may also directly contact authors to request for full copies of the journal proceedings.

1st SIMP-AAG-CCAHS Multidisciplinary Research Festival Abstracts

Ad Hoc Board of Reviewers

Dr. Derik Steyn Lecturer of Marketing, The University of Oklahoma, USA PhD of Marketing & M.Com., Potchefstroom University, South Africa

Dr. Carmencita L. Castolo Executive Director, Open University, Polytechnic University of the Philippines, Philippines DEM, Polytechnic University of the Philippines, Philippines

Dr. Glenn S. Cabacang President, Singapore Institute of Multidisciplinary Professions, Singapore Chairman, Ascendens Asia Group, Singapore DBA, Polytechnic University of the Philippines, Philippines

Dr. Gloria Baken Wong-Siy Founder, Association of Hospitality Hotel and Restaurant Management Educational Institutions DPA, Eulogio "Amang" Rodriguez Institute of Science and Technology, Philippines

Dr. Haji Zulkifly Baharom CEO, Sejahtera Leadership Initiative, Malaysia PhD in Leadership Capital, International University of Entreprenology, USA

Dr. Desserie Maynes-Blanco Secretary, Polytechnic University of the Philippines - Graduate School DEM, Polytechnic University of the Philippines, Philippines

Dr. Leveric T. Ng Assistant Professor, Ateneo de Manila Graduate School of Business, Philippines DBA, De La Salle University, Philippines

Dr. Ronnie V. Amorado VP for Academic Planning and Services, University of Mindanao, Philippines PhD, Ateneo de Davao University, Philippines

Editorial Board

Editor	Dr. Carmencita L. Castolo Ascendens Asia Pte. Ltd. 287 Tanglin Road Singapore 247940 E: publications@ascendensasia.com
Managing Editor	Dr. Glenn S. Cabacang Ascendens Asia Pte. Ltd. 287 Tanglin Road Singapore 247940 E: publications@ascendensasia.com T: +65 9180 2603 / +65 9385 9582
Proofreader	Dr. Desserie T. Maynes-Blanco
Editorial Assistant	Rock Bryan B. Matias, MBA
Publication Site	http://www.aaresearchindex.com/ojs

Papers Presented	Page No.
Ad Hoc Board of Reviewers	6
Editorial Board	7
Agricultural Chemistry Increasing the Porosity of All Types of Soil Using Oxides Destructive Mechanism Procedures Michelle P. Aguada, Erica Galas, Jerome Cura	14
Traditional and Modern Cooking Practices Sheena Mae B. Palacios, Jessica Flores, Reynalyn Labayog	15
Development and Validation the Effectiveness of Nehemiah Fertilizer for Farmers Diana Agustin, Sarah Beth David, Juan Miguel de Guzman, Reynaldo Dugay, Andrei Macapinlac, Brent eihcranel Miranda, Pamela Patawaran, Mellisa Reyes, Vincent Sigua	16
Development and Validation of Legra Citrus as Pesticide for Famer Needs Jed C. Acierto, Joyce C. Balacaoc, Kristin Angel R. Gragasin, Renalyn G. Hulog, Vlademer S. Lagasca, Edlene G. Olila, Carl Joshua G. Ramirez, Rofel Jan D. Pilaspilas	17
Basic Biology Bactericidal Activity of Gold Nanoparticles Formed Using Citrate Synthesis Method against Tilapia (Oreochromis niloticus) Bacterial Pathogen (Aeromonas hydrophila) <i>Ana Lorraine Inocencion, Khimberly T. Del Mar</i>	19
Cytotoxicity Analysis of Calamansi (Citrus microcarpa Bunge) Seeds and Leaves Aqueous Extract on Brine Shrimp (Artemia salina) John Loiusse Cabalu, Khimberly T. Del Mar	20
Effectiveness of Selected Organic Waste Materials in the Germination of <i>Phaseolus aureus</i> R (Mung Bean) <i>Grendel R. Galan, Jenrom J. Porlucas, Arnel P. Gazmin</i>	21
Potency of Insoluble Dietary Fiber Extracted from <i>Saccharum officinarum</i> L. (Sugarcane) in the Reduction of Bacterial Growth in Selected Foods <i>Paolo P. Manuel, Alyessa B. Notar, Precious D. Castro</i>	22
Resistance to Amoxicillin of Unidentified Bacteria Associated with Sarcoptic Mange on Canis lupus familiaris (Dogs) Angelica Joyce Facun, Christel Cyris S. Capunpun, Nikka Zoila P. Gracilla	23
Sus scrofa domesticus' Anti Serum Nathalie Kate D. Pabo	24

Cucurbita maxima (Squash), Vigna unguiculata (String bean) and Brassica rapa (Petchay): Germination Success April Lyn T. Salmasan	
Development and Validation of Squash Patillas for Dietary and Good Eyesight for all Citizens Mark Kevin L. Acierto, Robinson C. Alcantara, Camille P. Cosme, Dawson J. Gonzales,	26
Danechiel G. Ocampo, April Stefani G. Ramirez, Erly Salgado, Brian Patrick P. Sicat	
Basic Medicine	
The Effectiveness of Avogin Tea to Cure Different Health Issues in a Community	28
Julie May Rodriguez, Mikaella Bianca Bugasao, Jhanine Mae Pagaduan, Myra Deleon, Joshua Laspinas, Mhelliza Manalili, Jaime Jude Allas, Noriel Landingin, Dex Cesar Mendoza, Fernando Callao	
The Effectiveness of Eating Carota Churros in Improving Poor Eyesight and Lowering	29
High Blood Pressure Myra Bangis, Jhon Paul Ibarra, Mia Gonzales, Fatima Mabalot, Manuel Macalino, Jesus	
Madriaga, Aira Pascua, Mc Anjemor Santos, Daniela Soriano, Johnester Sta. Marina, Ravien Sumaoang, Razor Sumaoang, Jhon Mhel Tupas	
Effective Consumption of Chocolates in Preventing Cognitive Declining for those who are Always Taking Medicine	30
Sergs Steven S. Dalusong, Jamielyn S. Dulay, Rosemarie E. Esteban, Monica M. Facunla, Hannah Sofia L. Flores, Rosvella G. Heronda, John Lester L. Magday, Casey J. Sarmiento, Jomar R. Vidad	
The Effectiveness of Using Pasain Tea for Diabetic Patients	31
Pinky A. Baldoz, Marilyn D.C. Corpuz, Nikka Shane N. Damaso. Honeylyn C. Grospe, Michelle B. Lawis, Jershy Mey E. Mercado, John Paul A. Nabatilan, Hillary Jade Anne L. Pascua, Edsam L. Reyes	
Education	
The Experiences of Failing Students of Formerly Excelled in Mathematics: Case Studies	33
Jun Pangan Dela Cruz, MAEd	
Level of Mastery of the Learning Competencies on Fractions: Basis for Proposed Module	34
Jun Pangan Dela Cruz, MAEd	
The Relationship between Class Size and Academic Performance among Grade 11 Senior	35
High School Students of Eduardo Cojuangco National Vocational High School Glenard Inga-an Antalan ,Joicee Alegrado Balucanag, Jennifer Torres Mendoza, Jovelyn Velasco Noriel	
Factors Affecting Senior High School Stage Performance	36
Stephanie Rose S. Cudal, Christine Jane J. Cabacungan, Monira Princess P. Carrera	

Sports Extra-Curricular Activities: Factors Affecting the Academic Performance of Senior High School Students in Corazon C. Aquino High School Ericka V. Fernandez, Joana Ruth D. Derequito, Yhany Jen T. Pagat	
Cooking Skills and Knowledge Assessment of Senior High School Cookery Students May Dela Cruz, Desiree Labarete, Joan Siguin	38
Antas ng Komprehensyon sa Pagbasa sa Filipino ng mga Mag-aaral sa Corazon C. Aquino High School <i>Rolan D. Galamay, MAEd</i>	39
Exposure of Grade 12-HUMMS Students to Social Media: Its Effect to their Academic Performance in their Specialized Subject <i>Magno Walter C. Mercado</i>	40
Improving the Comprehension in Listening Using Fishbone Timeline Technique of Grade 1 Pupils in Parsolingan Elementary School <i>Cherrelyn D. Serrano</i>	41
Development and Validation of Magical Index in Solving Statistics Sean Adriane Mallari Pacete	42
English Reading Comprehension Level of the Alternative Learning System Secondary Level Learners in a Public School in Cavite <i>Lindsay T. Corpuz</i>	43
Teaching Historical Thinking Skills through Reading like a Historian Method <i>Ma.Victoria C. Colis</i>	44
Educational Management	
Implementation of Integrated School Health and Nutrition Program (ISHNP) in the Department of Education, Schools Division of Tarlac Province: An Evaluation <i>Luzviminda G. Rivera</i>	46
Teachers' Level of Empowerment and Organizational Commitment among Public Secondary Schools in the Province of Tarlac <i>Ely P. Daquigan, Ph.D.</i>	47
Study Habits of Senior High School Students Bases for Proposal Academic Development Program <i>Allan S. Santos</i>	48
Effectiveness of Collaborative Learning in the Performance of the Low Performing Students in Teaching Mathematics 9 at Corazon C. Aquino High School <i>Norie B. Gragasin</i>	49
A Tracer Study of the BSHRM Graduates of a Private University in Quezon City, Philippines Rangie M. Omega-Canal	50

