

CAREER PERCEPTION: GRADUATING TOURISM STUDENTS OF 2021-2022 DLSU-D IN THE NEW NORMAL

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Abstract. The devastating effects of the COVID-19 pandemic also had an impact on academic institutions that offer tourism-related programs and students' expectations for their future careers in the sector. In order to significantly contribute to the creation of programs for tourism students in connection to their job options, the study examined and determined how De La Salle University-Dasmaringas, Philippines tourism students perceived their careers amidst post-pandemic. Using the mixed methods and the simple random and purposive sampling techniques, 105 graduating tourism management students enrolled in A.Y. 2020-2021, completed the researcher-made survey questionnaire to gather quantitative data and descriptive statistics were used to evaluate it and show it as frequency tables. The quantitative findings showed that: (1) Despite the detrimental consequences of the pandemic on the industry and being aware of other career opportunities and alternatives, students were driven by a desire to work in tourism and made their decisions as a result; (2) The majority of the tourism industry aspects that are seen as vital and have favorable perceptions are jobs associated with the nature of tourism industry employment; and (3) Participants identified several possibilities in the tourism industry and various prospects outside the field. The data may help De La Salle Dasmaringas University comprehend the decision-making criteria employed by its students while choosing a vocation. To help students make wise judgments, the report suggests career education.

Keywords: *tourism industry, COVID-19 pandemic, career perception, career opportunities*

Introduction

Tourism generates revenue for a country's economy, employs thousands of people, develops infrastructure, and allows tourists and locals to connect culturally. A pandemic has struck almost all nations, prompting several policies to cope with the situation. Many in the tourist industry have lost their jobs and are struggling to make ends meet on their meager incomes. As per the ILO (2011), the tourism industry offers more career opportunities than various economic sectors due to increased individual disposable income, lower working hours, greater educational levels, rapid and scattered economic development, and significant technological developments. The ILO (2021) claims that evidence from the data from five countries namely Brunei Darussalam, Mongolia, the Philippines, Thailand and Vietnam; job losses in tourism-related industries were four times higher in 2020 than in non-tourism sectors. The tourism industry was responsible for almost one-third of all employment losses, with an estimated 1.6 million jobs destroyed in just these five nations. Given the various other occupations indirectly connected to tourism, the number of tourist-related employment affected by the COVID-19 outbreak in the region is likely to be much more significant.

Various studies imply that the tourist industry will grow. Indeed, according to the Philippine News Agency (2020), the tourism industry will contribute almost 13% of GDP to the Philippine economy in 2019. Many coastal, regional, and rural locations do

better than cities in terms of relying substantially on international, business, and event tourism. Domestic tourism has resurfaced in several areas and is assisting in reducing the impact on employment and companies. But despite it, the pandemic remained unpredictable to the industry as Cinco and Pazzibugan (2021) article reported that the Philippines is experiencing the fourth, "most severe" COVID wave. According to the study by Yapici et al. (2021), in the tourism students' perception of taking up careers in the industry before the coronavirus and disease, the scale average was 3.51. Still, after the coronavirus and illness, it was 3.38. This 0.13-percentage-point drop is statistically significant. Tourism students' career goals in the tourist industry were more substantial before the pandemic but lower after the outbreak. It was also stated in the study of Saraswathy (2020) that after the coronavirus (COVID-19) outbreak, enrollment in India in 1,200+ hospitality/tourism management institutions might fall as students become more worried about job opportunities in the industry.

Sigala (2021) revealed that substantial changes are taking place in the educational environment to rethink how tourism and hospitality education may reset its "business model" for the "new normal". It is believed in the study by Shah et al. (2021) that to current studies, only a tiny fraction of tourism and hospitality graduates go on to work in the profession after graduation and even fewer stay in it for more than five years. Not only does it help institutions and colleges attract students, but it also helps instructors build practical courses by understanding how students see things. In accord with this, Rosyidi (2021) found that 90.5% of 422 respondents desired to work in the tourism industry prior to COVID-19. When the circumstances changed to "after COVID-19," the figure dropped 81.5 percent. Similarly, undecided responders for tourism careers climbed by 9% after COVID-19. However, like the situation before the coronavirus and illness onset, postgraduate individuals were more motivated to enter the workforce during the outbreak than undergraduate participants (Yapici et al., 2021).

The promoted lockdown and travel ban harmed the employment rights of people in the tourism industry. Graduates with employment offers had start dates moved back to September from May and June or canceled ultimately, while students expected to start intern-ships this summer were left empty-handed (Sheng, 2020). Recent graduates are also considering higher study to gain additional skills by the end of the present economic downturn. In the interview with Sheng (2020), Alex Kugelmass, a recent Boston University graduate, enrolled in graduate programs when his career ambitions were shattered. In April, he had intended to apply for a hotel manager of operations position, but that plan was quickly overturned. This became an influence on the professional tourism aspirations of graduating students. In this study, respondents are graduating students from the De La Salle University-Dasmariñas Tourism Department, who would be the next in line to face the new normal. In line with it, the pandemic has affected different industries, and the tourism industry is one of the greatly affected. The researchers conducted a quantitative research study, acquiring information from the respondents, particularly the DLSU-D BTM graduating students of A.Y 2021-2022, about their perceptions of their career plans in the new normal. This will be a reference for the university and department in determining the role of academic program engagement efforts in imparting students' optimism, academic contentment, and loyalty to undertake tourism as a major and profession despite the industry's extreme transition.

