

EFFECTS OF EDUCATIONAL TOURS IN ACADEMIC PERFORMANCE AMONG FIRST-YEAR COLLEGE TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This study investigates the effects of educational tours on the academic performance of first-year college tourism students at Bestlink College of the Philippines. Educational tours are recognized as a valuable component of tourism education, offering students practical exposure to real-world environments. By incorporating a descriptive research design, the study aims to evaluate how these experiential learning activities enhance students' understanding, retention, and academic success compared to traditional classroom-based instruction. The study employed purposive sampling, involving a total of 50 first-year college tourism students who had participated in educational tours. These respondents were selected based on their direct experience with tour-based learning to ensure the relevance and accuracy of the data gathered. A structured survey was utilized to assess the students' academic performance and learning experiences before and after the tours. The survey focused on their ability to apply theoretical concepts, retain information, and demonstrate improved understanding. Academic performance records were also reviewed to support the findings. The results indicated that educational tours significantly contributed to improved academic performance among the respondents. Students reported a greater understanding of course content, better retention of information, and an enhanced ability to apply theoretical knowledge in practical settings. These outcomes support the idea that experiential learning bridges the gap between classroom instruction and industry practice, thereby promoting deeper learning. The findings underscore the effectiveness of educational tours as a tool for enhancing academic outcomes in tourism education. The study aligns with experiential learning theory, which emphasizes the importance of real-world engagement in reinforcing academic concepts. These results suggest that educational institutions offering tourism programs should consider integrating structured educational tours into their curricula. Furthermore, this research may serve as a foundation for future studies on the long-term impact of experiential learning on students' professional readiness and industry adaptability.

RECOMMENDED CITATION

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