Teachers' Characteristics affecting Students' Academic Performance Xerxes M. Budomo	51
Environmental Conservation Safety and Security Measures of Topmost Accident Prone Areas in Gerona <i>Catherine A. Bautista, Jenevie R. Cabanes, Joyce L. Aliangan</i>	53
Environmental Awareness, Practices and Attitudes among Grade 7 Students Towards a Proposed Intervention Plan in Corazon C. Aquino High School Ginzen C. De Vera, Marian Grace Catipon, Meagan Kheig Miken	54
History Unveiling Gerona's Priceless Treasures: Level of Awareness of Senior High School Students on the History of their Community towards a Proposed Module <i>Jo Ann M. Condes, Ph. D.</i>	56
Law Assessment on the Implementation and Effectiveness of the Barangay Ordinance in Barangay Abagon Rona V. Salaysay, Condessa U. Fernandez, Rosemarie M. Mallari	58
Impact Analysis of the Department of Trade and Industry (DTI) Comprehesive Agrarian Reform Program Beneficiaries in the Province Of Marinduque: Basis for a Proposed Program Enhancement Mark Dennis B. Cortez	59
Management Champorado Tart and Alfonso Chocolate Champorado: Its Development and Competitiveness Sarah Aby Pogoy, Amor Ibarra Jr., Rose Marie Tadioan	61
Unavailable Products in Gerona that are Available in Paniqui and Tarlac City: Bases for Proposed Business Concepts <i>Mica Ella Denice F. Asuncion, Angelica D. Antonio, Ronalee Anne F. Parcasio</i>	62
Acceptability of Banana Rice Milk as alternative Nutritive Drink Mark Steve T. Benitez	63
Lumpia Wrapper: Its Development and Acceptability Criselda C. Magno, China Arciaga, Raymond Balmores	64
Food Safety, Attitudes and Practices of Street Vendors and Consumers in Gerona Ranilo B. Parazo, Judith Cruz, Donabel Pascua	65
Healthy Puto and Puto Calasiao: Its Development and Competitiveness Lilibeth Vicencio, Maureen Joyce Olonan, Gerald Pascua	66

Effects of Short-Term Employment to Employee Morale and Productivity of Sales Associates of Concessionaires in Cavite	67
Jaysi T. Corpuz, Carmela V. Laureano, Ricalyn T. Moraleda, Elouise Dianne R. Superioridad	
Marketing Mix Drivers of Business Growth of Food Parks in the Philippines Vannessa B. Nepomuceno	68
Psychology	
Spending Behaviours among Grade 11 Senior High School Students of Eduardo Cojuangco National Vocational High School	70
Claudine Dela Cruz Baladad, Monica Maniaul Fernandez, John Dale Daileg Marcelino, Fritz Balgos Melegrito, Jersey Nicoleta Pontanes	
Sociology	
Intimate Partner Violence: A Study on the Lived Experiences of Battered Husbands Leo A. Sagun, RPm	72
Effects of Cigarette Smoking among Various Age Groups in Gerona Tarlac	73
Joseph Alfred A. Antonio, Rose Andrea E. Cunanan, Myka L. Severino	
The Mediating Role of Grit on the Perceived Parenting Styles and Academic Performance of Grade 10 Students	
Daniel T. Dizon, RPm, Alvin Krenz M. Galzote, Krishia Mariel D. Guillermo, Rome Ann L. Niegos	74
Tourism Studies	
Guest Experience in Restaurants at a Prime Heritage Destination in the Philippine	76
Aisha Janinne Escabillas	
Effectiveness of Social Media Among Traveler's Choice of Destination: Inputs to Promote	77
the Tourism Industry Salve Maria Cariaga	
	70
Call for Papers	78

AGRICULTURAL CHEMISTRY

Increasing the Porosity of All Types of Soil Using Oxides Destructive Mechanism Procedures

Michelle P. Aguada Erica Galas Jerome Cura Corazon C Aquino High School

Abstract

The goal of this research is to develop the six (6) types of soil with the help of the substrates: Ash, chopped banana stem, baking soda for the development. This research also intended to know the absorption capacity of the six (6) types of soil. The researchers applied the (3) substrates in six (6) types of soil to increase the soil porosity. It was observed that with the help of the applied soil substrates, the soil porosity increased. Using these (3) substances, the porosity yielded a significant increase with the porosity of each soil in the (3) treatments (T1-T3), compared to the pure soil (C). The researchers recommend to upgrade the six (6) types of soil in absorbing the water, make use of the 3 different substrates, and mix these substrates to efficiently increase the soil porosity.

Keywords: porosity, soil substrates

Traditional and Modern Cooking Practices

Sheena Mae B. Palacios Jessica Flores Reynalyn Labayog Corazon C Aquino High School

Abstract

The study was conducted to determine the most effective cooking practices, either traditional or modern cooking practices in the Province of Tarlac. The following concerns were looked into: traditional cooking practices in using equipment and methods in cooking meat, fish and vegetables and the modern cooking practices in using equipment and methods in cooking meat, fish and vegetables. The descriptive-correlational research design and two sets of questionnaires were utilized in the study. Questionnaires include the level of effectiveness of traditional and modern cooking practices. The respondents of the study were 94 chefs or cooks, in Gerona, Tarlac. Weighted Mean and Pearson Moment Correlation were used to interpret the collected data.

Keywords: traditional and modern cooking, practices

Development and Validation the Effectiveness of Nehemiah Fertilizer for Farmers

Diana Agustin Sarah Beth David Juan Miguel de Guzman Reynaldo Dugay Andrei Macapinlac Brent eihcranel Miranda Pamela Patawaran Mellisa Reyes Vincent Sigua New Christian Academy Gerona Branch

Abstract

The prime objective of this study is to develop and validate the effectiveness of Nehemiah fertilizer for farmers to have a good crop. Improving soil nutrients is essential for sustainable agriculture. Animal manure is an excellent source of supplying nutrients such as organic matter that can enhance the production of a plant. Animal manure provides higher organic matter to the soil and hence impacts soil quality in long-term. The present study assessed the impacts of manure application on soil quality where petchay, eggplant, okra, etc. are planted. There were range of soil quality indicators used in this study; these include soil organic carbon (SOC), biodegradable materials, fertile soil, natural decomposer (maggots) water retention, and soil penetration resistance. Specifically, this study aimed to attain the following objectives: to develop the effectiveness of Nehemiah fertilizer and validate this fertilizer to the users by the pre-test results, gained scores of the experimental and control group, and effectiveness to users. Lastly, it sought to draw implications from the Nehemiah fertilizer results. This study showed that the addition of organic manure significantly improved the soil properties. Results from the study will be helpful for management practices by providing information about the impact of different manure and fertilizer application rates on soil quality.

Keywords: nehemiah fertilizer, farmers

Development and Validation of Legra Citrus as Pesticide for Famer Needs

Jed C. Acierto Joyce C. Balacaoc Kristin Angel R. Gragasin Renalyn G. Hulog Vlademer S. Lagasca Edlene G. Olila Carl Joshua G. Ramirez Rofel Jan D. Pilaspilas New Christian Academy Gerona Branch

Abstract

The prime objective of this study is to develop and validate the Legra Citrus as pesticide for farmers' needs. The Legra Citrus underwent review and validation by the agriculturist based on its content and technical aspect. Specifically, this study aimed to attain the following objectives: to develop the Legra Citrus with the following features, to market the Legra Citrus production and to validate the effectiveness of the Legra Citrus in its users by the pre-test results and gained scores of the experimental group and control group. Furthermore, the research also determined how these difficulties can be improved and the researchers proposed Legra Citrus as a pesticide in repelling pest. The research is also expected to contribute particularly to prepare Legra Citrus, which will be used as pesticide by agriculturist and farmers to save crops from pests and repel pests easily and quickly. The agriculturists and farmers should create an interactive learning environment by implementing interactive materials. Thus, the material would be beneficial. It is therefore recommended that the agriculturist should make use of the Legra Citrus to solve the problem in repelling pests easily and quickly.

Keywords: legra citrus, pesticide, famer needs

BASIC BIOLOGY

Bactericidal Activity of Gold Nanoparticles Formed Using Citrate Synthesis Method against Tilapia (Oreochromis niloticus) Bacterial Pathogen (Aeromonas hydrophila)

Ana Lorraine Inocencion Khimberly T. Del Mar Maliwalo National High School

Abstract

This experimental research synthesized gold nanoparticles using the citrate synthesis method and examined it for its bactericidal activity against Tilapia (Oreochromis niloticus), bacterial pathogen (Aeromonas hydrophila). Three concentrations of 750, 500 and 250 ug/ml of synthesized gold nanoparticles (AuNPs) were subjected to paper disc assay using Mueller Hinton agar against A. hydrophila. Synthesized AuNPs at 750 ug/ml concentration recorded the most effective antibacterial activity against Aeromonas hydrophila among the treatments from the experimental group. However, it was not able to surpass the inhibitory effects of the positive control, erythromycin. Nonetheless, the prevalent antibacterial activity of the gold nanoparticles (AuNP) using the citrate synthesized AuNPs account for the high antibacterial effectiveness and displayed a great potential in the development of drugs against Aeromonas hydrophila, which is resistant to common antibacterial drugs, and this denotes that it can also be used to treat other fish related bacterial diseases.