The study's goal is to have an overview of the perceptions of DLSU-D BTM graduating students about pursuing a career in the tourism sector despite the new normal in terms of socio-demographic profile, the factors such as students' job interests,

students' perception towards working in the industry, job opportunities in the new normal, and psychosocial influence affecting the perceptions of the graduating tourism students in the new normal. The purpose of the research is to see how the pandemic affects students' involvement, hope, academic fulfillment, main loyalty intention, and career loyalty motivation in the tourist business (Zhong et al., 2021). The specific objectives are involved with: (1) the respondent's socio-demographic profile in terms of number of household members, types of residence, members of the family working in the tourism industry, and family business related to tourism industry; and (2) the factors in the decision-making process of the De La Salle University-Dasmariñas in Bachelor of Science in Tourism Management graduating students in pursuing a career in the tourism industry in terms of psychosocial influence, students' perception towards working in the tourism industry, and job opportunities in the new normal.

This looked at the elements influencing people's decision to pursue a career in the Tourism Management Profession. The study is focused on a better understanding of the career plans of DLSU-D BTM graduates A.Y 2021-2022 in the new normal. It analyzed the factors that affect these students' career plans with the advent of COVID-19. Thus, the study collected data from this educational institution and will not cover other tourism management and educational institutions that offer the BTM program. As a result, the study's generalization and findings were not limited and may not apply to other institutions. Future researchers could employ a variety of samples, cover different segments, use other theoretical frameworks, and conduct a time series analysis. The researchers will utilize current research and studies as their basis and will wrap up their work by the conclusion of the 2021-2022 academic years. The results of the study will be of great benefit to the following: (1) tourism students: This study will provide tourism students information or basis on the career path of the first batch of tourism students who will graduate under the new normal. This study will evaluate what these graduating tourism students anticipate in choosing their careers amidst the pandemic. It will provide insight into how graduating students have changed their plans in the new normal; (2) De La Salle University-Dasmariñas tourism management department: The research will help the department determine how to bridge the gap in online learning for tourism students, primarily because graduating students did not undergo rigorous skill development throughout COVID-19. It will also examine the role of academic program participation in fostering students' optimism, intellectual fulfillment, and dedication to tourism as a primary career choice; and (3) academic institutions offering tourism-related programs: The study will look at what function the educational program engagement activities positively impact students' optimism, intellectual satisfaction, and commitment to tourism as a major and profession.

Literature review and conceptual/theoretical framework

Theoretical framework

Shah et al. (2021) study supports the conceptual framework of identifying the perception of graduating students' preference of graduating students working inside the tourism and hospitality industry (*Figure 1*). The tourism and hospitality enterprise includes a wide variety of enterprise operations and consequently offers individuals good career opportunities. According to Bandara and Gangananda (2021), driving factors can impact and form one's thoughts while choosing a job. These are the

personal, educational, and industrial aspects that will undoubtedly influence an individual's decision to pursue a tourism and hospitality business profession.

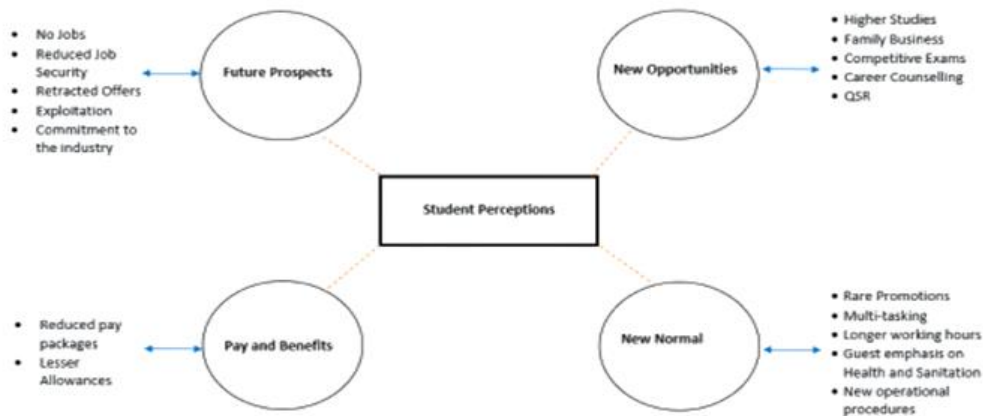


Figure 1. Theoretical framework.
Source: Shah et al. (2021)

Conceptual framework

Figure 2 shows the study's conceptual framework and contains the information needed to study the aspects of tourism students. According to Haenggli and Hirschi (2020), emphasizing professional flexibility can assure career success. Additionally, this framework shows the elements that can influence the career preference of every student who is going to graduate. This calls for the general approach to grasp the interconnections of all elements and openness to show the influence of one's preference.

