

HOSPITALITY MANAGEMENT PROGRAM AND CAREER PREFERENCES OF FOURTH-YEAR STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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The hospitality industry contributes to economic growth in the Philippines by generating employment and supporting tourism and related sectors. Bestlink College of the Philippines offers a Hospitality Management program intended to develop students' knowledge, skills, and practical experience through classroom instruction, National Certificate II training, on-the-job training (OJT), in-house seminars, and Hazard Analysis and Critical Control Point training. Anchored in Holland's Theory of Career Choice, this study examined the program in relation to the career preferences of fourth-year BSHM students. The study used a descriptive research design. Data were collected from 100 fourth-year students through a structured questionnaire and were analyzed using descriptive statistics. Respondents perceived the program as positively influencing their career preferences by strengthening technical skills, confidence, industry awareness, and motivation to pursue hospitality careers in the Philippines or abroad. On-the-job training was identified as the most influential program component in shaping career clarity. Respondents also noted limited real-world exposure, skill mismatches, insufficient career guidance, and gaps in soft-skills training. The study concluded that the program supported preparation for hospitality employment but required further improvement to align training more closely with industry demands.

RECOMMENDED CITATION

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