

LEVEL OF CONFIDENCE AND PERCEIVED EMPLOYABILITY AMONG FOURTH YEAR BSTM STUDENTS

ABSTRACT

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This study examined the level of confidence and perceived employability of fourth-year Bachelor of Science in Tourism Management (BSTM) students at Bestlink College of the Philippines. It aims to fill a critical gap in understanding the extent to which these students are prepared for the professional demands of the tourism industry. The research focuses on the correlation between students' self-perceived competence in key industry-related skills—such as customer service, communication, problem-solving, and technological proficiency—and their perceived readiness to enter the workforce. This study adopted a mixed-methods approach, combining quantitative surveys and qualitative focus group discussions. Quantitative data will be analyzed using descriptive statistics and correlation analysis, while qualitative responses will undergo thematic analysis. The results aim to guide curriculum enhancement, career support services, and strategies to boost employability among graduates of Bestlink College of the Philippines. The study also contributes to the broader discourse on tourism education and workforce readiness in the Philippine context. This study provides critical insights into the confidence levels and perceived employability of fourth-year BSTM students at Bestlink College of the Philippines. The results identify key strengths and areas for improvement in the existing curriculum and career support services. To enhance student readiness for the tourism industry, the study recommends targeted curriculum revisions, expanded internship opportunities, and strengthened career guidance programs. Overall, the research contributes to the growing body of literature on tourism education and graduate employability, offering practical strategies for Bestlink College and other institutions aiming to better prepare students for competitive roles in the tourism sector. Future studies are encouraged to investigate the long-term effects of these interventions and to gain deeper insights into the employment experiences of graduates in the tourism industry.

RECOMMENDED CITATION

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