Keywords: aeromonas hydrophila, bactericidal activity, bacterial pathogen, citrate synthesis method, erythromycin, gold nanoparticles, oreochromis niloticus, paper disc assay, mueller hinton agar

Cytotoxicity Analysis of Calamansi (Citrus microcarpa Bunge) Seeds and Leaves Aqueous Extract on Brine Shrimp (Artemia salina)

John Loiusse Cabalu Khimberly T. Del Mar Maliwalo National High School

Abstract

This study aimed to determine the cytotoxicity activity of the Calamansi (Citrus microcarpa Bunge) seeds and leaves' aqueous extract on Brines shrimp (Artemia salina). Two experimental groups were prepared for the different extracts of Calamansi seeds and leaves. Saline solution, salt and deionized water, acted as the negative control group. Four separate treatments which contain 2%, 1.5%, 1%, 0.1% of seeds and leaves extract were exposed to the brine shrimps for 24 hours. The procedure that was established by Mayer et al. was used to conduct the experiment. Brine shrimp lethality assay was utilized to determine the cytotoxic activity of the Calamansi seeds and leaves. The researchers observed the brine shrimps every 6 hours. The highest mortality rate was observed in all treatments under the experimental groups that contained different concentrations of Calamansi seeds and leaves extract. The negative control group showed no mortality on the brine shrimp. Recent studies revealed that the Calamansi leaves extract contains phytochemicals that contribute to the cytotoxic effect on brine shrimp. A citrus fruit also contains phytochemicals that are also present in its seeds. The results revealed that the Calamansi (Citrus microcarpa Bunge) seeds and leaves' extract have cytotoxic compositions that are able to cause death to brine shrimps. Thus, the Calamansi (Citrus microcarpa Bunge) seeds and leaves aqueous extract can be a potential component for developing an anti-cancer drug.

Keywords: artemia salina, aqueous extract, brine shrimp lethality assay, citrus microcarpa bunge, cytotoxicity, saline solution

Effectiveness of Selected Organic Waste Materials in the Germination of *Phaseolus aureus* R (Mung Bean)

Grendel R. Galan Jenrom J. Porlucas Arnel P. Gazmin Corazon C Aquino High School

Abstract

The goal of this study is to create a pattern on how to make seeds germinate well, and what substances that are needed for them to germinate; as a guide for seed growers to produce seedlings in mass. This research is also a guide on how to produce the basic elements needed by the plants to grow, such as Nitrogen, Phosphorus, and Potassium from materials available at home that could be used as fertilizers. This study is expected to continue until a method on how to speed up seeds' germination is formulated. The researchers prepared various organic waste materials containing elements such as Fish Emulsion for Phosphorus, Banana Peeling for Potassium and Rabbit Manure for Nitrogen which are used in a 5-day experiment of *Phaseolus aureus* R seeds, which are monitored daily by its growth on the length and number of roots, length of hypocotyl, number and length of primary leaves. The researchers found out that water is the most effective material to use in the germination of seeds which contains hydrogen and oxygen, produces the longest hypocotyl and longest primary leaf and the earliest substance to produce the leaf at the second day. This also proved that the seeds do not need such nutrients from fertilizer for them to germinate well because the commercial fertilizer was not able to make a seed grow.

Keywords: germination, fertilizer

Potency of Insoluble Dietary Fiber Extracted from *Saccharum officinarum* L. (Sugarcane) in the Reduction of Bacterial Growth in Selected Foods

Paolo P. Manuel Alyessa B. Notar Precious D. Castro Corazon C Aquino High School

Abstract

The goal of this research is to produce a food additive that helps reduce the time span of food spoilage. The research is also good for children to prevent foodborne diseases caused by bacteria. The researchers determined the variety of foods that is applicable for their product. The expected users of the additives include restaurant employees who are in charge in the kitchen, and the incorporation of public market vendors who are selling food additives. Sugarcane bagasse is the main ingredient for making food additives. The researchers recommend using the decontamination process to ensure cleanliness. The food subjected with washed sugarcane bagasse (T3) accounted for lower growth of bacteria compared to the unwashed bagasse (T2) and food without insoluble dietary fibre (T1). The researchers used washed sugarcane bagasse (T3) as essential food additives.

Keywords: insoluble dietary fibres, bacterial growth

Resistance to Amoxicillin of Unidentified Bacteria Associated with Sarcoptic Mange on *Canis lupus familiaris* (Dogs)

Angelica Joyce Facun Christel Cyris S. Capunpun Nikka Zoila P. Gracilla Corazon C Aquino High School

Abstract

The goal of this research is to determine an easy way of treating one of the most common skin diseases among domestic dogs, Sarcoptic Mange. The researchers tested the bacteria associated with Sarcoptic Mange in agar plates treated with and without Amoxicillin. There is bacterial growth in the agar plates without the use of antibiotics. There is no growth of bacteria in the agar plates treated with antibiotics, specifically, Amoxicillin. The researchers recommend the use of Amoxicillin to decrease the number of dogs infected with Sarcoptic Mange, and to stop the transmission of this contagious skin disease. This research is also expected to contribute particularly to the country because the researchers have seen several number of dogs infected with this kind of disease.

Keywords: sarcoptic mange, amoxicillin

Sus scrofa domesticus' Anti Serum

Nathalie Kate D. Pabo Corazon C Aquino High School

Abstract

The goal of this research is to develop an anti-serum from pig's blood and determine its potential as blood typing agent. The research revealed that there are two alleles of blood in pigs, these are blood Type A and O. This is also supported by some articles. In the progress of the investigation, one (1) out of twenty-four (24) pigs has blood type A and used in the development of anti-serum. The anti-serum from *Sus scrofa domesticus* reacts with human blood types B and AB, while the developed anti serum does not show reaction to human blood type A. Human blood type B contains antigen B and antibody A while AB contains antigens A and B and does not contain any antibodies. The evident reaction of anti-serum from *Sus scrofa domesticus* to these blood types is due to the antibodies B contained in the developed anti-serum. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, that there is reaction of anti-serum from *Sus scrofa domesticus* to the blood samples.

Keywords: anti-serum, pig's blood, reactive and non-reactive, blood typing and agglutination

Cucurbita maxima (Squash), *Vigna unguiculata* (String bean) and *Brassica rapa* (Petchay): Germination Success

April Lyn T. Salmasan Corazon C Aquino High School

Abstract

This study utilized the experimental type of research, which is a study that strictly adheres to a scientific research design. It included a hypothesis, a variable that can be manipulated by the researcher, and variables that can be measured, calculated and compared. In the treatment of data, the Mann-Whitney U test was utilized. The paramount goal of this study is to determine the germination success of squash, string beans and petchay seeds. Fourteen (14) out of thirty (30) non-coated seeds or 46.67 % from *Cucurbita maxima* (5 or 16.67%), *Vigna unguiculata* (4 or 13.33%) and Brassica (5 or 16.67%) germinated while, twenty-one (21) out of thirty (30) coated seeds or 70% from *Cucurbita maxima* (7 or 23.33%), *Vigna unguiculata* (6 or 20.00%) and *Brassica* (8 or 26.67%) successfully germinated. Based on the results at 0.05 alpha levels, the null hypothesis is then rejected and the alternative hypothesis is accepted thus, there is significant difference between the coated and non-coated seeds.

Keywords: germination, coating agent, coated seed, non-coated and seeds

Development and Validation of Squash Patillas for Dietary and Good Eyesight for all Citizens

Mark Kevin L. Acierto Robinson C. Alcantara Camille P. Cosme Sir Dawson J. Gonzales Danechiel G. Ocampo April Stefani G. Ramirez Erly Salgado Brian Patrick P. Sicat New Christian Academy Gerona Branch

Abstract

The prime objective of this study is to develop and validate the Squash Pastillas for dietary and good eyesight for all citizens. The Squash Pastillas underwent review and validation by the experts based on its technical aspects. Specifically, this study aimed to attain the following objectives: to develop the Squash Pastillas with the following features, to validate the effectiveness, and to support its underlying goals to the users by the following pre-test results and gained scores of the experimental group and control group and effectiveness of users. Furthermore, the research also determined how these difficulties will be improved and proposed Squash Pastillas as dietary and good for eyesight. It is implied that the developmental and validation of Squash Pastillas is effective. It is therefore recommended that the community should use Squash Pastillas as part of their healthy lifestyle.

Keywords: squash pastillas, dietary

BASIC MEDICINE

The Effectiveness of Avogin Tea to Cure Different Health Issues in a Community

Julie May Rodriguez Mikaella Bianca Bugasao Jhanine Mae Pagaduan Myra Deleon Joshua Laspinas Mhelliza Manalili Jaime Jude Allas Noriel Landingin Dex Cesar Mendoza Fernando Callao New Christian Academy

Abstract

This study aimed to develop the Avogin tea to produce a good and effective tea that intends to help people who are unhealthy and improve their lifestyle. One of the objectives of this study is to identify the good benefits of drinking Avogin Tea and compare the effectiveness of Avogin Tea. This study is designed to develop and validate the effectiveness of Avogin Tea among the community. The respondents of this study were composed of 60 students randomly chosen from the students of New Christian Academy and in the community around Gerona, Tarlac. The Avogin Tea is a type of herbal medicine that can help avoid different kinds of health issues. It can also boost resistance. The research and development (R & D) design was used in developing and validating the herbal tea to the community. The researchers constructed a questionnaire which composed of 30-multiple choice items used during the pre-test and post-test. The result of the study revealed that Avogin Tea is effective on the community and on the students of the New Christian Academy Senior High School. It is recommend t drink Avogin Tea to cure and avoid many kinds of health issues. This study is promoting the Avogin Tea to encourage others to try this kind of tea and discover its possible contributions in the society.

