

**IMPORTANCE OF FOREIGN LANGUAGE FOR A CAREER IN TOURISM:  
PERCEPTION OF DEPARTMENT OF HOSPITALITY AND TOURISM  
MANAGEMENT ALUMNI OF CENTRAL LUZON  
STATE UNIVERSITY**

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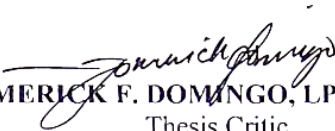
**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

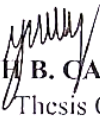
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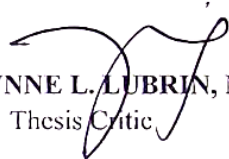
**ACCEPTANCE SHEET**

This undergraduate thesis entitled **“IMPORTANCE OF FOREIGN LANGUAGE FOR A CAREER IN TOURISM: PERCEPTION OF DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT ALUMNI OF CENTRAL LUZON STATE UNIVERSITY”** prepared and submitted by **JUSTINE DIMPLE G. AUDENCIAL, JESSABEL T. CABILES, CEDRICK JAMES M. CONCEPCION, AND RAY GERALD C. OLIVA**, in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**, is hereby accepted:


  
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## **BIOGRAPHICAL SKETCH**

**Justine Dimple G. Audencial** was born on December 31, 2001 and from Barangan Street, Salinungan West, San Mateo, Isabela. Ms. Audencial finished her primary education at San Mateo North Central School and completed her secondary education at Salinungan National High School. She is currently pursuing a bachelor's degree in Tourism Management at Central Luzon State University. Additionally, she passed three National Certificates which are NC III in Front Office Management, NC II in Tourism Promotion Services and NC III in Events Management. Also, she finished her On-the-Job Training at Rajah Travel Corporation and OMNI Aviation.

**Jessabel T. Cabiles** 22-year-old student from Central Luzon State University. She was born on February 18, 2001 at Lupao, Nueva Ecija. She is a permanent resident of Namulandayan, Lupao, Nueva Ecija. Among the siblings, she is the fifth child of Mary Ann Cabiles and Elmer Cabiles. She finished her background of primary education at Central Elementary School in the school year 2013. She then accomplished her junior secondary education at Dona Juana Chioco National High School in the school year 2019. During her high school years, she is an active dancer, actress, and Supreme Student Government and awarded with. She was also the Miss Dona Juana 3<sup>rd</sup> Runner up in the year 2019. Subsequently, she then took academic strand at Humanities and Social Sciences and awarded with High Honor in school year 2019. Currently, she is a 4<sup>th</sup> year tourism student where she took Bachelor of Science in Tourism Management at Central Luzon State University. Due to her academic diligence, she is consistent academic scholar where she earned awards such as College Scholar, University Scholar throughout her college

years. Her college years become memorable as she organization namely DHTM student council where she actively participated as Sargent at arms. Apart from, she also joined cultural group named CLSU Bithay Sining Dance Company where she demonstrated her dancing skills towards various university programs as well as regional competitions. Additionally, she gained excellent training sessions from TESDA where she earned three National Certificates such as Tourism Promotion Services II, Events Management Services III, and Front Office III as a proof of her competency assessment. Someday, she visualized herself becoming a cabin crew as her dream career one day.

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earned awards such Dean Lister, College Scholar, and University Scholar in consonance for his positive academic performance. Respectively, he attained his three National Certificates of Tourism Promotion Services II, Events Management Services III, and Front Office III at Lornwill Technology and He also then a Customer Service Representative at VXi Global Solutions in Clark, Pampanga. In the future, he wants to be a Flight Attendant.

**Ray Gerald C. Oliva** is a 22-year-old student from Science City of Muñoz, Nueva Ecija. He was born on January 29, 2002 in Tondo, Manila. Among the siblings, he is the third child of Rosalie C. Oliva and Roger C. Oliva. He is a permanent resident of Brgy. San Felipe, Science City of Muñoz, Nueva Ecija. In his younger years, he attained his primary education at San Felipe Elementary School in the school year 2013. He then finished his secondary education at Muñoz National Highschool (Annex). During his junior school years, he is an active student journalist and student dancer who awarded with cultural awardee. Subsequently, he finished his senior high school at Muñoz National Highschool (Main) and completed the Humanities and Social Sciences strand (HUMSS) with high honors. He is currently pursuing Bachelor of Science in Tourism Management at Central Luzon State University. While taking his course, he managed to be an academic achiever where he attained academic scholars such as Dean Lister, College scholar, and University scholar as an emblem of his hard work through the years. He gained his three National Certificates of Tourism Promotion Services II, Events Management Services III, and Front Office III correspondingly. Ever since from his younger years, he sees himself to be a Flight Attendant in the future.

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**J. CABLES**  
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**C.J. CONCEPCION**  
**R.G. OLIVA**

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## ABSTRACT

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Adviser: RACHELLE A. SORIANO, MHRIM

The present study investigates the role of a basic foreign language to the Department of Hospitality and Tourism Industry (DHTM) Alumni particularly their perception of how it became an important skill to them in their approach to different career pursuits in the hospitality and tourism industry. From year 2013 henceforward, it is noted that the Department of Hospitality and Tourism Management (DHTM) of Central Luzon State University (CLSU) has offered Foreign Language subject as one of the students' learning area. In this regard, the researchers opted the DHTM Alumni as the key informants to fulfill the research interest sought by the research study. In this instance, the researchers used Semi-structured interview as a research instrument to conduct sources for information needed by the study. The researchers used exponential discriminative snowball sampling, due to the difficulty of reaching the sample and finding the respondents who have specific characteristics of interest. The researchers interviewed (10) respondents who

are DHTM Alumni of Central Luzon State University, have a prior background in foreign language learning, and landed work in the hospitality and tourism industry.

Based on the results and objectives of the study, the DHTM Alumni's background knowledge of a basic foreign language has become advantageous to secure a job as it is utilized for communicating with different types of nationalities across the world. In today's a globalized market, the knowledge for basic foreign language has been regarded with great importance. Given this, the findings revealed that basic knowledge is a must-have and indemand skills for both communication and job, since the source of income of the tourism industry involves cross-cultural encounter. Thus, it is evident that DHTM Alumni gained access to different career opportunities as the basic foreign language skill is incredibly necessary for qualification in any tourism-related work. Furthermore, the study also finds the basic foreign language skills boosts the DHTM Alumni's competitiveness for both work and job application. Various companies prefer an employee with background in basic foreign language specially when the target market is being considered. At the workplace, this skill remained relevant as it is used to further communicate and understand foreign customers which helped to greater develop their quality of work as an employee. In terms of Practical Application, the DHTM Alumni cited ways on how the basic foreign language skill is exercised. It is mainly utilized as a mode for communication to interconnect with foreign customers in order to establish a clear understanding. Thus, breaking language barrier facilitates smooth transaction which made them to be Work-efficient. In terms of being a Work-ready, the findings revealed that their prior knowledge

improves their sense of work preparedness for prospective communication across different foreign customers.

Keywords: Foreign Language, Hospitality and Tourism Industry, Secure a Job, Career Opportunities, Career Edge, Work-efficiency, Work-ready

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