

**THE COVID-19 PANDEMIC AND THE NEW NORMAL: A COMPARATIVE  
ANALYSIS ON THE CAREER PERCEPTIONS OF FOURTH YEAR  
TOURISM STUDENTS IN CLSU**

**CLARISSE ANGEL E. CALDERON  
EUNICE AJ E. MASIBAY  
RUTH S. OGAD**

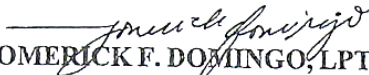
An Undergraduate Thesis Submitted to the Faculty of the Department of Hospitality and  
Tourism Management, College of Home Science and Industry, Central Luzon State  
University, Science City of Muñoz, Nueva Ecija, Philippines  
in Partial Fulfillment of the Requirements  
for the Degree of

**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

**JUNE 2023**

APPROVAL SHEET

This undergraduate thesis entitled "THE COVID-19 PANDEMIC AND THE NEW NORMAL: A COMPARATIVE ANALYSIS ON THE CAREER PERCEPTIONS OF FOURTH YEAR TOURISM STUDENTS IN CLSU" prepared and submitted by CLARISSE ANGEL E. CALDERON, EUNICE AJ E. MASIBAY, AND RUTH S. OGAD in partial fulfillment of the requirements for the degree of BACHELOR OF SCIENCE IN TOURISM MANAGEMENT, is hereby accepted:

  
JOMERICK F. DOMINGO, LPT, MSHTM  
Critic


14 JUN 2023

Date Signed

  
RACHELLE A. SORIANO, MHRIM  
Critic

14 JUN 2023

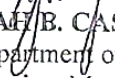
Date Signed

  
ROVILYN D. EUGENIO, MSHRM  
Adviser

14 JUN 2023

Date Signed

Accepted as partial fulfillment of the requirements for the degree of BACHELOR OF SCIENCE IN TOURISM MANAGEMENT:

  
CELYRAE B. CASTILLO, DHM  
Chair, Department of Hospitality and  
Tourism Management,  
Department Research Coordinator

JUNE 30, 2023

Date Signed

JUDITH P. ANTONINO, PhD.  
Dean, College of Home Science and Industry

Date Signed

## **BIOGRAPHICAL SKETCH**

Clarisse Angel E. Calderon was born on July 25, 2001 in San Jose City and currently a graduating student of Bachelor of Science in Tourism Management at Central Luzon State University. She attended Saverona Elementary School for her primary education and Talugtug National High School-Annex for her secondary education. She is the first born of Mr. Bong R. Calderon and Mrs. Lorena Calderon.

The second author, Eunice AJ E. Masibay, is a distinguished graduating student at Central Luzon State University, pursuing a Bachelor of Science degree in Tourism Management. Currently residing in Sitio Tanibong, Abar 1st, San Jose City, Nueva Ecija, Eunice was born on August 2, 2002. Her educational journey began at The Bride of Jesus Christ Learning Academy, where she completed her primary and secondary schooling, consistently demonstrating exemplary academic performance as an honor student. Eunice is the beloved second child of Janice and Axhel Masibay.

The third author, Ruth S. Ogad, is a graduating student at Central Luzon State University taking up the degree of Bachelor of Science in Tourism Management. She was born on October 17, 2001 in Valenzuela City where she studied up until her 8<sup>th</sup> grade of junior high school at Saint Mary's Angels College of Valenzuela. She transferred and completed her Junior and senior high school at Saint Joseph School of San Jose City Nueva Ecija with honors. She currently resides in Tabulac, San Jose City Nueva Ecija. Ruth is the eldest daughter of Mr. Oliver Ogad and Ms. Lady Diana Sambrano.

## ACKNOWLEDGMENT

The researchers would like to express their deepest gratitude and appreciation to the following individuals, whose unwavering support and guidance made the completion of this thesis possible:

At the onset, the researchers are profoundly grateful to their thesis advisor, Ms. Rovilyn D. Eugenio. Her expertise, patience, and insightful feedback have been invaluable throughout their research journey. Her unwavering commitment to excellence and dedication to helping them succeed have truly shaped the outcome of this thesis.

The researchers extend their heartfelt thanks to the members of the panel committee, Professor Celyrah B. Castillo, Professor Rachelle A. Soriano, and Mr. Jomerick F. Domingo, for their time, expertise, and valuable inputs. Their constructive feedback and thoughtful suggestions have significantly contributed to the improvement and refinement of this work.

The researchers would also like to express their sincere appreciation to the statistician, Ms. Mel Jean Estolano, and the English critic, Dr. Joel Torres for their significant contribution to this research. Their expertise, guidance, and dedication have been instrumental in the successful completion of this study, greatly enhancing its quality and impact.

Lastly, the researchers would like to express their gratitude to all the participants, the 4th-year Tourism Management students of Central Luzon State University, who generously contributed their time, insights, and expertise to this research.