Keywords: avogin tea, health issues

The Effectiveness of Eating Carota Churros in Improving Poor Eyesight and Lowering High Blood Pressure

Myra Bangis Jhon Paul Ibarra Mia Gonzales Fatima Mabalot Manuel Macalino Jesus Madriaga Aira Pascua Mc Anjemor Santos Daniela Soriano Johnester Sta. Marina Ravien Sumaoang Razor Sumaoang Jhon Mhel Tupas New Christian Academy

Abstract

This study aimed to develop Carota Churros for improving poor eyesight and lowering high blood pressure. Carota Churros was reviewed and validated by the food experts. The purpose of this study is to help people with poor eyesight and high blood pressure. The researchers intended to present the good effects of carrot and its importance to our life. This study was composed of 60 respondents experiencing poor eyesight or high blood pressure. The research and development design (R&D) design was used in this study. The result of the study was validated and it was proven that eating Carota Churros is effective in improving poor eyesight and lowering high blood pressure of the students in New Christian Academy Senior High School and in the community. The result of this study is to recommend Carota Churros for the improvement of the student's knowledge and skill in academic performance and also promoting it in the community for their eyesight and level of high blood pressure.

Keywords: carota churros, poor eyesight, high blood pressure

Effective Consumption of Chocolates in Preventing Cognitive Declining for those who are Always Taking Medicine

Sergs Steven S. Dalusong Jamielyn S. Dulay Rosemarie E. Esteban Monica M. Facunla Hannah Sofia L. Flores Rosvella G. Heronda John Lester L. Magday Casey J. Sarmiento Jomar R. Vidad New Christian Academy

Abstract

The primarily objective of this study is to develop and validate the effectiveness of chocolates to people who are always taking medicine, stressed, and with high blood pressure. The chocolates underwent review and validation by chocolate experts based on their conditions and effectiveness. Specifically, this study aimed to attain the following objectives: to develop and validate the chocolates by the following pre-test results, gained scores of the experimental group and control group and effectiveness to users. Another aim is to draw implications of the study in eating chocolates. An experimental group and a control group were utilized. Sixty (60) respondents were selected prior to the conduct of the study. A validated pre-test was administered to determine the experimental and control group. The experimental and control group have thirty (30) respondents each. After the execution of the experiment, the post test was done to determine if the chocolate was improved and effective. It is highly recommended that people should use the product to prevent cognitive declining, stress, and high blood pressure and to ensure a good health and healthy lifestyle.

Keywords: chocolates, preventing cognitive declining

The Effectiveness of Using Pasain Tea for Diabetic Patients

Pinky A. Baldoz Marilyn D.C. Corpuz Nikka Shane N. Damaso Honeylyn C. Grospe Michelle B. Lawis Jershy Mey E. Mercado John Paul A. Nabatilan Hillary Jade Anne L. Pascua Edsam L. Reyes New Christian Academy Gerona Branch

Abstract

The primary objective of this study is to know the effectiveness of using Pasain Tea for diabetic patients. The Pasain Tea underwent review and validation by herbalist based on its content and medicinal aspect. Specifically, this study aimed to attain the following objectives: to innovate the Pasain Tea with the following features, introduce its effectiveness and help the diabetic patients who are suffering from Diabetes. To validate the effectiveness of Pasain Tea to the users, it was tested by the following pre-test results of the respondents: the gained scores from the experimental group and control group and the effectiveness of the product to users. The results showed implications of the study being related to community problems. Furthermore, the research also determined how these difficulties developed and proposed the Pasain tea as a complementary medicine in lowering blood sugar of each patient who has Diabetes. This research is expected to help the community especially those who have Diabetes as a complementary medicine to lower blood sugar and decrease patients suffering from Diabetes. The patients and research should create a product by implementing the use of Pasain Tea; thus, the materials and ingredients needed are beneficial. It is implied in the results that the use of Pasain Tea as a complementary medicine for diabetic patients is effective. The researchers recommend that the patients should make use of Pasain Tea to lower blood sugar as well as heal Diabetes.

Keywords: pasain tea, diabetic patients

EDUCATION

The Experiences of Failing Students of Formerly Excelled in Mathematics: Case Studies

Jun Pangan Dela Cruz, MAEd Corazon C Aquino High School

Abstract

The purpose of this study is to determine the experiences of failing students who formerly excelled in Mathematics at Corazon C. Aquino High School, Gerona Tarlac. The case study method was utilized in this study. The case study was done to get a deeper understanding of the experiences of failing students who formerly excelled in Mathematics and analyze the reason(s) why such problems occurred on the subject. The case subjects were eight Junior High School students and two Senior High School students of Corazon C. Aquino High School, School Year 2017-2018. The results showed that both external and internal factors affected students' performance in Mathematics. The external factors were as follows: peer pressure, pressure from parents, teasing and bullying, bad influence of friends, marital problems of parents, and addiction to gadgets; while the two internal factors include depression and timidity. These factors had both led to other problems like resorting to vices which consequently resulted to a gradual downgrade in their academic performance. This study also found out how students felt upon their mishaps and the different coping strategies they did to solve such difficulty.

Keywords: failing students, mathematics

Level of Mastery of the Learning Competencies on Fractions: Basis for Proposed Module

Jun Pangan Dela Cruz, MAEd Corazon C Aquino High School

Abstract

The purpose of this study is to determine the level of mastery of the learning competencies on fractions among grade seven students as basis for the preparation of module. This study utilized the Design and Development (D and D) research design which is one of the four types of Research and Development (R and D) researches. This study is a Design and Development research because it aims at producing a module that is needed in addressing the mastery level of students on fractions. Based on the results of 11 learning competencies on fractions for grade 7 which were tested, only two were mastered and the rest were least mastered. This clearly points out that there is really a need to provide intervention materials for students to master the least learned competencies and enrich further the mastered learning competencies.

Keywords: mastery, fractions, module

The Relationship between Class Size and Academic Performance among Grade 11 Senior High School Students of Eduardo Cojuangco National Vocational High School

Glenard Inga-an Antalan Joicee Alegrado Balucanag Jennifer Torres Mendoza Jovelyn Velasco Noriel Paul Christian Cerbito Soliven Eduardo Cojuangco National Vocational High School

Abstract

Research has shown that class size affects the academic performance of students in various scholastic settings. Smaller class sizes allow teachers to pay more attention to each individual student's learning, thereby contributing positively to these students' academic performance. This study aimed to determine whether these research findings apply to the Philippine public school setting. Thus, it asked how class size and student performance are related among senior high school students in a public national vocational high school in the Philippines. The researchers used a quantitative research design in which the class size and general point average of n=266 randomly selected senior high school students were subjected to a Simple Regression Analysis. Results showed a significant inverse correlation between class size and academic performance, with students belonging to smaller class sizes performing better in their academics. These results are discussed in light of the implications on the effectiveness of class setups in the Philippine public school setting.

Keywords: class size, academic performance

Factors Affecting Senior High School Stage Performance

Stephanie Rose S. Cudal Christine Jane J. Cabacungan Monira Princess P. Carrera Corazon C Aquino High School

Abstract

The Humanities and Social Science (HUMSS) students developed a study about stage fright among Senior High School students at Corazon C. Aquino High School. The goal of this research is to seek answers about the factors that affect senior high school students stage performance especially how many senior high school students are frightened to speak in front of the crowd; what are the common experiences of the students when facing an audience; what are the factors affecting senior high school students' stage fright; how does stage fright affect the senior high school students performance; and what action plan could be proposed to eliminate stage fright. The research had been made to propose recommendations to eliminate the anxiety of the students in terms of performing and reporting. The research used statistical tools which are helpful to identify the stage performance of students engaged in stage anxiety. The study is expected to examine the main issue why students are frightened to speak in public and contribute in managing the stage fright of the students.

Keywords: anxiety, performance, stage fright, students

Sports Extra-Curricular Activities: Factors Affecting the Academic Performance of Senior High School Students in Corazon C. Aquino High School

Ericka V. Fernandez Joana Ruth D. Derequito Yhany Jen T. Pagat Corazon C Aquino High School

Abstract

This study aims to measure the effects of extra-curricular activities in the academic performance of senior high school student-athletes of Corazon C. Aquino High School in Gerona, Tarlac. It seeks to identify how the academic performance of the student-athletes is assessed, the factors affecting the student-athletes' academic performance due to sports extra-curricular activities, and the causes of the identified factors. Specifically, this paper would like to find out how physical, emotional, mental, and social factors affect student athletes' academic performance. This paper is expected to yield contribution through its proposed action plan that includes strong implementation of sports program and campaign.

Keywords: sports extra-curricular activities, factors affecting academic performance, students

Cooking Skills and Knowledge Assessment of Senior High School Cookery Students

May Dela Cruz Desiree Labarete Joan Siguin Corazon C Aquino High School

Abstract

The study was conducted to determine the cooking skills and knowledge among Senior High School Cookery students of Cluster III of Tarlac Province. The researchers assessed their cooking skills in using cooking tools and equipment, the level of knowledge in theories in cookery, maintenance of tools and equipment and methods and techniques of cooking. The descriptive-correlational research design and two sets of questionnaires were utilized in this study. Questionnaires include the level of skills and the level of knowledge questionnaire and the problems met by respondents questionnaire. The respondents of the study were 320 Senior High School Cookery students. Weighted Mean and Pearson Moment Correlation were used to interpret the collected data. The relationship of the significant difference in the level of skills and level of knowledge in their profile and significant relationship was tested between the level of skills and knowledge of senior high school cookery students.

