

CHARTING CAREER PATHS: A TRACER STUDY ON THE EMPLOYABILITY OF BSTM GRADUATES AT BESTLINK COLLEGE OF THE PHILIPPINES, SY 2022-2023

ABSTRACT

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Bestlink College of the Philippines offers a Bachelor of Science in Tourism Management program designed to develop practical skills for the tourism industry. Located in a key tourism hub, the college emphasizes critical thinking, problem-solving, leadership, communication, and customer service. Tracer studies serve to evaluate how well the curriculum meets industry and community needs, with the aim of refining academic programs and equipping graduates for evolving workforce demands. This study adopted a descriptive research design to assess the employability of 2022–2023 Bachelor of Science in Tourism Management graduates. Fifty alumni were selected through purposive sampling and invited to complete a structured survey questionnaire. The instrument—which captured demographic profiles, relevance of acquired skills, and employment challenges—was validated by a research expert and reviewed by an instructor to ensure clarity and confidentiality of responses. Findings showed that graduates were employed across sectors such as hotels, restaurants, airlines, travel agencies, and government agencies. Although women comprised the majority of respondents, men more frequently occupied management roles and performed more confidently in interview settings. A skills gap emerged, as some graduates avoided tourism careers due to misconceptions and unclear career pathways. Employers identified a need for enhanced workplace learning conditions, a stronger focus on transferable skills, and more practical, project-based training to bolster communication and problem-solving abilities. The study highlighted that 96 percent of respondents aged 23 to 27 considered school-acquired technical, communication, problem-solving, adaptability, and leadership skills as critical to their roles. Graduates faced challenges including intense competition, limited work experience, and insufficient industry-specific competencies. Gender and employment status influenced engagement levels, with female graduates and permanent employees reporting higher involvement in professional development. To better prepare future cohorts, the study recommended expanding hands-on learning opportunities, integrating specialized tourism modules, strengthening soft-skills training, and enhancing career support services.

RECOMMENDED CITATION

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