## TABLE OF CONTENTS

Title	Page
<b>APPROVAL SHEET</b>	ii
<b>BIOGRAPHICAL SKETCH</b>	iii
<b>ACKNOWLEDGMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	vii
<b>LIST OF FIGURES</b>	viii
<b>LIST OF APPENDICES</b>	ix
<b>ABSTRACT</b>	x
<b>INTRODUCTION</b>	1
Statement of the Problem	5
Objectives of the Study	6
Statement of the Null Hypothesis	7
Significance of the Study	7
Scope and Limitation	9
Theoretical Framework	10
Conceptual Framework	13
Operational Definition of Terms	14
<b>REVIEW OF RELATED LITERATURE AND STUDIES</b>	17
Tourism Industry During the COVID-19 Pandemic and in the New Normal	17
Career Perceptions	18
Career Opportunities in the Tourism Industry During the COVID-19 Pandemic and in the New Normal	20
Students' Commitment to Pursue a Career Aligned to their Program	22
Hands-on Practical Experiences	23
<b>METHODOLOGY</b>	26
Research Design	26
Research Instruments and Materials	27
Sampling Technique	30
Data Gathering Procedure	31

Ethical Consideration	32
Data Analysis	34
<b>RESULTS AND DISCUSSION</b>	35
Career Perceptions During the COVID-19 Pandemic and in the New Normal	35
Changes in the Student's Perception of the Tourism Industry in the New Normal	51
Chosen Careers of the Students in the Tourism Industry	55
Difference in the Career Perceptions of the students During COVID-19 and New Normal	58
Factors that Strengthen the Commitment of Tourism Students to Pursue a Career in the Tourism Industry	60
<b>SUMMARY, CONCLUSION AND RECOMMENDATIONS</b>	64
Summary	64
Conclusion	65
Recommendations	66
<b>LITERATURE CITED</b>	68
<b>APPENDICES</b>	79

## LIST OF TABLES

<b>Table</b>		<b>Page</b>
1	Responses on the Availability of Career Opportunities during COVID-19	35
2	Responses on the Availability of Career Opportunities in the New Normal	36
3	Responses on the Working Environment during COVID-19	38
4	Responses on the Working Environment in the New Normal	40
5	Responses on the Pay and Benefits during COVID-19	42
6	Responses on the Pay and Benefits in the New Normal	43
7	Responses on the Skills and Competencies during COVID-19	45
8	Responses on the Skills and Competencies in the New Normal	47
9	Responses on the Professional Growth and Personal Development during COVID-19	48
10	Responses on the Professional Growth and Personal Development in the New Normal	50
11	Changes in the student's perception of the tourism industry in the New Normal	51
12	Willingness of the students to pursue a career in the tourism industry after graduation and the specific career they plan to take	55
13	Test for Difference on Responses during COVID-19 and New Normal	58
14	Factors that will strengthen the commitment of students to pursue a career in the tourism industry as a tourism student	60

## LIST OF FIGURES

Figure		Page
1	Conceptual Framework	13

## LIST OF APPENDICES

Appendix		Page
A	Online Survey Questionnaire	80
B	Semi-structured Interview Guide	93
C	Reliability Test	97
D	Face Validity Test	98
E	Socio-demographic Characteristics of Respondents (Quantitative)	101
F	Profile of the Respondents (Qualitative)	102
G	Statistician Certification	103
H	English Critic Certification	104

## ABSTRACT

**CALDERON, CLARISSE ANGEL E., MASIBAY, EUNICE AJ E., OGAD, RUTH S.**, Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, **JUNE 2023, THE COVID-19 PANDEMIC AND THE NEW NORMAL: A COMPARATIVE ANALYSIS ON THE CAREER PERCEPTIONS OF FOURTH YEAR TOURISM STUDENTS IN CLSU**

Adviser: ROVILYN D. EUGENIO, MSHRM

This study identified and compared the career perceptions of fourth year tourism students at Central Luzon State University during the COVID-19 pandemic and in the new normal to provide insights to tourism industry stakeholders and educational institutions to how the students perceived their career in the tourism industry now that the world transitioned to the new normal. Using mixed method explanatory approach and the simple random sampling through fishbowl draw as well as purposive sampling techniques, 46 fourth year tourism management students enrolled in A.Y. 2022-2023 in a public institution in Science City of Muñoz, Nueva Ecija, Philippines, completed the adapted survey questionnaire. On the other hand, individual interview was conducted to 11 selected participants from the 46 to collect qualitative data. Using t-test and Wilcoxon Signed Rank Test proved that there is a significant difference in the student career perception during the COVID-19 pandemic and the new normal. The qualitative findings revealed that career development and enhanced practical training are two of the key elements that can affect students' intentions to work in the tourism sector.

