TRAVEL AND DESTINATION PREFERENCES OF INTERNATIONAL STUDENTS FROM DE LA SALLE UNIVERSITY – DASMARIÑAS

A THESIS PRESENTED TO THE FACULTY COMMITTEE OF

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Thesis Abstract

"TRAVEL AND DESTINATION PREFERENCES OF INTERNATIONAL STUDENTS IN DE LA SALLE UNIVERSITY- DASMARIÑAS"

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Purpose of the study

The purpose was to know and expand the respondents' preferences to choose a destination that stimulates their interests and motivates them to travel. This had explored similarities and differences in travel patterns and attitudes towards specific destinations between multiple factors. This was to analyze

differences between tourists from different countries visiting the same destination confirms that variables such as tourist perceptions of a destination, satisfaction levels, demographic profiles, and tourist activities may vary according to country of origin. In addition to that, Cavite as one of the tourist destination in the Philippines the international students was growing and reaches to the number of high number of population that may affect the market tourism in the country. The researchers observed that international students were more engaged in educationally purposeful activities. They had a limited knowledge about tourist destinations in the place where they live in because most of the international students preferred to stay and eat in shopping malls, go to the places that have a similarity to the country of their origin and mostly they just hang out with their friends at their own houses. The purpose of the study was to assess the travel and destination preferences of international students enrolled in De La Salle University – Dasmariñas. This prompted the researchers to conduct a study and come up with a proposed itinerary in Cavite; because of the limited knowledge of the international students about tourist destinations here in Cavite the said output was based on their different travel and destination preferences.

Methodology

In this study, the researchers used quantitative research where in it involves turning the data like questionnaire survey into statistical analysis. This was to measure the different views and opinions of the chosen respondents.

The participants of the study were the international students from De La Salle University– Dasmariñas that are enrolled in second semester, school year (SY) 2012-2013. The list was obtained from the records of University Registrar. The group had 128 respondents from the international students of De La Salle University – Dasmariñas. Stratified random sampling was used by the proponents in selecting respondents from the international students of De La Salle University – Dasmariñas. Data were gathered from randomly selected international students in De La Salle University – Dasmariñas.

To answer the specific problems and to test the hypotheses of the study descriptive statistical procedures was used. The researchers used the following statistical treatments: (a) Frequency Distribution and its Percentage, (b) Mean, (c) Chi square, (d) Pearson R and (e) Ranking.

Summary of Findings

1. Majority of the respondents was at the age of 19-20 years old 30 percent with the frequency percentage of 38 and most of them are male got a percentage of 52 percent and frequency percentage of 66. Majority of their course were Physical

Science (PSC) with a percentage of 18.8 percent and a frequency percentage of 24 and mostly they are from 1st year with the percentage of 34 percent and has a frequency percentage of 44. The respondents are mostly Koreans with the percentage of 70 percent and frequency percentage of 90 and majority of them are staying here for 5 years and above with a percentage of 40 percent and a frequency percentage of 51.

2. All of the preferences when it comes to internal and external factors were interpreted as “important” but majority of the respondents considered “I want to relax” and “I want to enjoy holidays” when it comes to their preferences in internal factors which got a mean of 4.45 and “Personal Safety” when it comes to external factors that has a mean of 4.38.

3. The lowest mean in the respondents’ preferences was “I seek for novelty” for internal factors with a mean of 3.71 and “Amusement or theme parks” for external factors with a mean of 3.73. It is the lowest but still interpreted as “important”.

4. The null hypothesis that there is no significant relationship on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are grouped according to age is then accepted as shown in the overall computed value is 4.67 for the internal and 20.63 for the external which is higher than .05 level of significance.

5. The null hypothesis that there is no significant relationship on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are grouped according to gender is then accepted as shown in the overall computed value is 4.77 for the internal and 1.47 for the external which is higher than .05 level of significance.

6. The null hypothesis that there is no significant relationship on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are grouped according to their course is then accepted as shown in the overall computed value is 55.42for the internal and 62.07for the external which is higher than .05 level of significance.

