

## **ABSTRACT**

BESADA, PRINCES C., CODERIS, SALVE C. and MATOS, MATT KEVIN SJ. 2013. Mariners' Polytechnic Colleges, Naga City. "The Sustainability of Event Management in Naga City as an Alternative Career for BSHRM graduates".

Adviser: Dr. Mariel R. Estrella

Keywords: Events, Event Management, Sustainability, Career

This study focused on the sustainability of event management. More specifically, this study sought to answer the following questions; 1.) What are the events held in Naga City related to a.) Leisure b.) cultural c.) sports d.) religious? 2.) what are the barriers in conducting event management before, during and after the activity? 3.) What are the factors that make event management an alternative career path?

This study is a qualitative research and it used the descriptive research design to answer the specific problems of the study. Data were gathered using an interview schedule. The respondents of the study were composed of eight Event Managers in Naga City, three of whom were professionals working in hotels and 5 were independent organizers.

The findings of the study were 1.) Naga City holds different events such as birthdays, weddings, baptismal, JS Prom, Seniors' night and anniversaries. Leisure events are fashion shows, beauty pageants and concerts. Religious events are Couples for Christ, Church for God gatherings, and the Manto ni Ina. Event organizers also manage corporate events like meetings, seminars, convention and conferences. There were no sports and cultural events organized. 2.) Problems in events management were generally slight and trivial. Before the activity event planners encounter problems such as budget constraint, used funds, and demanding and difficult client. During the event problems like minimal air gap, and overflow of guests that caused shortage of food and technical problems cannot be avoided. Nothing major was encountered by the event planners after the event. 3.) There are three factors that make event management an alternative career path. These are economic (job opportunities and profitability), social (enjoyment), and environment (the competitiveness in the working environment). 4.) Along the economic sustainability, event management is highly sustainable. Six out of eight rated the environmental

sustainability of event management as highly sustainable. Along the social sustainability, five of the respondents rated the event management as highly sustainable.

The conclusions were 1.) Independent organizers and event organizers from hotels mostly organize social events especially birthdays and weddings because they are the most celebrated events in the country. There were no cultural and sports events organized in Naga City since private organizations handle them. Only few religious events were conducted by event organizers since the Archdiocese of Caceres organizes mostly of them. 2.) Event planners meet only minimum problems that are easy to handle. They anticipate the problems that might arise to minimize them on the day of the event. 3.) Event management offers many opportunities particularly to BSHRM students because it is generally contained in their curriculum and it is considered to be profitable as well as fulfilling. It is also required that you must be competitive to be successful in the industry. 4.) Since all the respondents agree that event management is highly sustainable in terms of the economic aspect. In terms of environmental and social aspect, there is no harm done to the environment and it has a good effect to the community.