*Keywords: COVID-19 Pandemic; New Normal; Career Perceptions; Tourism Industry; Enhanced Practical Experiences*

## INTRODUCTION

The pandemic had caused a massive social and economic impact globally, with extensive lockdowns and restrictions in place to contain the spread of the virus, according to the World Tourism Organization, the closure of borders, airports, and hotels, as well as restrictions on mass gatherings, land travel, and related services, threatened 100 to 120 million jobs worldwide. As the epidemic threatened the safety and well-being of many people, tourism businesses started to really worry about the mental and physical health of their staff (Espinoza et al., 2021). However, personnel reductions were made that had nothing to do with their effectiveness at work because of the setback that tourism businesses experienced and the uncertainty around when the epidemic would end. Despite the tourism industry's demonstrated resilience to previous shocks, the sheer scale and combined economic and health nature of this crisis made the road to recovery highly uncertain. While some international tourism activity has resumed, it is still very limited. Domestic tourism reopened in many countries, but it can only compensate for a portion of the loss of inbound tourism.

The term "new normal" was first used to describe the dramatic economic, cultural, and social transformations that seriously impacted people's lifestyle during the 2008 financial crisis and when the COVID-19 pandemic occurred in 2020, the term "new normal" reemerged to highlight how the pandemic completely altered human life, including professional identity, the economy, work and family organization, as well as children's Education (Manuti et al., 2022). Moreover, the World Travel and Tourism Council has

## LITERATURE CITED

- Abbas, J., Mubeen, R., Iorember, P. T., Raza, S., & Mamirkulova, G. (2021). Exploring the impact of COVID-19 on tourism: transformational potential and implications for a sustainable recovery of the travel and leisure industry. *Current Research in Behavioral Sciences*, 2, 100033. <https://doi.org/10.1016/j.crbeha.2021.100033>
- Ahmed, K. A., Sharif, N., & Ahmad, N. (2017). Factors influencing students' career choices: empirical evidence from business students. *Journal of Southeast Asian Research*, 2017(2017), 1-15. DOI: 10.5171/2017.718849
- Alshenqeeti, H. (2014). Interviewing as a data collection method: A critical review. *English linguistics research*, 3(1), 39-45. DOI :10.5430/elr.v3n1p39
- Arbulú, I., Razumova, M., Rey-Maqueieira, J., & Sastre, F. (2021). Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain. *Journal of Destination Marketing & Management*, 20, 100568. <https://doi.org/10.1016/j.jdmm.2021.100568>
- Atef, T., & Al Balushi, M. (2017). Omani tourism and hospitality students' employment intentions and job preferences. *Quality Assurance in Education*, 25(4), 440-461. <https://doi.org/10.1108/QAE-04-2016-0022>
- Babii, A., & Nadeem, S. (2021, February 26). *Tourism in a Post-Pandemic World*. International Monetary Fund. Retrieved May 21, 2023, from <https://www.imf.org/en/News/Articles/2021/02/24/na022521-how-to-save-travel-and-tourism-in-a-post-pandemic-world?fbclid=IwAR2l4ZHSfwFlgL7XxzOHs8EyliQ9qXOusHSoqlaJ37pRAVBpQcNIjPyIqic>
- Bandura, A. (1986). Social foundations of thought and action. *Englewood Cliffs, NJ*, 1986(23-28). Retrieved from [https://books.google.com.ph/books?hl=en&lr=&id=PdY9o3l5vpYC&oi=fnd&pg=PA94&dq=Social+foundations+of+thought+and+action&ots=uGiYqWZieR&sig=ivIjShHclaKgNxQni8FsX--NVJc&redir\\_esc=y#v=onepage&q=Social%20foundations%20of%20thought%20and%20action&f=false](https://books.google.com.ph/books?hl=en&lr=&id=PdY9o3l5vpYC&oi=fnd&pg=PA94&dq=Social+foundations+of+thought+and+action&ots=uGiYqWZieR&sig=ivIjShHclaKgNxQni8FsX--NVJc&redir_esc=y#v=onepage&q=Social%20foundations%20of%20thought%20and%20action&f=false)