Keywords: cooking skills, knowledge assessment

Antas ng Komprehensyon sa Pagbasa sa Filipino ng mga Mag-aaral sa Corazon C. Aquino High School

Rolan D. Galamay, MAEd Corazon C Aquino High School

Abstrak

Layunin ng pag-aaral na ito na matukoy ang antas ng komprehensyon sa pagbasa sa Filipino ng mga mag-aaral sa Corazon C. Aquino High School (Region III) baitang 10, taong panuruan 2016-2017. Tutukuyin ang profayl ng mga mag-aaral batay sa wikang karaniwang ginagamit sa bahay, pinakamataas na natapos ng magulang sa pag-aaral, pinal na grado sa asignaturang Filipino, uri ng babasahin sa bahay, at eksposyur sa media. Gayundin, magkakaroon ng pagsusulit ang mga mag-aaral upang matukoy ang kanilang antas ng komprehensyon sa bawat dimensyon ng pagbasa at ang kanilang kabuuang antas. Sa pamamagitan ng Frequency at Percentage, matutukoy at mailalarawan ang profayl ng mga mag-aaral at ang kanilang kabuuang antas ng komprehensyon at antas sa bawat dimensyon ng pagbasa. Sa pamamagitan ng Spearman at Cramer's V, malalaman ang makabuluhang kaugnayan ng antas sa komprehensyon sa pagbasa batay sa kanilang profayl. Ang pag-aaral na ito ay magsisilbing batayan sa pagbibigay mungkahi at interbensyon sa pagtamo ng mataas na antas ng komprehensyon sa pagbasa ng Filipino.

Keywords: komprehensyon sa pagbasa, dimensyon ng pagbasa, antas ng pagbasa

Exposure of Grade 12-HUMMS Students to Social Media: Its Effect to their Academic Performance in their Specialized Subject

Magno Walter C. Mercado Corazon C Aquino High School

Abstract

The goal of this research is to determine the effects of the exposure of Grade 12 Humanities and Social Sciences (HUMSS) students to social media on their academic performance in their specialized subjects. Specifically, the research would like to identify the social media applications utilized by students. Furthermore, the research will also determine their exposure to social media affect their performance in their specialized subjects. The expected results will propose an academic scheme to inspire the Grade 12 Humanities and Social Sciences HUMSS students on their academic performance. The research is also expected to contribute particularly on academic scheme which will be used as an added resource available for teachers to support student academic performance, as well as teaching and professional development resources to the school.

Keywords: grade 12, humss, social media effects, academic performance

Improving the Comprehension in Listening Using Fishbone Timeline Technique of Grade 1 Pupils in Parsolingan Elementary School

Cherrelyn D. Serrano Parsolingan Elementary School

Abstract

This study aims to use a Fishbone Timeline Technique in improving the comprehension in listening of Grade 1 pupils in Parsolingan Elementary School. Specifically, it aims to assess the comprehension in listening of the pupils, identify their difficulties while reading the contexts, determine the causes of these difficulties, and improve the comprehension in listening of the pupils using fishbone timeline technique. The comprehension in listening of the respondents will be assessed before and after the administration of the intervention. The intervention pertains to the use of Fishbone Timeline Technique in improving their comprehension in listening. The results of this study will serve as preparatory outputs to the annual reading assessment to the pupils.

Keywords: comprehension, listening, grade 1 pupil

Development and Validation of Magical Index in Solving Statistics

Sean Adriane Mallari Pacete New Christian Academy Gerona Branch

Abstract

The prime objective of this study is to develop and validate the Magical Index solving Statistics. The Magical Index underwent review and validation by the Math experts based its content and technical aspect. Specifically, this study aimed to attain the following objectives to develop the Magical Index with the following features: authentic examples, formula, and the cognitive system. These were used to validate the effectiveness of the Magical Index to the users by the pre-test results of the respondents, gained scores of the experimental group and control group, and effectiveness to users. Furthermore, the research determined how these difficulties will be improved and proposed that magical index is an alternative way in solving Statistics problems. The research is also expected to contribute a prepared magical index, which will be used as an alternative way for teachers and students to increase distribution and access to learning, teaching, and professional development resources to the school. The teachers and students should create an interactive learning environment by implementing interactive materials. Thus, the material would be beneficial. It is implied in the results that the use of Magical Index as a supplementary material in solving the statistics problem is effective. It is therefore recommended that teachers should make use of Magical Index to ensure learning, solving and mastery of the lesson.

Keywords: magical index, solving statistics

English Reading Comprehension Level of the Alternative Learning System Secondary Level Learners in a Public School in Cavite

Lindsay T. Corpuz Cavite State University

Abstract

This study was conducted to measure the English reading comprehension level of the Alternative Learning System Secondary Level learners in Tagaytay City, Central School in Cavite from June to November 2017. Specifically, this study aimed to determine the demographic profile of the learners in terms of age, gender, civil status, and educational attainment; determine the level of English reading comprehension of Alternative Learning System Secondary Level learners; determine if there is a significant relationship between the demographic profiles and the level of English reading comprehension of Alternative Learning System Secondary Level Learners in Tagaytay City Central School. The researchers used the descriptive and correlational design. The study had a total of 50 participants and they were selected through purposive sampling from a selected public school in Tagaytay City, Cavite. A standardized questionnaire was used as the main instrument and an item analysis was used to define which of the items in the survey questionnaire the respondents could easily comprehend or not. Frequency Count, Mean, Range and Standard Deviation were used to determine the demographic profile of the participants. Likert Scale was used to determine the level of English reading comprehension of the learners in Tagaytay City Central School in Cavite. The results revealed that female learners are more competent in English language with most passers (70.83%) than the male learners (65.38%). Learners who finished 2nd year high school is more apt in comprehension level in English with a very good rate. The result indicates that the higher the previous educational attainment is, the more students are excelling in their level of comprehension. Lastly, the demographic profile and the level of English reading comprehension of the learners have a significant relationship as shown through their performances and understanding about English.

Keywords: English reading comprehension, alternative learning system, community learning centre

Teaching Historical Thinking Skills through Reading like a Historian Method

Ma.Victoria C. Colis Cavite State University

Abstract

This study envisioned to give grounding in historical thinking skills using "Reading Like a Historian" approach to Grade 6 pupils. Using the descriptive-development research design, the research study developed and implemented a learning exemplar to grade six pupils utilizing the "Reading Like a Historian" framework as a tool in primary source analysis in teaching historical thinking skills. The process of writing the learning exemplar consisted of four stages: Design Phase, Developmental Phase, Evaluation/Validation Phase and Dissemination Phase. The result of the try-out revealed that the Reading Like a Historian Method from Stanford University was very appropriate since it engaged pupils in historical inquiry. This method taught pupils how to investigate historical questions by employing reading strategies such as sourcing, contextualizing, corroborating, and close reading. Instead of memorizing historical facts, pupils assessed the reliability of numerous viewpoints on historical issues. They learned to create historical assertions supported by documentary substantiation. Based on the results derived from the data gathered in this research, it may be inferred that the "Reading Like a Historian" method may be used to develop learner's historical thinking skills. This conclusion yields to recommend further studies on teaching historical thinking skills using "Reading Like a Historian"; this method should be done in other History subjects and with other grade levels, for this will improve the teaching-learning situations and help in the academic achievements of the students in learning History.

Keywords: historical thinking skills, "reading like a historian", primary and secondary sources, primary source analysis, and learning exemplar

EDUCATIONAL MANAGEMENT

Implementation of Integrated School Health and Nutrition Program (ISHNP) in the Department of Education, Schools Division of Tarlac Province: An Evaluation

Luzviminda G. Rivera DepED Tarlac Province

Abstract

The study evaluated the implementation of Integrated School Health and Nutrition Program (ISHNP) in the Department of Education, Schools Division of Tarlac Province during the School Years – 2008-2009, 2009-2010 and 2010-2011. The CIPP evaluation model was used in the study. Questionnaires, documentary analysis, interviews and observations were used in the data gathering. Documents that were available, such as records and data from the Basic Education Information System (BEIS), DepED memoranda and orders were used as sources of data. Tables were utilized to analyze the data. The study revealed that the implementation of the Integrated School Health and Nutrition Program (ISHNP) in the Schools Division of Tarlac Province was very satisfactory in its administration, personnel, and strategies, while adequate in its financial resource and facilities. The extent of the attainment of its objectives and implementation of its component was 61-80% (attained/implemented) in the Healthful School Living and School-Community Coordination for Health and Nutrition; fully attained/implemented in the Health and Nutrition Education and Health and Nutrition Services because of the full implementation of the activities in each component in compliance with the DepED memoranda and orders, supervision of the Division Working Committee on Health and Nutrition, Health and Nutrition Section and with the support of the program administrators and program implementers and cooperation and participation of the program beneficiaries. There were problems in the administration, resources and processes of the implementation of the ISHNP and a proposed action plan to address these problems was developed to improve the implementation of the Integrated School Health and Nutrition Program in the Schools Division of Tarlac Province.

Keywords: integrated school health and nutrition programs, health and nutrition education, health and nutrition services, healthful school living, school-community coordination for health and nutrition

Teachers' Level of Empowerment and Organizational Commitment among Public Secondary Schools in the Province of Tarlac

Ely P. Daquigan, Ph.D. University of St. La Salle

Abstract

The study was conducted to determine the relationship of teacher empowerment and organizational commitment on the secondary school teachers in the Division of Tarlac Province during the school year 2015-2016. The following concerns were looked into: decision-making, professional development, status in the organization, self-efficacy, autonomy in instructional delivery, impact to other teachers, learners and in the teaching and learning process, curriculum content enhancement, classroom instruction and school-community relations: and the relationship among these variables; affective commitment, continuance commitment, and normative commitment. The descriptivecorrelational research design and two sets of questionnaires were utilized in this study. The questionnaires used were the teacher empowerment dimension questionnaire and the organizational commitment questionnaire. The respondents of the study were 489 secondary school teachers. The Weighted Mean and Pearson Product-Moment Correlation were used to interpret the collected data. Findings of the study revealed that public secondary school teachers have a high level of empowerment and they manifest a high degree of organizational commitment. Furthermore, teachers' level of empowerment in all components was 'significantly' to 'very highly significantly' related to all areas of commitment, except professional development and status in the organization to continuance commitment. Based on the results of the study, an enhancement program was proposed. Implications to educational leadership were crafted. It was recommended that teachers need to be actively involved in decision-making in their schools to encourage, motivate, and utilize their wide range of experience and personal characteristics and capability.