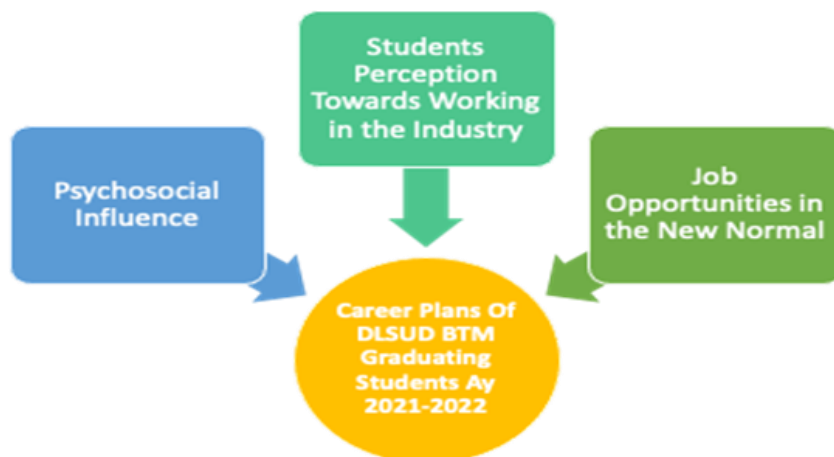


Figure 2. Conceptual framework.

Phychosocial influence

Every student must make a professional decision at some time in their life. People make critical decisions at a time when they may not be completely aware of their options or when other unavoidable circumstances prevent them from achieving their objectives, as stated by Khanna and Sareen (2020). Furthermore, Rosyidi (2021) explained that psychological and social factors influence a professional choice. Individual facets such as personality and work competence are linked to psychological

features, which are internal factors. Social components are determined by how people perceive things, but psychological elements are influenced by how people are treated. In the social-cognitive model in career self-management, when people hear unfavorable career feedback, a cognitive process causes them to think about their professional aspirations. The cornerstone of career planning is thinking about one's career objectives and making strategies to accomplish them, as indicated by Jawahar and Shabeer (2019). However, since the increased job prospects due to the industry's expansion in previous years, many students choose to study tourism and hospitality management, as said in the Kaushal and Srivastava (2021) study. These individuals, however, have been among the most severely impacted by the illness. Their job placement and offers are now jeopardized because most firms have delayed or withdrawn their recommendations, as revealed by Shah et al. (2021). It is suggested that the perceived image of a sector influences the desire of potential workers to work in that industry. As a result, the number and quality of future and present employees are determined (Brien et al., 2017).

As Lee et al. (2018) indicated in their study, personal experience is the most important source of influence on decision-making. Furthermore, their work experience significantly influences degree-related/curriculum materials. Again, personal experience, such as that gathered during an internship, substantially influences students' career choices. Internships were beneficial to students because they helped them choose what job they wanted to do, where they wanted to work, and whether their self-concept fit their desired career path. On the other hand, parents, faculty members, industry partners, and mentors had the most negligible effect on business students' career choices. But, according to the findings of Akosah-Twumasi et al. (2018), youth from collectivist cultures were most impacted by family expectations, with more professional congruence with parents increasing job confidence and self-efficacy, according to the findings. A primary aspect that affected professional choice in individualistic settings was personal interest, and the youth were more self-reliant in their employment decisions. The most crucial things to consider while planning have been discovered by Qiu et al. (2017). "Making my own professional decision," "family support," and "conversation of career choice with peers" were among the topics discussed. "Excellent relationship with the tourism industry" and "respect of family wants" were also considered crucial, followed by "good relationship with the hospitality industry" and "respect of family wishes".

Students' perception towards working in the industry

A person's goal to pursue or attain a career is referred to as a career perspective. It is the aim that someone sets to fulfill either their intended or existing vocation. Furthermore, as Benaraba et al. (2022) stated, an individual's seen proficiency is the one wishes to pursue. According to Bordean and Sonea (2018), perception refers to being completely conscious; the notion of quality and knowledge towards anything leads to a system by which individuals integrate, analyze, and assess personal preferences to develop a meaningful work choice for the future. Several publications have been developed based on research undertaken by different writers; the studies indicated that even when you mention career perception, it alludes to being aware of the objectives a person wishes to pursue in the future. Whereas career impressions are ascribed to its planning, as the study by Shah et al. (2021), this same majority of undergraduates who responded look forward to working in the hospitality sector. However, sure participants would like to engage in other related industries, such as market segments and

outsourcing companies, along with others. In addition, the results suggest that a position as a management trainee or a Hotel Operational trainee with a competitive income is an essential motivator for people to enter the hospitality industry. Moreover, individuals with prior expertise in travel and tourism may pursue positions with airline companies. This has resulted in several recent studies addressing difficulties with students' willingness to follow the tourist and hospitality industries (Wen et al., 2018). Nonetheless, Mannaa and Abou-Shouk (2020) discovered that research on student views regarding employment in the tourist business in Arab-Islamic nations is limited.

