

**TAGAYTAY HIGHLANDS INTERNATIONAL
GOLF CLUB, INC.**

330

Q4

1998

FIELD STUDY

RAQUEL DE GUZMAN QUIBAL

**Department of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite**

April 1998

TAGAYTAY HIGHLANDS INTERNATIONAL GOLF CLUB, INC.

Field Study Report
Presented to the Faculty of the
Cavite State University
Indang, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Business Management
(Major in Economics)



00000451

Tagaytay Highlands International Golf
Club, Inc.
330 Q4 1998
ES-2

RAQUEL G. QUIBAEL
April 1998

ABSTRACT

QUIBAEL, RAQUEL DE GUZMAN, "TAGAYTAY HIGHLANDS INTERNATIONAL GOLF CLUB, INC. (THIGCI): A Field Study." Bachelor of Science in Business Management, Cavite State University, April 1998. Adviser: Ms. Lina C. Abogadie.

The study aimed to know the management practices and operations of Tagaytay Highlands International Golf Club, Inc. (THIGCI), Barangay Calabuso, Tagaytay City from December 4 to February 25, 1998.

While working at the Department of Finance of the THIGCI worthwhile ideas were gathered on the management of the office and familiarization with its policies and procedures in the implementation of these policies. Gathering of relevant data and information was done through observation and actual participation in the accounting department's activities.

During the conduct of the field study, the student was exposed to the different activities of the club, especially in accounting department. Products/services offered by the club, its marketing and management aspects were assessed.

It was found that the performance of the club was affected by the devaluation of peso. The study also showed that the club incurred a deficiency in revenues.

TABLE OF CONTENTS

	Page
ACKNOWLEDGMENT	iii
BIOGRAPHICAL DATA	v
ABSTRACT	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
INTRODUCTION	1
Importance of the Field Study	2
Objectives of the Field Study	2
DESCRIPTION OF THE FIRM	3
History	3
Organization and Management	12
Management Policies and Practices	16
Motivation and Incentives	17
Products/Services Offered	17
Marketing	26
Finance	27
Problems Encountered by the Firm	33
Future Plans	33
FIELD STUDY EXPERIENCES	34
Activities	34
Observations	34
Problems Encountered by the Student	35
APPENDICES	37

LIST OF TABLES

Table		Page
1	Tagaytay Highlands International Golf Club, Inc. Balance Sheets As of June 30, 1997 and 1996	28
2	Tagaytay Highlands International Golf Club, Inc. Statements of Revenues and Expenses Years Ended 1997 and 1996	30
3	Tagaytay Highlands International Golf Club, Inc. Statement of cash flows Years Ended 1997 and 1996	31

LIST OF FIGURES

Figures		Page
1	Location of Tagaytay Highlands International Golf Club, Inc.	5
2	Layout of Tagaytay Highlands International Golf Club, Inc.	6
3	Golf Course layout of Tagaytay Highlands International Golf Club, Inc.	10
4	Organizational chart of Tagaytay Highlands International Golf Club, Inc.	13
5	Organizational set-up of Tagaytay Highlands International Golf Club, Inc. (Finance Department).....	15
6	Fees and charges of the club facilities ..	19

LIST OF APPENDICES

Appendix		Page
1	Company Rules and Regulations	38
2	Leave Form	42
3	Notes to Financial Statements	43
4	Activities Undertaken by the Student ...	47

Raquel G. Quibael

1/ A Field Study report presented to the faculty of the Department of Economics, Management and Development Studies, CAFENR, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management (major in Economics) with Contribution No. FS 1998-BM01-002. Prepared under the supervision of Miss Lina C. Abogadie.

INTRODUCTION

The golf industry is one of the leading industries not only in the Philippines but also all over the world. Golf is considered as among the profitable businesses, the reason why many investors are investing and are engaged in this business. Proof of this is the establishment new golf courses such as Royal Tagaytay, Sta. Elena, Orchard, Mimosa Southwoods, and Riviera Golf Club.

Before entering into this type of business, interested investors discuss thoroughly the matters related to golf course and country club development because dealing with this kind of business needs a big capital because of massive infrastructure, it also takes time to develop a golf course.