7. The null hypothesis that there is no significant relationship on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are grouped according to their year level is then accepted as shown in the overall computed value is 7.36for the internal and 11.0for the external which is higher than .05 level of significance.

8. The null hypothesis that there is no significant relationship on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are grouped

according to their nationality is then accepted as shown in the overall computed value is 11.82 for the internal and 16.92 for the external which is higher than .05 level of significance.

9. The null hypothesis that there is no significant relationship on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are grouped according to their length of stay is then accepted as shown in the overall computed value is 20.19 for the internal and 30.21 for the external which is higher than .05 level of significance.

10. The proposed itineraries were based on the preferences of the respondents when it comes to internal and external factors.

Conclusion

Based on the given findings, the following conclusions were drawn.

1. The profile variable of the international students according to age was 19-20 years old. For the gender male has a highest number than female. Most of the international students are from BS Physical Science (PSC) course. The respondents mostly are from 1st year level and their nationalities are mostly Korean. The respondents are staying here for 5 years and above.
2. The respondents travel and destination preferences when it comes to internal factors are " I want to relax" and "I want to enjoy holidays" while on the

external factors the respondents consider “Personal safety” when choosing travelling and choosing a destination.

3. There is no significant relationship on the demographic profile of the respondents on the travel and destination preferences of international students from De La Salle University – Dasmariñas in terms of internal and external factors when they are group according to age, gender, course, year level, nationality and length of stay in the Philippines.
4. Itineraries were proposed to meet the travel and destination preferences of international students from De La Salle University – Dasmariñas.

Recommendation

Based from the findings that the researchers’ gathered from the international students of De La Salle University – Dasmariñashere are some recommendations that were formulated to meet the travel and destination preferences of the respondents.

1. The internal and external factors should be considered in making the proposed itineraries. This would determine the travel and destination preferences of the respondents.
2. Proposed itineraries that would cater to the internal and external factors among international student of DLSU-D. These itineraries should include places they had not been to and places they can explore.

3. Establish cost-efficient tour itineraries that would benefit the community and local government units of Cavite.
4. The proposed itineraries are “DO-IT-YOURSELF” tours which aims to familiarie the international students with agi-tour and heritage tour that can be experienced within Cavite.
5. The researchers recommend the future researchers to make their research about awareness of international students on the different forms of tourism that can be offered by CALABARON.

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LIST OF ABBREVIATION

ACC	Associate in Computer Science
ARC	Bachelor of Science in Architecture
ASEAN	Association of Southeast Asian Nations
AUT	Automotive Technology
BEE	Bachelor of Secondary Education Major in English
BI	Bureau of Immigration
BIT	Bachelor of Science in Information Technology
BOM	Business and Operation Management
BSE	Bachelor of Elementary Education with area of connection in Special Education
BSA	Bachelor of Science in Accountancy
BTM	Bachelor of Science in Tourism Management
CALABARZON	Cavite, Laguna, Batangas, Rizal and Quezon
CDM	Bachelor of Art in Development Studies
CHED	Commission on Higher Education
COM	Bachelor of Art in Communication
CPE	Bachelor of Science in Computer Engineering
DES	Bachelor of Art in Development Studies
ENR	Entrepreneurship
ENV	Environmental Science

FAAP	Federation of Accrediting Agencies of the Philippines
GMB	Master of Science in Biology
GME	Educational Management
GMS	Master of Arts in Teaching Social Science
HRD	Human Resource Development
HRM	Hotel and Restaurant Management
HUB	Human Biology
I-P-O	Input, Process, Output
ISO	International Organization for Standardization
JOU	Broadcast Journalism
MEB	Medical Biology
MEE	Mechanical Engineering
MKA	Marketing and Advertising Management
OFA	Office Administration
PSC	Physical Science
PSY	Psychology
SARS	Severe acute respiratory syndrome
VFRs	Visiting Friends and Relatives