As the UAE struggles to entice locals to work in the tourist sector, it is critical to investigate tourism students' impressions about working in the tourism business. Tourism students' perspectives are essential for tourism and hospitality enterprises to identify the characteristics graduates seek in their careers. By providing these elements, the UAE tourism and hospitality industry would increase the attractiveness of tourism employment in the eyes of prospective qualified employees. Furthermore, the same survey found that students are delighted to have selected a tourism job route and intend to continue business after graduation. Meanwhile, Thetsane et al. (2020) indicated that the participants properly assessed different components while deciding on a profession in the tourist industry: The intriguing prospect of socializing, A reliable source of assets, and the possibility of making more profit. Along with several other data analyses, several students have a higher perspective on pursuing careers in travel and tourism. Reichenberger and Raymond (2021) study was one of several that may back up that claim. It claimed that COVID-19 caused substantial disruption and difficulty in the foreign student recruiting process, raising concerns about tourism-related employment's future sustainability. They also used institutional theory to assess whether, how, or why personal statements of tourism education and occupation have altered. According to their research findings, students have a generally positive attitude toward future tourism professions and believe that an upper secondary tourism degree has a higher future worth.

Job opportunities in the new normal

Nowadays, academic establishments have built practical and integrated professional opportunities for learners that provide many factors and capabilities. The career advice program attempts to create long-term, quantifiable outcomes for pupils after school. As stated by Benaraba et al. (2022), the introduction of such programs serves an essential role in preparing students for their lives, especially when choosing a career path after graduation. This entails educating students on selecting the ideal career route based on their core competencies and the business environment in which they will be working in the future. Student interns' engagement in the field and direct contact with tourists is another feature of work in the tourism business. Students believe that internship programs are essential for improving skills and gaining job experience, although they must be willing to work without pay, according to the study by Rosyidi (2021). As a result, such programs are critical for students, particularly during the present pandemic, to assuage their anxieties about their prospects in the tourism industry. Pacheco et al. (2020), stated that the coronavirus crisis made the workers' jobs more difficult and hindered job security. This aspect impacted several graduated students since they recognized the need to be practical during epidemic times. The respondents cited that the deficiency of employment opportunities in the tourism sector following the

implementation of the Pandemic may impede individuals from enrolling in tourism-associated studies.

In the study of Rosyidi (2021), According to respondents' beliefs, jobs in the tourist industry may not be able to meet their expectations. According to respondents, the tourist business is a high-risk job, employment with high beginning wages, and conventional working hours, on the other hand, had low perception and may not be available in the tourist business. Hence, British Airways is an example of a company that has laid off staff and similar firms in the tourist industry, as Tiwari and Chowdhary (2021) mentioned. However, Shah et al. (2021) studied job opportunities at fast-food restaurants, retail companies, and e-commerce firms proactively hiring undergraduates. Travel agents have identified recruitment agencies, including online travel agencies (OTAs). Other work alternatives were from the cruise line and airline industry (ground and cabin roles), the same with the government sectors, and outsourcing business industries such as call center agents. The same study also specified that undergraduates' employment interests indicated that most were curious about the essence of the hospitality industry. The same is valid for food manufacturing and baking, followed by food and beverage services and the front office. On the other hand, some sectors drew little interest for the individuals, such as sales representatives, marketing, and human resources were significant in the different hotel departments (including learning and development).

As there are vast prospects in industriousness, according to Benaraba et al. (2022), individuals' aspirations of the extent whereby various job duties and job possibilities are determined by their professional choices and priorities at their current firm. Before the epidemic, the tourism industry was believed to have significant employment worldwide, with an average gross integration with the global population of 10.4 percent in 2019 (Škare et al., 2020). The tourist business provides a good work opportunity, which raises the expectations of those outside the industry, leading to a shift in the objectives to pursue professional changes in the tourism industry. Sheng (2020), on the other hand, stated that the COVID-19 pandemic significantly influenced the tourism industry's job chances. Numerous tourism-related enterprises liquidated, laid-off workers, and didn't employ personnel. According to the International Labour Organization's 2020 report, client revenues within the aviation sector were roughly lower in 2020 than in 2019. Many nations have enforced travel restrictions to limit the spread of COVID-19, which has affected the tourist business (Riadil, 2020). Thus, the pandemic and future plans demonstrate the interdependence of the individual and the circumstance that determines their vocation outlook (Akkermans et al., 2020).