Keywords: empowerment, organizational commitment

Study Habits of Senior High School Students Bases for Proposal Academic Development Program

Allan S. Santos Corazon C Aquino High School

Abstract

The goal of this research is to find out the study habits of the Senior High School students in the Corazon C. Aquino High School, which will be used as foundations in creating an Academic Development Program proposal to the Senior High School Students of Corazon C. Aquino High School. The research would like to assess the Senior High School students' study habits and decide which among these study habits need an improvement. Furthermore, the researcher will propose an academic development program to improve their academic performance. The target students who will directly benefit from the results of this study are the Grades 11 and 12 students. The result of the study will be used as a basis in the discussion of its implications to Guidance Counselling.

Keywords: study habit, academic development

Effectiveness of Collaborative Learning in the Performance of the Low Performing Students in Teaching Mathematics 9 at Corazon C. Aquino High School

Norie B. Gragasin Corazon C Aquino High School

Abstract

The goal of this research is to determine the effectiveness of collaborative learning in the performance of low performing students in Mathematics 9 at Corazon C. Aquino High School. Specifically, the research would like to test the effectiveness of the collaborative learning in teaching Mathematics 9 for low performing students and the effectiveness in the performance of the students using collaborative learning. This will determine the effects of using collaborative learning in the performance of the students. Furthermore, the research will also determine the advantages and disadvantages of using this strategy in teaching. The expected users of the resulting work text include low performing students in Corazon C. Aquino High School The research is also expected to contribute particularly to the results, which will be used as teaching strategies available for teachers to support increased distribution and access to learning, teaching and professional development resources to the schools.

Keywords: collaborative learning, low performing students, mathematics 9

A Tracer Study of the BSHRM Graduates of a Private University in Quezon City, Philippines

Rangie M. Omega-Canal Our Lady of Fatima University

Abstract

This study primarily determines the tracer study of the Bachelor of Science in Hotel and Restaurant Management of a sampled Private University in Quezon City. Its purpose is to determine the general job profile of respondents, their present employment status, work related values and skills that contribute to meeting the demands of the present job and also identifies the arising issues and challenges by the respondents, while applying jobs, how the challenges are resolved. It used descriptive research design to assess what fields the graduate work are matched/mismatched, and what competencies of the BSHRM graduates use most in their workforce, so it can provide information for evaluation of an academic institution on their curriculum improvement. Purposive Sampling was used in collecting the data from 50 BSHRM graduates of a private university in Quezon City, during the Academic Year 2009-2014. The findings of the study may be utilized to prepare an output scheme to the graduates of the sampled private university in Quezon City. Based on the findings, the following recommendations are forwarded: (1) The Administrators of the academic institution should focus the trainings, seminars and curriculum development program geared towards the professional growth of BSHRM graduates and (2) to the academic curriculum development in charge should have intensive collaborators with most concerned aspect in developing a comprehensive and efficient BSHRM program.

Keywords: academic curriculum, BSHRM graduates, descriptive research, tracer study

Teachers' Characteristics affecting Students' Academic Performance

Xerxes M. Budomo Victoria National High School

Abstract

The goal of this exploratory research is to determine the characteristics of teachers that affect academic performance of Victoria National High School students. Specifically, the research would like to describe the characteristics of teachers in Victoria National High School- Senior High, students' preference of teachers' characteristics, and to determine what characteristics affect students' academic performance. The expected output will be recommended as a topic during INSET of Teachers this coming semestral break, with the proper approval of the school head, will then inform the teachers through this research about certain qualities that might influence students' performance and in return affect the overall performance of the school. The research is also expected to contribute to the recognition of qualities that would somehow have an impact towards students' academic performance.

Keywords: Teachers' Characteristics, Students' Performance

EVIRONMENTAL CONSERVATION

Safety and Security Measures of Topmost Accident Prone Areas in Gerona

Catherine A. Bautista Jenevie R. Cabanes Joyce L. Aliangan Corazon C Aquino High School

Abstract

The students of the Humanities and Social Sciences (HUMSS) aimed to conduct a study about safety and security measures of topmost accident prone areas in Gerona. The researchers intended to know how often accidents occur and the factors affecting the safety and security measures in each barangay. The main goal of this study is to provide possible recommendations that will address the rapid increase of accidents brought by number of residents, limited space and numerous vehicles. Primary data were collected to identify the frequency and the factors that cause the accidents. The quantitative research study was conducted via questionnaire along with the structuralized questions. Researchers observed and experienced work as catalyst to analyze factual findings. The results were examined from different perspectives. This study looked into the behavior of drivers, condition of roads and road infrastructure as the main issues for numerous accidents. It is recommended that programs and seminars should be implemented; monitor the maintenance of roads, as well as addition of signage's and street lights in each barangay. This research is also expected to contribute in minimizing the number of victims from the accidents.

Keywords: humanities and social sciences, safety and security measures, topmost accident, prone areas

Environmental Awareness, Practices and Attitudes among Grade 7 Students Towards a Proposed Intervention Plan in Corazon C. Aquino High School

Ginzen C. De Vera Marian Grace Catipon Meagan Kheig Miken Corazon C Aquino High School

Abstract

This study was conducted to determine the level of awareness (refers on how the respondents are well informed about the status of the environment), attitudes (refers on how often the respondents follow the ways in improving, preserving and maintaining the environment's health and practices (refers on how often the respondents treat the environment using different attitudes) of grade 7 students. The respondents were 267 randomly selected grade 7 students from Corazon C. Aquino High School. The data gathered were treated statistically, analyzed and interpreted. In determining the level of their awareness, attitude and practices, a researchers-made questionnaire was used as the main instrument. There were ten (10) indicators in every environmental level of awareness, attitude and practices. The researchers designed an intervention plan which focused on the problems and needs of the grade 7 students to further improve and maintain their level of environmental awareness, attitudes and practices.

Keywords: environmental awareness, practices and attitudes

HISTORY

Unveiling Gerona's Priceless Treasures: Level of Awareness of Senior High School Students on the History of their Community towards a Proposed Module

Jo Ann M. Condes, Ph. D. Corazon C Aquino High School

Abstract

This study aims to unveil the truth behind the untold past of the Municipality of Gerona. It targets to raise students' awareness on the history of their own barangays, including their home town, Gerona. Specifically, it seeks to describe the priceless historical treasures of the municipality, in terms of origins of the barangay names, geographical structure, environmental structure, sources of living, local identity of the first settlers, and characteristics of the root ancestors. The paper also wishes to develop a contextualized and localized module that will help in raising students' awareness on the history of their local community. This research is expected to contribute in the curriculum development as it presents a contextualized and localized Understanding Culture, Society and Politics (UCSP) module for the grade 11 senior high school students aligned with its curriculum guide. It is also anticipated to yield a contribution to possible educational activities that could be presented during local feasts, barangay and municipal fiestas. More importantly, this paper could also open an avenue for another curriculum development in the elementary level, for its content is also aligned with the learning competencies of the grade 3 Araling Panlipunan subject.

Keywords: Gerona's priceless treasures, level of awareness, senior high school students, history of the community, proposed UCSP module

LAW

Assessment on the Implementation and Effectiveness of the Barangay Ordinance in Barangay Abagon

Rona V. Salaysay Condessa U. Fernandez Rosemarie M. Mallari Corazon C Aquino High School

Abstract

The purpose of this study is to determine the barangay profile in terms of Barangay Officials, Sangguniang Kabataan (SK), Health Workers, Civilian Volunteer Organization (CVO), Non-Government Organization (NGO), Religious Group, and Maternal Recovery Facility (MRF); the effectivity of the barangay ordinance in terms of number of violation/s on curfew hours; number of violation/s on Solid Waste Management (SWM); number of violation/s on videoke limit; number of violation/s on gambling ; and number of violation/s on smoking as well as the level of implementation in terms of curfew hour's ordinance, Solid Waste Management (SWM), videoke limit ordinance, gambling ordinance, and no smoking ordinance. The respondents were 368 residents and 41 officials in Barangay Abagon, Municipality of Gerona, Tarlac, Philippines. The data gathered were treated statistically, carefully tabulated, analyzed and interpreted. This study used the descriptive research design that aims to determine the implementation and effectiveness of barangay ordinance in Barangay Abagon, Gerona, Tarlac. An action plan, focusing on the problems and needs of the implementation and effectiveness of the said ordinances, is proposed to further improve the effectiveness and implementation of barangay ordinance.