- Benaraba, C. M. D., Bulaon, N. J. B., Escosio, S. M. D., Narvaez, A. H. G., Suinan, A. N. A., & Roma, M. N. (2022). A Comparative Analysis on the Career Perceptions of Tourism Management Students Before and During the COVID-19 Pandemic. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 30, 100361. <https://doi.org/10.1016/j.jhlste.2021.100361>
- Bordean, O. N., & Sonea, A. (2018). Student satisfaction and perceived skills: any link to employability. *Entrepreneurship and Sustainability Issues*, 6(1), 356-370. DOI : 10.9770/jesi.2018.6.1(22)
- Brown. (2002). The role of work and cultural values in occupational choice, satisfaction, and success: A theoretical statement. *Journal of counseling & development*, 80(1), 48-56. <https://doi.org/10.1002/j.1556-6678.2002.tb00160.x>
- Carroll, N., & Conboy, K. (2020). Normalising the “new normal”: changing tech-driven work practices under pandemic time pressure. *International Journal of Information Management*, 102186. <https://doi.org/10.1016/j.ijinfomgt.2020.102186>
- Caynila, K., Luna, K., & Milla, S. (2022). The Philippine Tourism Sector Amid The Pandemic: Developments and Prospects. Bangko Sentral ng Pilipinas. Retrieved May 21, 2023, from [https://www.bsp.gov.ph/Media\\_And\\_Research/Publications/EN22-02.pdf](https://www.bsp.gov.ph/Media_And_Research/Publications/EN22-02.pdf)
- Chang-Richards et al. (2013). Organisational Resilience to Natural Disasters: New Zealand’s Experience (English Translation). *China Pol. Rev.* 10, 117–119. Retrieved from <https://academic.oup.com/intqhc/article-abstract/8/5/491/1843006>
- Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage publications. DOI: 10.1136/fmch-2018-000086
- Daskin, M. (2016). Tourism students' career conceptions towards service industry profession: a case study from human resource perspective. *Middle East Journal of Management*, 3(1), 19-33. <https://doi.org/10.1504/MEJM.2016.077126>
- Divisi, D., Leonardo, G. D., Zaccagna, G., & Crisci, R. (2017). Basic statistics with Microsoft Excel: a review. *Journal of Thoracic Disease*, 9(6), 1734-1740. <https://doi.org/10.21037/jtd.2017.05.81>
- DOLE. (2022, August 17). DOLE to help boost tourism jobs. Retrieved from <https://www.dole.gov.ph/news/dole-to-help-boost-tourism-jobs/?fbclid=IwAR3kLRlzIryBS-Wa7MFmXy6Nmc2nE7ouQGVpp6cHsXfzc0SVAHmzPe9M-mw>

- DOLE and DTI. (2020, May 1). DTI and DOLE Interim Guidelines on Workplace Prevention and Control of COVID-19. Retrieved from <https://www.dole.gov.ph/news/dti-and-dole-interim-guidelines-on-workplace-prevention-and-control-of-covid-19/>
- Eriksson, H., Högdin, S., & Isaksson, A. (2018). Education and Career Choices: How the School Can Support Young People to Develop Knowledge and Decision-Making Skills. *Universal Journal of Educational Research*, 6(9), 1900-1908. DOI: 10.13189/ujer.2018.060907
- Espinoza, M. C., Nair, R. K., Mulani, R., Kaakandikar, R., Quispe, A., & Riva, F. (2021). The Effects of Covid19 Pandemic on Tourism Sector. *International journal of Tourism and hospitality in Asia Pasific (IJTHAP)*, 4(3), 115-121. <https://doi.org/10.32535/ijthap.v4i3.1213>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American journal of theoretical and applied statistics*, 5(1), 1-4. DOI: 10.11648/j.ajtas.20160501.11
- Fantillo, E. M. R., Quierez, R. C. M., & T Sardido, E. L. A. (2022). Career Perception: Graduating Tourism Students OF 2021-2022 DLSU-D in the New Normal. *Quantum Journal of Social Sciences and Humanities*, 3(4), 100-117. <https://doi.org/10.55197/qjssh.v3i4.167>
- Fitriani. (2017). Student Commitment to Do Lecture Task Observed from Motivation to Achievement. Retrieved from <https://file:///C:/Users/hp/Downloads/25880104.pdf>
- Frey, Felix. (2017). SPSS (software). 10.1002/9781118901731.iecrm0237. <https://doi.org/10.1002/9781118901731.iecrm0237>
- Garcia-Aracil, A., Monteiro, S., & Almeida, L. S. (2021). Students' perceptions of their preparedness for transition to work after graduation. *Active learning in higher education*, 22(1), 49-62. <https://doi.org/10.1177/1469787418791026>
- Getz, D. (2022). Event management. In *Encyclopedia of Tourism Management and Marketing* (pp. 144-147). Edward Elgar Publishing. <https://doi.org/10.4337/9781800377486.event.management>
- Glion. (2022). Hospitality in the 'New Normal': Challenges and Opportunities in a Post-COVID World. Glion Website. Retrieved from <https://www.glion.edu/magazine/hospitality-challenges-opportunities-post-covid/>

