

THE EFFECTIVENESS OF PRACTICAL INTERNSHIP AMONG FOURTH YEAR STUDENTS BSTM AT MAIN CAMPUS TOWARDS EMPLOYABILITY: AN ASSESSMENT

ABSTRACT

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This study assesses the effectiveness of practical internships among fourth-year Bachelor of Science in Tourism Management (BSTM) students at the main campus, focusing on their employability. The research aims to evaluate how internship experiences contribute to the development of skills, competencies, and industry readiness among students. The study used a quantitative research design. A questionnaire was distributed to gather data on the effectiveness of practical internships among BSTM students at the main campus. The respondents were 2024 BSTM graduates employed in the tourism field. Convenience sampling, also known as accidental sampling, was employed, selecting participants based on availability, geographical proximity, or willingness to participate. A total of 83 respondents completed the questionnaire. The study found that reflective observation received the highest composite mean of 3.80 (Strongly Agree). The statement “enhance observation on how to approach when it comes to problem solving in real situations” ranked first with a weighted mean of 3.80. The second-ranked statement, “reflected on mistakes made during internship and used them as learning opportunities to avoid repeating them,” had a weighted mean of 3.45. Third was “had opportunities to reflect on performance and identify areas for improvement” with 3.36, followed by “identify strengths during internship” at 3.34, and lastly, “gained deeper understanding of complex systems in operations” with 3.25. The respondents’ assessment of the practical internship effectiveness for BSTM graduates at the main campus was overwhelmingly positive. High levels of agreement in Concrete Experience, Reflective Observation, Abstract Conceptualization, and Active Experimentation indicate that internships effectively support skill development, practical learning, and industry readiness.

RECOMMENDED CITATION

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