Keywords: barangay ordinance, implementation

Impact Analysis of the Department of Trade and Industry (DTI) Comprehesive Agrarian Reform Program Beneficiaries in the Province Of Marinduque: Basis for a Proposed Program Enhancement

Mark Dennis B. Cortez Department of Trade and Industry

Abstract

This study aimed to know the impact of the Department of Trade and Industry- Comprehensive Agrarian Reform Program (DTI-CARP) to its beneficiaries within the Agrarian Reform Communities (ARCs) declared by Department of Agrarian Reform (DAR) in the Province of Marinduque. The respondents of this study are the ARBs of the Agrarian Reform Beneficiaries Organization (ARBOs) that has been strategically identified using cluster sampling. The respondents include the Chairman, Operations Manager, and representatives from Officers, Administrative, Finance, and Production Staff. It used Descriptive-Survey of Research and Mean as statistical tool to analyze the data. Findings revealed that interventions given by DTI-CARP thru Trainings and Seminars were effective and resulted to somehow improving their living conditions as a part of the organization. In addition, it was also revealed that the Market Development and most of the Product Development Activities given by DTI-CARP were effective in terms of income generation and creating more competitive brand to their product. In terms of asking the impact being provided to them on helping beneficiaries in improving their living conditions and compliance of product market requirements, the respondents agreed that assistance being made resulted for more income. On the other hand, the respondents partly disagree that the program has helped them to obtain FDA-LTO or DENR CNC/ECC as one of the mandated compliance set by the Philippines laws and regulations. Furthermore, the respondents were tasked to rank the problems and shortcomings of DTI-CARP that may affect its effective implementation. Majority of respondents ranked first the concern for lack of organization funds (operation capital). With this, the researcher recommends that the National Program Office (NPO) of DTI-CARP may seek for additional funding to provide the needs of assisted ARBOs that will eventually lead to improve the living condition of its members. This may result to better and more quality assistance being provided to the ARBOs and its members/beneficiaries.

Keywords: DTI-CARP, FDA- License to Operate, Government Financing Institution, ARBO, ARBs, NPO

MANAGEMENT

Champorado Tart and Alfonso Chocolate Champorado: Its Development and Competitiveness

Sarah Aby Pogoy Amor Ibarra Jr. Rose Marie Tadioan Corazon C Aquino High School

Abstract

The goal of this research is to develop the Champorado Tart and to level it with Alfonso Chocolate Champorado, which is the commercially available product. This research is an innovation to launch new a product. Specifically, Champorado Tart was developed through the conduct of replication procedures. The developed Champorado Tart was compared to the commercially available Champorado. The researchers would like to bring back the traditional food, Champorado, which was already forgotten by the Filipinos. The expected beneficiaries of the results of this study are the senior high school students who are enrolled in Cookery. The research is also expected to contribute to the community, wherein it will be used as an added nutritious food item available in school canteens.

Keywords: champorado tart, development

Unavailable Products in Gerona that are Available in Paniqui and Tarlac City: Bases for Proposed Business Concepts

Mica Ella Denice F. Asuncion Angelica D. Antonio Ronalee Anne F. Parcasio Corazon C Aquino High School

Abstract

The goal of this research is to determine the unavailable products in Gerona that are available in Paniqui and Tarlac City. The results are used as bases for proposed business concepts. Specifically, the research would like to identify the unavailable products in Gerona that are available in Paniqui and Tarlac City and the causes of the unavailability of these products using the proposed business concepts from the data gathered. The expected users of the resulting work text include ABM students who are enrolled in Marketing and Entrepreneurship. The research is also expected to contribute particularly the prepared work text which will be used as an added resource available for teachers to support increased distribution and access to learning, teaching and professional development resources to the schools.

Keywords: unavailable products, business concepts

Acceptability of Banana Rice Milk as alternative Nutritive Drink

Mark Steve T. Benitez Corazon C Aquino High School

Abstract

This study aimed to produce a nutritive drink rich in vitamins, minerals and phytochemicals found in Banana peel that has many benefits to health. It also aimed to determine the acceptability of Banana Rice Milk with its proven nutritional benefits of both banana peel and rice milk as an alternative nutritive drink. The main ingredients were banana peel Musa 'saba' (Musa acuminate x Musa balbisiana and rice milk Oryza sativa which are both locally available in the municipality of Gerona, Tarlac. It was proven from different studies that banana peel has many phytochemicals such as glycosides, alkaloids, saponins, tannins and flavonoids. The banana peel was gathered from the waste product in school canteen selling banana que and turon. The white rice used for this research is "Magnolia" variety since it is soft and a bit sticky, a good characteristic to make rice milk. The phytochemicals, vitamins and minerals of the banana peel were extracted by heating the banana peel powder with a ratio of 40 g is to 400 mL of distilled water at a certain temperature between 50-60 degrees Celsius. The rice milk was prepared with a cup of white rice with 10 cups of water then blended and strained using a cheese cloth to separate its pulp with its milk, then combined with the banana peel extract. Data gathering was conducted for the acceptability of the study. Based from the result, it was proven that the banana rice milk is approved in terms of its nutritive value, uniqueness, and as a cheaper alternative nutritive drink. It is recommended that the banana rice milk would be blended with some fruits like mango or banana pulp, which are also available within the locality to add flavor and be more nutritious.

Keywords: acceptability, banana peel, rice milk, nutritive drink, phytochemicals, vitamins, minerals

Lumpia Wrapper: Its Development and Acceptability

Criselda C. Magno China Arciaga Raymond Balmores Corazon C Aquino High School

Abstract

The study focused on the product development of product A, which is the Jute Lumpia Wrapper compared to the Product B, which is Commercialized Lumpia. Based on the data gathering, results were joined by 70 participants from Corazon C Aquino High School who are consumers of Jute in order to gain valid results. The relationship between Product A and Product B was interpreted according to the physical variables, level of development and level of acceptability. In this study, it was shown that Product A Jute Lumpia Wrapper is developed and acceptable by means of physical variables, level of development and level of acceptability. The researchers designed an action plan focusing on the problems and needs of the Jute Lumpia Wrapper. The findings will be presented to further develop the physical variables, level of development and level of acceptability. Results will serve as baseline data in improving the Jute Lumpia Wrapper.

Keywords: lumpia wrapper, acceptability

Food Safety, Attitudes and Practices of Street Vendors and Consumers in Gerona

Ranilo B. Parazo Judith Cruz Donabel Pascua Corazon C Aquino High School

Abstract

This study was conducted to determine the food safety observation, attitudes and practices of street vendors and consumers in Gerona. The respondents were 40 street vendors and 120 consumers in Gerona. The data gathered were treated statistically, carefully tabulated, analyzed and interpreted. This study used the descriptive correlation design as it aimed to determine the food safety observation, attitudes and practices of street food vendors in Gerona, Province of Tarlac. The purpose of this study is to determine the profile of the street vendors and consumers; the level of food safety observation of the street vendors along with the following: facilities, environment around the street, personal hygiene, food storage, utensils; level of attitudes on street food vendors along the following: food preparation, hygiene, customer service; level of practice of street vendors along: food preparation, storage of food, presentation of food.

Keywords: food safety, street vendors

Healthy Puto and Puto Calasiao: Its Development and Competitiveness

Lilibeth Vicencio Maureen Joyce Olonan Gerald Pascua Corazon C Aquino High School

Abstract

The goal of this research is to develop a healthy puto to compete with the commercially available puto. This research will be used by future researchers as their springboard to further studies and to added literature. Specifically, the research would like to develop some varieties of puto. It was developed through the conduct of various replication procedures. After testing the food characteristics of the developed food product, it was compared to Puto Calasiao, which is a commercially available product. The expected users of the results are the community, vendors, puto lovers, students and future researchers.

Keywords: healthy puto, development and competitiveness

Effects of Short-Term Employment to Employee Morale and Productivity of Sales Associates of Concessionaires in Cavite

Jaysi T. Corpuz Carmela V. Laureano Ricalyn T. Moraleda Elouise Dianne R. Superioridad Cavite State University

Abstract

The purpose of this study is to determine the effects of short-term employment to employee morale and productivity of sales associates of concessionaires in SM store in Cavite. Specifically, this study was conducted to determine the socio-demographic characteristics of the respondents in terms of age, sex, civil status and employment status; to describe the level of morale and productivity of sales associates; if there is a significant relationship among socio-demographic characteristics, level of employee morale, short-term employment and employee productivity; if there is a significant difference between short-term employee to regular employees productivity. The study was conducted last August 2017 to October 2017 at SM Stores in Cavite. The descriptive- correlation survey method was used in the study. The participants of the study were the staff/employees currently working in different SM stores in Cavite. Stratified Random Sampling Technique was used. The study used questionnaire as research instrument and Likert Scale was also utilized to measure the level of employee morale and productivity. To analyze the data, Mean, Frequency Count, Standard Deviation and Percentage were employed. The study also used Spearman rank, Kruskal Wallis, Posthoc tested and Person Product Correlation. The study revealed that majority of the participants belonged to the age of 18 to 22 years old, female, single and probationary workers. The study revealed that there is a relationship between socio-demographic profiles to the level of employee morale. This means that as long as employees enjoy working, it has no effect on their morale. However, age and employment status has a relationship with the level of productivity. This means that as they get older, the more productive they are, and they feel challenged and motivated to secure the next gig. The study found that there is a significant difference between short-term to regular employee in terms of productivity. Regular employees feel secured, so they try not to put extra effort to meet their daily quota. The study also found that there is a relationship between employee morale and productivity. This means that they are productive as long as they feel valued and happy in their work.