Subsequently, the Philippines Department of Tourism (2020) preserves the temporarily laid-off personnel as they completed 10,000 employment opportunities for the tourism industry by having them in the BPO Industry for the employees who have been terminated across the nation, describing their job options throughout the epidemic, which include Human Resources and Recruitment, Finance, In-Technology, Marketing, Customer Service, Technical Support, Technicians, Supervisors, Trainers, and Managers. This demonstrated that the DOT supervised the displaced tourist employees but not the students' prospects to join the business. The workforce situation remains ambiguous. However, in the middle of the sector's layoffs due to the pandemic, Bilbao (2020) indicated that many jobless people across the area would seek other occupations, and those remaining in the travel industry will need to be re-educated on what is required of them to service clients. Many of those requirements will have altered or

grown significantly more stringent when employees return to work. According to Bilbao (2020), in his interview with Dennis Speigel, founder and CEO of International Theme Park Services Inc., part of these may involve educating personnel on how to take guests' temperatures at theme park entrances and enhance sanitizing, cleaning, and even fumigating standards.

Materials and Methods

This study aimed to overview the perceptions of the DLSU-D Bachelor of Science in Tourism Management graduating students of A.Y. 2021-2022 in careers in the tourism industry despite the new normal. The researchers used a descriptive quantitative research method to conduct this study to analyze the perception of the target population. The quantitative approach was used to measure the respondent's level of agreement. The respondents of the study were the graduating students of the Bachelor of Science in Tourism Management from De La Salle University-Dasmariñas during the second semester of Academic Year 2021-2022 due to its convenience to the researchers, safety since the government has implemented community restrictions and to provide clear direction to the graduating students, particularly on their future options in the industry in the face of the pandemic. To estimate the total number of respondents necessary for the study, the sample size was assessed using a confidence level of 95% and a precision level of 5% and it was calculated using Cochran's Formula for Finite Population, commonly known as Estimating Proportion for Finite Population because it produces more accurate results than others. The total population of De La Salle University-Dasmariñas Bachelor of Science in Tourism Management graduating students is 122. Using Cochran's Formula for Finite Population, the minimum sample required for this study is 105. The study's samples were drawn using a total population sampling, which ensures that each population unit has an equal probability of being included in the sample. The university registrar provided a list of De La Salle University-Dasmariñas Bachelor of Science in Tourism Management graduating students of A.Y. 2021-2022.

The study determined the respondents' socio-demographic profile, the number of household members, type of residence, members of the family working in the tourism industry, and family business in the tourism industry. The survey questionnaire's sections 2 and 3 were adapted from the studies of Qiu et al. (2017), Zurita and Soler (2021), Mannaa and Abou-Shouk (2020), as well as Shah et al. (2021) with modifications. Section 4 of the survey questionnaire was self-made based on the related literature of the job opportunities in the new normal. The data was distributed and collected through online surveys using Google Forms instead of a face-to-face administration. The Google Forms link was sent to the respondents determined through total population sampling on the list of graduating BTM students of DLSU-D. The survey duration lasted for 3 to 5 days on the 3rd week of March.

The Primary Data Collection technique, which was through questionnaires, is used in the study's analysis, and researchers retrieved the data by conducting a survey to provide a deeper perspective to answer its objective. Hence, the survey collected data relevant to the study and its objectives. The questionnaire consisted of four (4) sections; the first section contains the respondents' socio-demographic profile: a. Type of Residence, b. Living Conditions, c. Number of Household Members, d. Members of the Family Working in the Tourism Industry, and e. Family Business Related to Tourism. The second section comprises the Psychosocial Influence, which contemplates the a.

Professional Growth and Personal, b. Working Environment, lastly, the c. Skills and Competencies. Furthermore, the third section incorporates the Students' Perception towards Working in the Tourism Industry that evaluates the a. Commitment to the Industry, b. Pay and Benefits and the c. Future Prospects. Moreover, the fourth section contains the Job Opportunities in the New Normal that includes a. Nature of Jobs, and b. Availability of Career Opportunities. With the provided variables and as the question of the statement as the indicator to determine the career plans of DLSU-D Bachelor of Science in Tourism Management graduating students to validate the result of the study. The Likert scale was used to evaluate the respondents' ideas and perceptions (*Table 1*).

Table 1. Likert scale.

Numbers	Mean range	Verbal interpretation
1	1.0-1.5	Very unlikely
2	1.51-2.50	Unikely
3	2.51-3.50	Likely
4	3.51-4.0	Very likely

