

**ASSESSING THE CENTRAL LUZON STATE UNIVERSITY'S FOURTH YEAR
TOURISM STUDENT'S PREPAREDNESS TO ENTER THE WORKFORCE**

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BIOGRAPHICAL SKETCH

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ABSTRACT

AVELINO, LORRAINE DIANE M., DELA CRUZ, DJEWEL E., NAVARRETE, MA. MICHELLE G., and SIMON, MAY ANGELINE O., Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, **May 2023, THE ROLE OF INSTAGRAM ON TRAVEL PLANS AND DESTINATION SELECTION OF CENTRAL LUZON STATE UNIVERSITY TOURISM STUDENTS IN NUEVA ECIA**

Adviser: Ms. Rovilyn D. Eugenio, MSHRM

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

above average among the total of fourth-year tourism students at Central Luzon State University. It implies that the students have acquired a higher level of competence and expertise in their specific area of concentration within the field of tourism.

Keywords: Students; Preparedness; Workforce

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