

PERCEIVED IMPORTANCE OF EDUCATIONAL TOURS
AMONG BS TOURISM STUDENTS

A Research Paper Presented to the
Faculty Members of
John B. Lacson Foundation
Maritime University - Molo, Inc.

In Partial Fulfillment of the
Requirements in RESEARCH
(Methods of Research)

by

Ry An R. Ballesta
Leslie L. Carranza
Donna B. Dumali
Cristina Joyce L. Isanan
Lailanie L. Latumbo
Rhea Maika S. Paredes
Rheabel B. Vargas
Judee Ann T. Vela
Charmaine F. Yee

October 2007

Ballesta, R.A., Carranza, L., Dumali, D., Isanan, C.J.,
Latumbo, L., Paredes, R.M., Vargas, R., Vela, J.A., Yee,
C; *The Perceived Importance of Educational Tours Among
BS Tourism Students*. Unpublished Undergraduate Research,
John B. Lacson Foundation Maritime University - Molo,
Inc., October 2007.

Abstract

This descriptive study, conducted last October 2007, was aimed at determining the perceived level of importance of educational tours among BS Tourism students at John B. Lacson Foundation Maritime University. It also aimed at determining if there were significant relationships in the perceived level importance of educational tours among respondents when classified as to their sex, year level and monthly family income. The respondents were the 114 randomly selected tourism students of John B. Lacson Foundation Maritime University for the academic year 2007 - 2008. A researcher-made questionnaire was used to gather data from the respondents. Analyses of data revealed that BS Tourism students in general perceive educational tours as "very important". t-test analysis showed that no significant difference existed on the perceived level of importance of educational tour among BS tourism student

when classified according to sex. ANOVA analysis revealed a significant difference on the perceived level of importance among the BST students when grouped according to year-level, however no significant difference was noted when, grouped according to monthly family income.