In survey research, Likert scales can simplify our assessment to operationalize personality characteristics or perceptions. The researchers will employ statistical treatment of descriptive statistics. It will summarize the given data set of the population of graduating tourism students of DLSU-D. The use of the mean, median and mode are examples of central tendency measurements, whereas standard deviation, variance, minimum and maximum variables, kurtosis, and skewness are examples of variability measures. The mean, or the average, is calculated by adding all the figures within the data set and dividing by the number of figures. After validation by the research adviser, statistician, and two (2) faculty professors, the researcher-made survey questionnaire was pre-tested to thirty-two (32) fourth-year Tourism Management as graduating students for the academic year of 2021-2022 in DLSU-D. The Cronbach's alpha was used to determine the instrument's reliability, which was undertaken by a professional statistician. Cronbach's alpha result consistency is good since it is more than 0.8. As a result of the findings, it can be said that the survey questionnaire was utilized to help assess the career plans of DLSU-D BTM graduating students in the new normal with the reliable instrument and a source of data to support the study's objectives. The study's specifics were sent to all participants. Participation in the study is completely optional and anonymous, and students are free to decline or leave at any time. The online survey is only available to those graduating in 2021-2022 and enrolled in BS Tourism Management at De La Salle University-Dasmariñas. The researchers are the only ones who have accessed the research data, and all information provided is solely for research purposes only. The study complies with the university's ethical guidelines for research involving human subjects.

Results and Discussion

This chapter includes the analysis and interpretation of data based on the statistical procedure performed. The data used in the interpretation were gathered from the graduating BTM students of DLSU-D. First, the study examines the respondent's socio-demographic profile that answers the first component of the specific objective of the study. *Table 2* shows the participant's socio-demographic profile in terms of the type of

residence. It is shown that most respondents owned (65.7%) of their residency. Few respondents were classified as living in government housing (4.8%) and mortgage and rent-to-own (2.9%). Also, only a small number of respondents remarked on rent (23.8%). In this part, this study examines the living conditions of the respondents. *Table 3* consists of two living conditions, whether they are living dependently or independently. The collected data indicate that this study involved more dependent students (55.2 %) than in-dependent students (44.8%). Additionally, this survey also reveals how many members of the household each respondent has 57.1 percent of respondents have 2 to 4 people in their homes, 33.3 percent have 5 to 7 members, and 9.5 percent have eight or more members (*Table 4*). The collected data proved that the respondents with family members working in the tourism industry (43.8%) are less than the respondents who do not have family members working in tourism (56.2%) (*Table 5*). This study examines the frequency of respondents' family businesses related to tourism. Among the three, respondents with a family business unrelated to tourism have the highest total percentage of 36.2%. The next is the answer, where the respondents do not have a family business (33.3%), and the respondents have a family business related to tourism (30.5%) (*Table 6*).

Table 2. *Type of residence.*

Levels	Counts	% of total	Cumulative %
Government housing	5	4.8	4.8
Mortgage	3	2.9	7.6
Owned	69	65.7	73.3
Rent	25	23.8	97.1
Rent to own	3	2.9	100

Table 3. *Living conditions.*

Levels	Counts	% of total	Cumulative %
Dependent	58	55.2	55.2
Independent	47	44.8	100

Table 4. *Number of household members.*

Levels	Counts	% of total	Cumulative %
2-4 members	60	57.1	57.1
5-7 members	35	33.3	90.5
8 or more than	10	9.5	100

Table 5. *Members of the family working in the tourism industry.*

Levels	Counts	% of total	Cumulative %
No	59	56.2	56.2
Yes	46	43.8	100

Table 6. *Family business related to tourism.*

Levels	Counts	% of total	Cumulative %
No	38	36.2	36.2
No family business	35	33.3	69.5
Yes	32	30.5	100

Psychosocial influence

Participants' perceptions of the tourism industry during the pandemic include business closures, travel restrictions, future career anxieties, an increase in the unemployment rate, massive retrenchment, and a lengthy recovery period. In *Table 7*, it can be observed that the result of overall mean is $M=3.020$ which is Likely. This information is important for Psychological Influence because it allows us to determine whether the students' future professional careers are uncertain as a result of the pandemic and whether they will remain devoted to their preparation or whether they will consider discontinuing their studies.

Table 7. *Physococial influence.*

	N	Mean	SD	Verbal interpretation
It is me who makes my career choice.	105	3.467	0.666	Likely
I had some experience in the tourism industry and know what abilities are required to be a good tourism employee.	105	3.124	0.805	Likely
I think that I can work well in tourism and climb up to higher positions.	105	3.333	0.689	Likely
I aspire to become a manager in the tourism industry five to ten years after graduation.	105	3.267	0.763	Likely
Working in the tourism industry can help me fulfill my self-actualization.	105	3.314	0.625	Ikely
I enjoy working with different people.	105	3.400	0.659	Likely
I used career reference books to know more about myself and the hospitality jobs I wanted to pursue.	105	2.914	0.911	Likely
I took career or psychological tests that told me tourism jobs fitted me.	105	2.714	1.044	Likely
I chose a tourism major because I like the atmosphere in the tourism industry where both employees and staff are friendly to each other.	105	3.210	0.768	Likely
College teachers, former or present colleagues, and counselors had the greatest influence on my career choice.	105	2.943	1.027	Likely
When I made my career decision, I felt the need to respect my family members' wishes as to what career would be best for me.	105	2.876	0.948	Likely
When I made my career choice, I asked instructors who had more experience in the Tourism industry than those who did not have.	105	2.857	1.042	Likely
I chose a tourism major because of traditional values and people in the tourism industry influencing me to choose tourism jobs.	105	2.810	0.952	Likely
My family always supports my career decision.	105	3.400	0.702	Likely
My parents expect me to choose an occupation that is in line with the family tradition and because of my family business.	105	2.419	1.036	Likely
My parents always force me to follow the career choice they made for me.	105	2.257	1.160	Likely
Psychosocial influence	105	3.020	0.543	Likely