- Goh, E., & Okumus, F. (2020). Avoiding the hospitality workforce bubble: Strategies to attract and retain generation Z talent in the hospitality workforce. *Tourism Management Perspectives*, 33, 100603. <https://doi.org/10.1016/j.tmp.2019.100603>
- Gordon, N. (2014). Flexible Pedagogies: Technology-Enhanced Learning. *Hull, England: The Higher Education Academy*, 1–24. Retrieved from <https://www.hv.se/globalassets/dokument/stodja/paper-theme-3.pdf>
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of sustainable tourism*, 29(1), 1-20. <https://doi.org/10.1080/09669582.2020.1758708>
- Han, H., Koo, B., Ariza-Montes, A., Lee, Y., & Kim, R. (2021). Are airline workers planning career turnover in a post-COVID-19 world? Assessing the impact of risk perception about virus infection and job instability. *Journal of Hospitality and Tourism Management*, 48, 460-467. <https://doi.org/10.1016/j.jhtm.2021.08.003>
- Humayon, A. A., Raza, S., & Khan, R. A. (2018). Effect of Family Influence, Personal Interest and Economic Considerations on Career Choice amongst Undergraduate Students in Higher Educational Institutions of Vehari, Pakistan. *International Journal of Organizational Leadership*, 7(2). doi: 10.33844/ijol.2018.60333
- International Labour Organization. (2020, September 25). The impact of the COVID-19 pandemic on jobs and incomes in G20 economies. Retrieved from [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---cabinet/documents/publication/wcms\\_756331.pdf?fbclid=IwAR2ZIKjkwA0q0SrEPSKqqHpbbeBIxED8iGDLIUow2ZHSrC6zG1FbBanlHYI](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---cabinet/documents/publication/wcms_756331.pdf?fbclid=IwAR2ZIKjkwA0q0SrEPSKqqHpbbeBIxED8iGDLIUow2ZHSrC6zG1FbBanlHYI)
- International Labour Organization. (2020). Global Wage Report 2020-21: Wages and minimum wages in the time of COVID-19. Retrieved from [https://www.ilo.org/digitalguides/en-gb/story/globalwagereport?fbclid=IwAR1Mcmh39V8nUtgVlqzbERn\\_1b\\_9BEdnXPxUkp2tbDoAbsDpNP8hQc1Ebs#introduction](https://www.ilo.org/digitalguides/en-gb/story/globalwagereport?fbclid=IwAR1Mcmh39V8nUtgVlqzbERn_1b_9BEdnXPxUkp2tbDoAbsDpNP8hQc1Ebs#introduction)
- Rensburg (2014). Relevance of travel agencies in the digital age. Retrieved from <http://hdl.handle.net/10500/20273>
- Kim, H. B., & Park, E. J. (2013). The role of social experience in undergraduates' career perceptions through internships. *Journal of hospitality, leisure, sport & tourism education*, 12(1), 70-78. <https://doi.org/10.1016/j.jhlste.2012.11.003>

- Kolawole, J. A., Osundina, K. S., James, O. O., & Abolaji, J. A. (2012). Influence of information use and demographic characteristics on career choice of adolescent students in Nigeria. *International Journal of Information Technology and Business Management*, 40(1), 47–54. DOI:10.33844/ijol.2018.60333
- Maina, B. N. (2013). Factors Influencing Career Choices Among Undergraduate Students in Public Universities in Kenya-A case of Compassion International Sponsored Students (Doctoral dissertation, University of Nairobi). Retrieved from <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/56237>
- Latif, M. A., Aziz, M. A., & Ahmed, M. M. (2016). Influences of education on career choice: A study on Sylhet City, Bangladesh. *Management Studies and Economic Systems*, 2(3), 211–217. DOI:10.12816/0031479
- Lau, Y. Y., & Yip, T. L. (2020). The Asia cruise tourism industry: Current trend and future outlook. *The Asian Journal of Shipping and Logistics*, 36(4), 202-213. <https://doi.org/10.1016/j.ajsl.2020.03.003>
- Lee, K., Chuang, N. K., Lee, S. A., & Israeli, A. A. (2022). How COVID-19 influences the future of service management professions. *Journal of Hospitality and Tourism Insights*, 5(3), 629-646. <https://doi.org/10.1108/JHTI-11-2020-0224>
- Lendriyono, F. (2021, March). Public's Perception on Social Media towards New Normal during Covid-19 Pandemic in Indonesia: Content Analysis on Religious Social Media Accounts. In *IOP Conference Series: Earth and Environmental Science (Vol. 717, No. 1, p. 012039)*. IOP Publishing. DOI 10.1088/1755-1315/717/1/012039
- Liao, C. N., & Ji, C. H. (2015). The origin of major choice, academic commitment, and career-decision readiness among Taiwanese college students. *The Career Development Quarterly*, 63(2), 156-170. DOI:10.1002/cdq.12011
- Liu-Lastres, B., Wen, H., & Huang, W. J. (2023). A reflection on the Great Resignation in the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, 35(1), 235-249. <https://doi.org/10.1108/IJCHM-05-2022-0551>
- Lusby, C. (2017). American and Macau student perceptions towards working in the tourism and hospitality industry. *Journal of Global Business Insights*, 2(1), 54-64. DOI:10.5038/2640-6489.2.1.1019

