

**THE ROLE OF INSTAGRAM ON TRAVEL PLANS AND DESTINATION
SELECTION OF CENTRAL LUZON STATE UNIVERSITY TOURISM
STUDENTS IN NUEVA ECIJA**

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BIOGRAPHICAL SKETCH

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She attended her primary education at Dep-Ed CLSU, Bettbien High School for junior high school, and Munoz National High School for senior high school. Back in elementary days, she was an honor student and received awards for participating in activities like speech choir.

She aspired to become a Flight Attendant that's why she took up Tourism Management at CLSU and managed to be a dean's lister, college scholar, and university scholar.

The author, May Angeline Simon was born on the 19th of November 2001 in Cabiao, Nueva Ecija. She also currently resides in Cabiao, Nueva Ecija. The youngest child among the four children of Mr. Angelito Simon and Mrs. Magdalena Simon.

She attended her primary education at Cabiao Central School, Cabiao National High School for junior high school, and Our Lady of Fatima University for her senior high school. During her elementary days, she was an honor student and received academic awards for competing in other schools.

As the youngest, she wanted to work in the Cruise Line industry. She attended Central Luzon State University to pursue her dream and she earned academic awards during her time in CLSU.

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ABSTRACT

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This study aimed to examine the role of Instagram on travel plans and destination selection of Central Luzon State University (CLSU) tourism students in Nueva Ecija using purposive sampling and a descriptive survey research design. With the growing popularity of Instagram and its increasing influence on travel decisions, this research sought to investigate how Instagram affected the travel planning and destination selection process of CLSU tourism students. The researchers distributed electronic questionnaires to respondents via social media using Google Forms and found that Instagram played a significant role in the travel plans and destination selection of CLSU tourism students, with most respondents using the platform for travel inspiration and information. Moreover, the study revealed that Instagram had become an essential tool for the marketing and promotion of destinations, and businesses and tourism organizations should leverage the platform to attract potential visitors effectively. The study concluded that Instagram was a powerful tool that had revolutionized the travel industry and had become a vital part of the travel planning and destination selection process for CLSU tourism students in Nueva Ecija

Keywords: Instagram; Travel Plans; Destination Selection

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