

IMPACT OF EDUCATIONAL TOURS: ENHANCING THE CAREER OPPORTUNITY INSIGHT ON HOSPITALITY MANAGEMENT STUDENTS AT BCP

ABSTRACT

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This study explored the impact of educational tours on the career goals and industry awareness of 4th-year Bachelor of Science in Hospitality Management (BSHM) students at Bestlink College of the Philippines. Fifty participants were purposively selected to provide their insights through a survey questionnaire. The findings are summarized and followed by conclusions and recommendations to offer a thorough understanding of the tours' effects and to inform future initiatives. This research aimed to deliver valuable insights that address student concerns and support informed decision-making related to career development and industry exposure. This study used a correlational research design involving 50 fourth-year students from Bestlink College of the Philippines who have participated in educational tours. Participants were selected through purposive sampling. Data collection was conducted using an online survey questionnaire. The study focuses on examining the impact of educational tours in enhancing career opportunity awareness among Hospitality Management students. The findings underscore the significant role of educational tours and industry exposure in equipping Bachelor of Science in Hospitality Management (BSHM) students for successful careers in the hospitality industry. These tours substantially improved students' problem-solving skills and provided valuable practical experience that expanded their industry knowledge. Moreover, the tours facilitated important networking opportunities, enabling students to connect with industry professionals and potentially secure internships and future employment. The study explored the complex relationship between the benefits and challenges associated with educational tours for Bachelor of Science in Hospitality Management (BSHM) students. While these tours significantly enhance practical skills and offer valuable networking opportunities vital for success in the competitive hospitality industry, notable barriers to access persist. To address these challenges and optimize the program's impact, a comprehensive guide was developed to help students fully maximize the benefits of the educational tours.

RECOMMENDED CITATION

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