Keywords: short-term employment, employee morale and productivity

Marketing Mix Drivers of Business Growth of Food Parks in the Philippines

Vannessa B. Nepomuceno Our Lady of Fatima University

Abstract

The behavior and preference of Filipinos to eat out has given rise to the trending and popular food park business (Talavera, 2017) especially in Metropolitan Manila. The change in consumer behavior presents business advantages to micro, small, and medium enterprises (Yu, 2017) who have adopted the food park business format. Small-scale foodpreneurs thrive and profit from a captive market of local foodies by operating with relatively lower costs (De Leon, 2017) as food parks offer a convenient alternative to fast food restaurants and provide more unique dining experiences and food choices. However, just like quick service restaurants, food park operators and tenants are not without risks and challenges. As the restaurant industry becomes more saturated and competitive, and the novelty of this business format wanes, the question of business sustainability arises. Thus, it is important for entrepreneurs utilizing the food park concept to determine the factors that sustain business growth in order to remain competitive and survive in an ever evolving restaurant market. This study specifically focused on the influence of the marketing mix to the business growth of food park enterprises and found that, at 1% for a period of three years, growth of businesses using this format is slow. Annual income served as the predictor of growth of food park businesses with Promotion, out of the 4 P's as the most extensively practiced and main contributing factor to their success. The place did not seem to have any influence on business growth as compared to Product and Price.

Keywords: growth, marketing mix, food park, foodpreneurs

PSYCHOLOGY

Spending Behaviours among Grade 11 Senior High School Students of Eduardo Cojuangco National Vocational High School

Claudine Dela Cruz Baladad Monica Maniaul Fernandez John Dale Daileg Marcelino Fritz Balgos Melegrito Jersey Nicoleta Pontanes Eduardo Cojuangco National Vocational High School

Abstract

Financial literacy has been identified as a key development area among adolescents. Research has shown that prudent spending behaviours during adolescence can lead to financial stability during adulthood. This study therefore examined the spending behavior among adolescent senior high school students in a public national vocational high school in the Philippines. A total of 160 senior high school students answered the survey questionnaire asking them about their financial habits. Results showed that students have minimal financial resources to spend (ranging from 50 to 100 pesos per day), usually spend these resources on basic necessities (such as food), and fail to practice money-saving behaviours. These findings are discussed in light of the state of financial literacy in the Philippines and possible steps that the Philippine government can take to increase financial literacy awareness among students.

Keywords: Spending Behaviours, Students

Ascendens Asia Journal of Multidisciplinary Research Abstracts

SOCIOLOGY

Intimate Partner Violence: A Study on the Lived Experiences of Battered Husbands

Leo A. Sagun, RPm Holy Angel University

Abstract

Men as victims of intimate partner violence are isolated sufferers in the public eye due to underlying personal, social, and cultural factors that impede their likelihood to seek professional help and divulge their experiences. This research focused on describing and exploring the lived experiences of battered husbands. The research piece may provide enough information to give focus on the creation and intensification of bills securing and protecting the rights of men as victims of intimate partner violence. Moreover, it purposely selected ten informants from the Province of Tarlac. Qualitative data collected from semi-structured interviews and from the key informants were carefully analyzed through descriptive phenomenological analysis. The study revealed that husbands' vices and inability to fulfil their duties and obligations triggered the battery. Their experiences of being in a battering relationship were traumatic and had a negative impact on their personal, social, and work life. Some of the informants described their coping mechanisms as adaptive and maladaptive. In terms of the perceived meaning of their life, they developed positive and negative image. Consequently, these findings offer significant implications for understanding wife-perpetrated intimate partner violence against their husbands.

Keywords: battered men, experiences, and intimate partner violence

Effects of Cigarette Smoking among Various Age Groups in Gerona Tarlac

Joseph Alfred A. Antonio Rose Andrea E. Cunanan Myka L. Severino Corazon C Aquino High School

Abstract

This study was conducted to determine the level of influence and effects of cigarette smoking among various age groups and focused on the profiles of the respondents, level of influence of smoking along with Peer Pressure, Family, and Curiosity; and to the level of effect of cigarette smoking in terms of: Health, Lifestyle, Study, Job, and Family. The respondents were 100 smokers from various ages. The data gathered were treated statistically, carefully tabulated, analyzed and interpreted. The descriptive research design focused on the effects of cigarette smoking. The study involved questionnaires and analysis. It used description as a tool to organize and gather data from the questionnaires that were administered from selected correspondents of Gerona, Tarlac. The computed Grand Mean of 2.48 has been recorded under the level of influence on peer pressure, family and curiosity with an adjectival description of Less Influence. The computed Grand Mean of 2.23 has been recorded under the level of effects on health, lifestyle, study, job and family with an adjectival description of rarely. The researchers designed an intervention plan that focused on eradicating smoking that will further improve the healthy lifestyle of smokers.

Keywords: Cigarette Smoking, Various Age Groups

The Mediating Role of Grit on the Perceived Parenting Styles and Academic Performance of Grade 10 Students

Daniel T. Dizon, RPm Alvin Krenz M. Galzote Krishia Mariel D. Guillermo Rome Ann L. Niegos Tarlac State University

Abstract

The purpose of this study is to examine the mediating role of grit (perseverance and passion) between the causal relationship of perceived parenting style of the students and their academic performance. A quantitative research design was used where mediation analysis through linear regression was employed as the statistical tool. Five hundred thirty-two (532) Grade 10 students from various High Schools in Tarlac City completed the 12-item Grit Scale by Angela Duckworth and the Scale of Parenting Style by K. Abdul Gafoor and Abidha Kurukkan. The academic performance was based from the current cumulative grade point average of the respondents. The data were computed and analyzed through the utilization of IBM-SPSS 21 statistical software. Results showed that most of the respondents perceived their parents to have a neglectful parenting style, they satisfactorily perform in school and were somewhat gritty. Linear Regression Analysis showed that authoritative parenting style positively predicts academic performance and grit of the respondents. Grit also positively predicts the academic performance of the students. It was also concluded that the grit partially mediates the relationship of perceived parenting styles and academic performance of the respondents. Thus, in order for a student to thrive in school, especially those who are in the transition period of track selection to senior high school, factors that may affect their academic performance does not come from academic endeavors alone but also in the parenting style and perseverance and passion (grit) towards life's pursuits.

Keywords: Academic Performance, Grit, Mediation, Perceived Parenting Styles

TOURISM STUDIES

Guest Experience in Restaurants at a Prime Heritage Destination in the Philippine

Aisha Janinne Escabillas Our Lady of Fatima University

Abstract

Food is considered an inseparable part of cultural and heritage tourism. It is an important aspect that is beneficial for the community's economic sustainability and the social life of tourists, visitors, and usual diners. This descriptive research aimed to determine the assessment of diners on the components of their guest experience at restaurants in a prime heritage destination in Manila. It explored food as a destination attraction of the heritage site. The researchers gathered the responses of 75 guest diners at selected restaurants in the heritage destination using a questionnaire that measured their satisfaction on three components of guest experience, namely: service product, service environment, and service delivery system. The guests' satisfaction on the restaurants' services played a significant role in their revisit and recommendation intentions. Findings revealed that guest food service preferences are casual dining, fine dining, and banchetto (feast) dining experience as indicated by their preferred food tourism activities at the heritage site.

Keywords: culture, heritage, guest experience, service product, service environment, service delivery system

Effectiveness of Social Media Among Traveler's Choice of Destination: Inputs to Promote the Tourism Industry

Salve Maria Cariaga Our Lady of Fatima University

Abstract

This study showed how the tourism sector is applying the new paradigm of open innovation supported by social media. Currently, open innovation is a challenge in tourism, and social media is a strategic tool. The main objective of the study is to evaluate the impact of customer on using social media as part of how they choose their destination. Although there have been studies concerning information and communication technologies, adoption in the tourism industry, the research trends of mobile tourism are still not very clear due to the short development time and emerging nature of the technologies. To fill this gap, this study analyzed that social media has a big contribution on the decision making of the consumer for their travel destination, also helped them make their own travel itineraries based on their preferred schedule or time related to online tourism and hospitality.

Keywords: consumer decision-making, online tourism, social media, traveller's destination choice

Call for Papers

On behalf of the SIMP-AAG JOINT MULTIDISCIPLINARY RESEARCH CONFERENCES' (JMRCs) organizers - the Singapore Institute of Multidisciplinary Professions and the Ascendens Asia Group, the JMRC Research Review Committee is sponsoring a call for papers across multiple disciplines. JMRCs are open-to-all research conferences to celebrate researchers who continue to strive for excellence in pursuit of knowledge enhancement for world and human development.

The Research Review Committee welcomes papers from any fields of discipline across various themes that contribute to further learning and continuing professional development.

Authors of accepted papers may be invited to present their work either orally or by poster. The conference is open to the public and everyone is invited to submit proposals for papers.

Timetable

Timely submission of the papers is critical to the success of the program. The procedures and timetable enumerated below will apply.

Important DatesRegistration opensdepends on scheduled JMRCDeadline for abstract submissiondepends on scheduled JMRCNotification of abstract acceptancedepends on scheduled JMRCDeadline for full paper submissiondepends on scheduled JMRC*Full paper submissions that are completed after deadline for full paper submission may not beincluded in the Conference Proceedings.

Deadline for Submission of Full Research Paper

The Research Review Committee looks forward to receiving full research papers from interested scholars and researchers in response to the call on or before <depends on scheduled JMRC>. The Conference Secretariat is happy to respond to inquiries from interested parties.

Questions may be addressed to JMRC Research Review Committee at jmrc.papers@ascendensasia.com and/or the Secretariat at JMRC@ascendensasia.com. Your participation in this effort to produce new papers will contribute to the written body of useful knowledge for world and human development!



Ascendens Asia Pte. Ltd. 287 Tanglin Road, Singapore 247940 www.ascendensasia.com