- Mannaa, M. T., & Abou-Shouk, M. (2020). Students' perceptions towards working in the tourism and hospitality industry in United Arab Emirates. *Al-Adab Journal*, 1(135), 33-52. DOI:10.31973/aj.v1i135.842.
- Maina, B. N. (2013). Factors influencing career choices among undergraduate students in public Universities in Kenya-A case of compassion international sponsored students (Doctoral dissertation, University of Nairobi). Retrieved from <http://erepository.uonbi.ac.ke/handle/11295/56237>
- Manuti, A., Van der Heijden, B., Kruyen, P., De Vos, A., Zaharie, M., & Presti, A. L. (2022). How normal is the new normal? Individual and organizational implications of the Covid-19 pandemic. *Frontiers in Psychology*, 13. Retrieved from <https://www.frontiersin.org/articles/10.3389/fpsyg.2022.931236/full>
- Ma, X., et al., (2020). Nouveauté or Cliché? Assessment on island ecological vulnerability to tourism: application to Zhoushan, China. *Ecol. Indic.* 113, 106247. DOI:10.1016/j.ecolind.2020.106247
- Meddour, H., Abdo, A. A., Majid, A. H., Auf, M. A., & Aman, A. M. (2016). Factors Affecting Career Choice among Undergraduate Students in Universitas Indonesia. *International Journal of Economic Perspectives*, 10(4), 630-644. Retrieved from [https://www.researchgate.net/publication/319304821\\_Factors\\_affecting\\_career\\_choice\\_among\\_undergraduate\\_students\\_in\\_universitas\\_Indonesia](https://www.researchgate.net/publication/319304821_Factors_affecting_career_choice_among_undergraduate_students_in_universitas_Indonesia)
- Menon, A. S., & Santha, S. (2017). Career Perceptions of Students. *International Journal of Research in Social Sciences*, 7(5), 208-219. Retrieved from <https://www.indianjournals.com/ijor.aspx?target=ijor:ijr&volume=7&issue=5&article=015>
- Mohammed, A. A. M. (2018). Student's intention to join the hotel industry in Malaysia: The role of physical working conditions, pay and benefits, and promotion opportunities. *Journal of Business and Retail Management Research*, 12(4). DOI:10.24052/JBRMR/V12IS04/ART-24
- Msengeti, D. M., & Obwogi, J. (2015). Effects of pay and work environment on employee retention: A study of hotel industry in Mombasa County. Retrieved from <http://www.ijsrp.org/research-paper-0415.php?rp=P403951>
- Norberg, A., Dziuban, C. D., & Moskal, P. D. (2011). A time-based blended learning model. *On the Horizon*, 19(3), 207-216. DOI:10.1108/10748121111163913

- Nugent, G., Barker, B., Welch, G., Grandgenett, N., Wu, C., & Nelson, C. (2015). A model of factors contributing to STEM learning and career orientation. *International Journal of Science Education*, 37(7), 1067–1085. DOI:10.1080/09500693.2015.1017863
- Nyamwange, J. (2016). Influence of Student's Interest on Career Choice among First Year University Students in Public and Private Universities in Kisii County, Kenya. *Journal of Education and Practice*, 7(4), 96-102. Retrieved from <http://iiste.org/Journals/index.php/JEP>
- Ouano, J. J. G., Torre, J. F. D. L., Japitan, W. I., & Moneva, J. C. (2019). Factors influencing on grade 12 students' chosen courses in Jagobiao National High School–senior high school department. *International Journal of Scientific and Research Publications*, 9(1), 421-431. <http://dx.doi.org/10.29322/IJSRP.9.01.2019.p8555>
- Oxford Business Group. (2021). What the new normal means for the Philippines' tourism industry. Oxford Business Group. Retrieved from <https://oxfordbusinessgroup.com/analysis/reboot-button-health-and-hygiene-measures-complement-digitalisation-efforts-bid-prepare-tourism%E2%80%99s>
- Park, M., & Jones, T. (2021). Going virtual: The impact of COVID-19 on internships in tourism, events, and hospitality education. *Journal of Hospitality and Tourism Education*, 33(3), 176–193. <https://doi.org/10.1080/10963758.2021.1907198>
- Pragholapati, A. (2020). COVID-19 impact on students. *EdArXiv*, 1, 1-6. <https://doi.org/10.17605/OSF.IO/NUYJ9>
- Prayag, G. (2023). Tourism resilience in the 'new normal': Beyond jingle and jangle fallacies. *Journal of Hospitality and Tourism Management*, 54, 513-520. <https://doi.org/10.1016/j.jhtm.2023.02.006>
- Prouska R., Ayudhya U., Beauregard A., Psychogios A., Nyfoudi M. (2020). Conceptualizing the nexus between macro-level 'turbulence' and the worker experience in human resource management. *Human Resource Management Journal, special issue call for papers*. Retrieved from <https://onlinelibrary.wiley.com/pbassets/assets/17488583/Prouska%20et%20al.%20HRMJ%20Special%20Issue%20Call.pdf>
- Rai, N., & Thapa, B. (2015). A study on purposive sampling method in research. *Kathmandu: Kathmandu School of Law*, 5. Retrieved from <https://shorturl.at/elrsz>