Furthermore, Rosyidi (2021) explained that psychological and social factors influence a professional choice. In contrast to this, social components are determined by how people perceive things, but psychological elements are influenced by how people are treated. According to the social-cognitive model of Jawahar and Shabeer (2019) social-cognitive model in career self-management, when people hear unfavorable career feedback, a cognitive process occurs that causes them to think about their professional aspirations. However, individual facets such as personality and work competence are linked to psychological features, which are internal factors. On the other hand, students make their own independent professional decisions. This got the highest weighted mean of (3.467), while those who forced their children to follow the career path, they had chosen for them had the lowest mean of (2.257). The table shows the statements with the responses, indicating that most of these factors had influenced their career choice. We could observe that the vast majority of the respondents before or during the pandemic of the COVID-19 have chosen the Tourism career as their first option to study. Every student must make a professional decision at some time in their life. People make critical decisions at a time when they may not be completely aware of their options or when other unavoidable circumstances prevent them from achieving their objectives, as stated by Khanna and Sareen (2020). In contrast to this, their job placement and offers are now jeopardized because most firms have delayed or withdrawn their recommendations, as revealed by Shah et al. (2021). In this context, the researchers investigated how the COVID-19 pandemic affects tourism students' career anxieties, as well as the role psychological influence plays in this process as an individual trait. The study's findings help to explain how students' concerns about their perception during the pandemic affect their concerns about their careers, and how psychological characteristics play a role in this process.

Students' perception towards working in the industry

Table 8 shows that the student's perception towards working in the industry is likely to influence most of the graduating tourism students of DLSU-D. The first statement had the greatest mean number of 3.543 pertaining to the fact that the industry offers working and traveling abroad as its biggest factor why students decided to enter careers in the tourism industry despite the new normal which is very likely, based on the analysis of the total mean, a student's perception towards the industry. However, from what Rosyidi (2021) had reviewed, employment that allows for travel beyond the region/abroad and jobs that are in accordance with training, indicating that these characteristics are less relevant even though they received good perceptions. In contrast to that, in the study of Anthony et al. (2021) students said that employment in this industry was appealing because they provided opportunities to meet new people and utilize academic knowledge and skills, further their education, network with others, and be exposed to unique experiences. There is a possibility that the students were looking for unique experiences outside the country after the online set up of internships and the stress brought by the pandemic.

Table 8. Students' perception towards working in the tourism industry.

	N	Mean	SD	Verbal interpretation
The opportunity to work in the industry is to enjoy and travel abroad.	105	3.543	0.605	Very likely

To have high earnings over the length of a career and pro-spects for good promotion.	105	3.400	0.645	Likely
An industry where I see my choice of profession in the tourism industry offers oppor-tunities for further training and gains transferable skills, high-quality resources, and equipment.	105	3.352	0.679	Very likely
I am eager to acquire a job in the tourism industry be-cause it offers a higher salary package compared to other industries.	105	3.200	0.699	Likely
There are monetary and non-monetary benefits aside from the basic salary such as allowances, bonuses, transpor-tation service, health insur-ance, free travel, etc.	105	3.314	0.711	Likely
The tourism industry can improve the quality of life of its workers because of higher pay & many benefits.	105	3.248	0.632	Likely
Perception towards working in the touris industry.	105	3.341	0.525	Likely

In addition to that, an important data showed that most of the students are likely to con-sider that the industry can improve the quality of life of its workers because of higher pay & many benefits despite the many retrenchments in the sector last 2020. According to the study of Reichenberger and Raymond (2021), COVID-19 caused substantial disruption and difficulty in the foreign student recruiting process, raising concerns about tourism-related employment's future sustainability. However, it has been studied that Domestic tourism, which accounts for around 75% of the tourist business in OECD nations, is likely to rebound faster. It provides the best opportunity for driving recovery, particularly in nations, regions, and cities where the sector supports many jobs and enterprises (OECD Official Portal, 2020). This could be one of the reasons why students believe that the industry can still provide jobs and improve quality of life because of how fast the tourism industry recovers from the effects of the pandemic.

