



Abstract

This study seeks to the significant correlation between the expectation and evaluation of BTM students in DLSU-D through evaluating the tour package components. This study will benefit all BTM students of DLSU-D and the Tourism Management Department in using the study as a basis for future plans of action to improve the educational tours held every semester of the school year to provide students an extraordinary experience yet educational tours.

Descriptive correlational research was applied as the research design in this study. Pearson rho correlation coefficient determined the significant relationship between expectation and evaluation. Survey has been used as an instrument for obtaining data from 1st, 2nd and 4th year Tourism Management students of DLSU-D. To make the study valid, data has been accumulated from 233 target respondents of the total population size that has divided through proportional allocation stratified random sampling technique.

Based on the results of the survey, it showed that participants of the educational tour were mostly regular students who joined the Ilocos Tour. In assessing the students expectation, the rate for the tour package components were high. However, students evaluation got an overall good rate but in need of improvements on seminar topic, on time departure and arrival, speed of check-in, variety of choices for meals, authenticity of the artifacts shown in the attractions and tour shirt. Also, tour expectation does not correlate the evaluation of the students. Thus, the researchers proposed an improved tour requirements in order for the tour operators to create a well defined tour itinerary and inclusions which values the needs and expectations of the students.

Keywords: Correlate, tour expectation, tour evaluation, tourism management