- Ramakrishnan, S., & Macaveiu, C. (2019). Understanding aspirations in tourism students. *Journal of Hospitality and Tourism Management*, 39, 40-48. <https://doi.org/10.1016/j.jhtm.2019.02.003>
- Reichenberger, I., & Raymond, E. M. (2021). Students' perceptions of tertiary tourism education and careers during the COVID-19 pandemic. *Journal of Teaching in Travel & Tourism*, 1-23. <https://doi.org/10.1080/15313220.2021.1950593>
- Republic of the Philippines Department of Health. (2020). A guide to the new normal. Welcome to Department of Health website | Department of Health website. Retrieved from <https://doh.gov.ph/spotlight/guide-to-new-normal>
- Reuters. (2022). Global tourism to recover from pandemic by 2023, post 10-year growth spurt. Retrieved from <https://www.reuters.com/world/the-great-reboot/global-tourism-recover-pandemic-by-2023-post-10-year-growth-spurt-2022-04-21/>
- Richardson, S., & Butler, G. (2012). Attitudes of Malaysian tourism and hospitality students towards a career in the industry. *Asia Pacific Journal of Tourism Research*, 17(3), 262-276. <https://doi.org/10.1080/10941665.2011.625430>
- Robinson, R. N., Ruhanen, L., & Breakey, N. M. (2016). Tourism and hospitality internships: Influences on student career aspirations. *Current Issues in Tourism*, 19(6), 513-527. <https://doi.org/10.1080/13683500.2015.1020772>
- Rosyidi, M. I. (2021). Undergraduate Students' Perceptions and Attitudes Towards a Career in Tourism Industry: The Case of Indonesia. *Jurnal Manajemen dan Kewirausahaan*, 23(1), 40-51. <https://doi.org/10.9744/jmk.23.1.40-51>
- Saleem, N., Mian, A., Saleem, H. I., & Rao, M. S. (2014). Career Selection: Role of Parent's Profession Mass Media and Personal Choice. *Bulletin of Education and Research*, 36(2), 25-37. Retrieved from [https://www.researchgate.net/profile/Irfan-Saleem/publication/276882683\\_Career\\_Selection\\_Role\\_of\\_Parent's\\_Profession\\_Mass\\_Media\\_and\\_Personal\\_Choice/links/555aff2708ae980ca61198a5/Career-Selection-Role-of-Parents-Profession-Mass-Media-and-Personal-Choice.pdf](https://www.researchgate.net/profile/Irfan-Saleem/publication/276882683_Career_Selection_Role_of_Parent's_Profession_Mass_Media_and_Personal_Choice/links/555aff2708ae980ca61198a5/Career-Selection-Role-of-Parents-Profession-Mass-Media-and-Personal-Choice.pdf)
- Seo, S., & Kim, H. J. (2021). How COVID-19 influences hospitality and tourism education: Challenges, opportunities, and new directions. *Journal of Hospitality & Tourism Education*, 33(3), 147-147. <https://doi.org/10.1080/10963758.2021.1929531>

- Shah, C., Chowdhury, A., & Gupta, V. (2021). Impact of COVID-19 on tourism and hospitality students' perceptions of career opportunities and future prospects in India. *Journal of Teaching in Travel & Tourism*, 21(4), 359-379. <https://doi.org/10.1080/15313220.2021.1924921>
- Sharma, K., Gibson, D., Bennion, E., & Hoerder, H. (2021). Student Satisfaction with Hotel Management Internship in the Multi-cultural Context of the University of the South Pacific. *Practical Learning in Hospitality Education*. Retrieved from <https://uq.pressbooks.pub/hospitalityeducation/chapter/chapter-19-student-satisfaction-with-hotel-management-internship-in-the-multi-cultural-context-of-the-university-of-the-south-pacific/>
- Škare, M., Soriano, D.R., Porada-Rochoń, M. (2020): Impact of COVID-19 on the travel and tourism industry. – *Technological Forecasting and Social Change* 163: 14p. <https://doi.org/10.1016/j.techfore.2020.120469>
- Sun, Y. Y., Li, M., Lenzen, M., Malik, A., & Pomponi, F. (2022). Tourism, job vulnerability and income inequality during the COVID-19 pandemic: A global perspective. *Annals of Tourism Research Empirical Insights*, 3(1), 100046. <https://doi.org/10.1016/j.annale.2022.100046>
- Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in research. *International Journal of Academic Research in Management (IJARM)*, 5(3), 28-36, ISSN: 2296-1747. <http://dx.doi.org/10.2139/ssrn.3205040>
- Tan, Z. M. A., Baharun, N., Wazir, N. M., Ngelambong, A. A., Ali, N. M., Ghazali, N., & Tarmazi, S. A. A. (2016). Graduates' perception on the factors affecting commitment to pursue career in the hospitality industry. *Procedia-Social and Behavioral Sciences*, 224, 416-420. <https://doi.org/10.1016/j.sbspro.2016.05.410>
- The new normal? Travel in the world of COVID-19. (n.d.). BBC Travel. Retrieved from <https://www.bbc.com/storyworks/travel/travel-on/the-new-normal-travel-in-the-covid-19-world>
- The World Tourism Organization (UNWTO). (2023). Tourism set to return to pre-pandemic levels in some regions in 2023. UNWTO | World Tourism Organization a UN Specialized Agency. Retrieved from <https://www.unwto.org/news/tourism-set-to-return-to-pre-pandemic-levels-in-some-regions-in-2023>