Job opportunities in the new normal

The tourist business provides a good work opportunity, which raises the expectations of those outside the industry, leading to a shift in the objectives to pursue professional changes in the industry of tourism. In the articulated study of Škare et al. (2020), prior to the pandemic, the tourism industry was believed to have significant employment all around the world, with quite an average gross integration with the global population of 10.4 percent in 2019. As indicated in *Table 9*, possibilities in the tourism sector (M=3.410), positions in the industry will boost their self-knowledge (M=3.333), and opportunities in the government sector (M=3.219) as the highest mark, indicating that participants are likely to pursue ca-reers in the industry under the new normal. Consequently, students are committed to pursuing a profession in the tourism industry after graduation and will go to great lengths to secure a position in the tourist industry. Benaraba et al. (2022) study backs up the conclusions that students choose tourism and hospitality as marked professions to follow. On the contrary, Sheng (2020) stated that the COVID-19 pandemic significantly influenced the tourism industry's job chances. Numerous tourism-related enterprises liquidated, laid-off workers, and didn't employ

personnel. However, as depicted in *Table 9*, students are open to some sectors, such as the BPO industry and travel or recruitment agencies. It was interrelated with Shah et al. (2021) study that indicates job opportunities at retail companies, online travel agencies, and ground and cabin roles in the cruise line and airline industry, same with the government sectors and outsourcing business industries such as call center agents.

Table 9. *Job opportunities in the new normal.*

	N	Mean	SD	Verbal interpretation
There are many opportunities in the hotel/cruise line/airline industry.	105	3.410	0.661	Likely
There are greater opportunities working in the government sector.	105	3.219	0.707	Likely
I can work from international companies that offer work from home set up.	105	3.171	0.837	Likely
I am interested in making careers in other industries such as business outsourcing processes (BPO, KPO, call centers).	105	2.962	0.929	Likely
I am interested in working as an online travel agent (OTA).	105	2.990	0.915	Likely
Tourism offers the opportunity to get a job for unemployment-prone groups such as youth, unskilled or low-skilled workers, and women.	105	3.076	0.840	Likely
Tourism jobs will benefit my self-knowledge once I graduate from the tourism management course.	105	3.333	0.660	Likely
Job opportunities in the new normal.	105	3.166	0.528	Likely

On the other hand, in general, the student perception has resulted in an average weighted mean of job opportunities in the new normal (3.166). In both studies, participants indicated perseverance in the sector as it transitions to a more competitive environment under the COVID-19.

Conclusion

Numerous people have been adversely affected by the COVID-19 pandemic in various ways. As a result of their socio-demographic profile, most of the student's family members are engaged in the tourism and hospitality sector. Another factor is that most respondents' family is not associated with any business, or the family business is unrelated to the industry. On the other hand, the factors in the student's decision-making in pursuing a career in the industry imply that despite their awareness and interests, most students are keen to work in the tourism industry. They believe that pursuing a career in tourism will allow them to fulfill their aspirations for personal growth. In addition, students' perception is to work and travel to other countries. Provide training, skills applicable in various settings, resources, high-quality equipment, and so on. Moreover, the students have the impression that their willingness on the job choices such as airlines, hotels, and cruises during this pandemic is replete with assurances and perseverance. Others are also determined by other options, such as pursuing a career in the public sector, working for an online travel agency, or working in the business process outsourcing industry.

With the results of the study, the researchers concluded that the DLSU-D tourism graduating students of A.Y. 2021-2022 are still eager and plan to take tourism careers amidst the new normal brought by the pandemic. The psychosocial influence, students' perception of the industry, and the job opportunities it offers in the new normal greatly influence the students' plans for their career path. Despite the industry-wide problems caused by the epidemic, notably the reduction in staff in 2020, the students still manage to find their enthusiasm to work in the tourism sector because of revenge tourism which could mean job opportunities in the industry. Another important consideration is that after a year and a half of confinement, students will need to travel for professional experience and discoveries. One of the industry's characteristics is travel, especially in the airline and cruise line industry, where most students believe it offers new job opportunities since its employment retrenchment in 2020. Another factor that made the students pursue careers in the tourism industry is that most of its population has relatives already working in the tourism sector. We can say that it will be easier for them to enter a company because they can be introduced already and could build outstanding bonds that make students feel more at ease and confident when working.

The choice of a job is unquestionably one of the most significant ones a student will make in their lifetime. Due to the pandemic, new and developing occupations and prestigious inclinations make these judgments more difficult. This study's findings have considerably impacted the students' career perspectives in the new normal. DLSU-D and other academic institutions that offer tourism as a major and career can benefit significantly from the study's conclusions, which are also highly applicable. Researchers thus urge to better understand students' career perception in this new normal time. Additionally, researchers recommend conducting further explanations and exploring other issues. Also, it is highly relevant and can help consider offering a list of employment sites, doing personal counseling about one's future career path, expanding the collaborations with other companies, improving learning tools, and presenting a list of work prospects. As a result, this study won't be as thorough as others that probe students' perspectives from all angles. Future researchers should conduct more studies to corroborate the outcomes of this study, particularly in terms of what factors influenced students' impressions of the tourism industry during the pandemic.

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Conflict of interest

The authors confirm that there is no conflict of interest involved with any parties in this research study.

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