

Corporate events in intramuros



University of the Philippines Manila National Graduate Office for
theHealthSciences How Many Corporate Events on a particular week day in
Intramural? Sherry Ann N. Shares 2014- 85177 2014-2015/ 1st semester
Master in Management / College of Arts and Sciences Problem of the Study
How many Corporate Events on a particular week day in Intramural?

Introduction of the Study Corporate event Is an event sponsored by a
corporation for the purpose of cleaving specificgoalsand objectives such as
entertaining customers, Introducing and promoting new products or services,
or providing Incentives or training for employees, as well as other activities
(Wiley International Dictionary of Event control - all basic principles of project
management (Mastitis, P. , & Tooled, W. , 2002). Based on research, the
areas of management for corporate events are the if: scope, time, cost, risk,
content, human resources, procurement, andcommunication.

Thus, there is a need to identify that factors that is relative to the number of
corporate events per day. Locale of the study The locale of the study is
Intramural which is suited in Manila City. It is a 64-hectare tone citadel,
founded by the Spanish in 1571, and has withstood wars, natural disasters
and successive waves of colonial invaders, and such stands as a metaphor of
Manila itself. ([http://content. Time. Com/time/travel/citywide/article/](http://content.Time.Com/time/travel/citywide/article/)
Intramural is a Latin word meaning " within the walls". A place or monument
of the Spanish period in the Philippine history.

It is also known as the " Walled City". It is one of the principal tour
destination in the Philippines. Fig. 1 Map of Intramural Hypothesis Hon.: No.
Of corporate events per day is not relative with the p of time of the event Ha:

No. F corporate events per day is significantly relative to the day of the week. Research Methods This presents the methods used in the research and the respondents of the study to gather the data needed. Methods The instrument and method being used in gathering the necessary data.

Interview.

Used by the researcher to the gather the primary source of data, it also gave the researchers the opportunity to gather the list of events in Intramural. Furthermore, it gave the opportunity to clarify issues concerning the problem. Walk-in Observation. The observation was also an excellent source of data. The research decided to conduct walk-in observation at the last minute of the study since the hotel do not provide information on their corporate events. Respondents There are two respondents/source of the study: The Flyleaf Hotel and the Intramural Administration. The Flyleaf Hotel. The only hotel inside Intramural.

Launched in November 2011, this boutique hotel promises a restful experience for its guests given its 5 star quality beddings, room amenities and a spacious bathroom ([http://www. Tableland. Com. PH/ about-us](http://www.Tableland.Com.PH/about-us)). Intramural Administration (IA). A national government agency created on April 10, 1979, under Presidential Decree 1616. It is tasked to restore the Walled City of Intramural and develop it into a prime urban tourist destination. Sis's objective is to make this " city within a city" socially, economically and culturally viable again while as a main center of tourist activity in the City of Manila.

It is involved not only in the restoration but also in urban renewal and income generation (IA leaflet). Data Gathering The researcher gathered data from a hotel (Flyleaf Hotel) and government agency (Intramural Administration). The information from the hotel were exclusive which exulted to a walk-in observation and sampling. On the other hand, data gathering through the government agency was easier through their list and schedule of corporate events for the year 2014. The researcher also read articles and books on Corporate Events Management and other related topics to the study.

The Flyleaf Hotel. On a phone interview with Ms. Marie Toleration, Sales Manager of The Flyleaf, they could not provide the information needed. She also said that " most of the events held at the hotel were exclusive and not open to the public". Since the researcher id not gathered information from the hotel, it resulted to the conduct of a walk-in random sampling at the last minute Just to have the number of events in a hotel and a comparison of data. The researcher conducted a random walk-in sampling on the number of events in the hotel on August 27, 2014 (Wednesday) and August 29, 2014 (Thursday).

It was found-out that there is no corporate event held in said hotel on August 27, 2014 and there were four (4) corporate events on August 28, 2014.

Intramural Administration (IA). The researcher conducted interview with the Tourism Promotion Division of the IA. The IA has the authority among the public places and venues inside Intramural. All of the events within the vicinity of the Intramural is and must be approved by the IA thus the said agency has the list of the approved corporate events for the year (2014).

<https://assignbuster.com/corporate-events-in-intramuros/>

Data Presentation and Analysis This presents the data gathered based on the information gathered from the IA and the Flyleaf Hotel in Intramural. Table

1 . Corporate Events at the Flyleaf Hotel (August 25-31, 2014) DAYS OF THE WEEK (August 25-31, 2014) No. Of corporate events (Frequency) Monday No data gathered Tuesday Wednesday Thursday 4 Saturday Sunday TOTAL

Based on a two-day observation of the corporate events held at the Flyleaf Intramural, it shows that one day of the week (Wednesday) has no corporate event and on the other day of the week (Thursday) has 4 events.

These events are meeting and trainings of the employees of different corporation. So, it is not open to public. Data also shows that the week of day or the schedule of the event is relative on the number of events per day. Though, it could not be concluded since it is only a two-day observation.

Table 2. Corporate Event per Day of the Week in Intramural Noun 9 - 15, 2014) DAYS OF THE WEEK (JUNE 9-15, 2014) Friday 3 Table 2 shows that data gathered from the Intramural Administration on a random sampling of a week of the year 2014, it shows that there are only three days (3) in a week with an event and each day has only one event.