- Tracey, B., & Swart, M. P. (2020). Training and development research in tourism and hospitality: a perspective paper. *Tourism Review*, 75(1), 256-259. <https://doi.org/10.1108/TR-06-2019-0206>
- Travel & tourism economic impact. (2021). World Travel & Tourism Council (WTTC) | Travel & Tourism Representative Council. Retrieved from <https://wttc.org/research/economic-impact>
- Tuzunkan, D. (2018). Undergraduate tourism students' perceptions and attitudes towards tourism industry: The case of Daejeon, South Korea. *GeoJournal of Tourism and Geosites*, 21(1), 103-111. Retrieved from [http://gtg.webhost.uoradea.ro/PDF/GTG-1-2018/273\\_Tuzunkan.pdf](http://gtg.webhost.uoradea.ro/PDF/GTG-1-2018/273_Tuzunkan.pdf)
- UNESCO. (2020). Global education monitoring report 2020: Inclusion and education: All means all. 92310038. Retrieved from <https://gem-report-2020.unesco.org/>
- United Nations World Tourism Organization. (n.d.). Tourism and COVID-19 – unprecedented economic impacts. UNWTO | World Tourism Organization a UN Specialized Agency. Retrieved from <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts?fbclid=IwAR2NmQx-vynpn7J5tdlA2ckSGYKLvec72f9LtrQRgAvnIO84cmqZsHOcw4#:~:text=Tourism%20is%20one%20of%20the%20sectors%20most%20affected%20by%20the,%20%241.2%20trillion%20in%202020>
- Valdez, E. J. C., Alcantara, S. S. B., Pamintuan, C. A., Relos, J. G., & Castillo, R. C. (2015). Contributions of on-the-job training program to the skills, personal qualities and competencies of tourism graduates. *Asia Pacific Journal of Multidisciplinary Research*, 3(4), 102-110. Retrieved from <https://shorturl.at/dl029>
- Venable, M. (2021). What factors influence a career choice. Retrieved from [https://osumarion.osu.edu/assets/marion/uploads/What\\_Factors\\_Influence\\_a\\_Career\\_Choice.pdf](https://osumarion.osu.edu/assets/marion/uploads/What_Factors_Influence_a_Career_Choice.pdf)
- Venkatraman, D. P., Joshi, M. S., & Parasnis, M. P. (2019). To Study the Impact of Internship Program on Career Development Perception of Hospitality Students. *Think India Journal*, 22(4), 5608-5620. Retrieved from <https://aissmschmct.in/wp-content/uploads/2020/06/122-think-india-current-Deepa-Sarika-Prajakta-Sarika-Joshi.pdf>
- Wan, Y., & Kong, W. (2012). Career perceptions of heritage management students: A case study of undergraduates in Macao. *Journal of Hospitality & Tourism Education*, 24(1), 5-15. <https://doi.org/10.1080/10963758.2012.1069665>

- Wen, H., Li, X., & Kwon, J. (2019). Undergraduate students' attitudes toward and perceptions of hospitality careers in mainland China. *Journal of Hospitality and Tourism Education*, 31(3), 159–172. <https://doi.org/10.1080/10963758.2018.1487787>.
- West, P. W. (2016). Simple random sampling of individual items in the absence of a sampling frame that lists the individuals. *New Zealand Journal of Forestry Science*, 46(1), 1-7. <https://doi.org/10.1186/s40490-016-0071-1>
- Wut, T.M., Xu, J., Wong, S.-m., (2021). Crisis management research (1985–2020) in the hospitality and tourism industry: a review and research agenda. *Tour. Manag.* 85, 104307. <https://doi.org/10.1016/j.tourman.2021.104307>
- Xu, J., Tavitiyaman, P., Kim, H. J., & Lo, S. K. J. (2022). Hospitality and Tourism Higher Education in the Post-COVID Era: Is it Time to Change. *Journal of Hospitality & Tourism Education*, 34(4), 278-290. <https://doi.org/10.1080/10963758.2022.2056044>
- Zurita, M. J. O., & Soler, L. C. (2021). Effect of COVID-19 pandemic on perceptions and career goals of undergraduate tourism students in Ecuador. *Ciencia Unemi*, 14(37), 15-28. <https://doi.org/10.29076/issn.2528-7737vol14iss37.2021pp15-28p>