

**DETERMINING FACTORS AFFECTING THE DECISION OF FRESHMEN
STUDENT IN PURSUING TOURISM DEGREE IN CENTRAL
LUZON STATE UNIVERSITY**

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BIOGRAPHICAL SKETCH

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ABSTRACT

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The purpose of this study is to analyze how different factors such as Institution, Social Factor and Career Interest affect Bachelor of Science in Tourism Management (BSTM) freshmen student's decision in pursuing tourism degree at Central Luzon State University. This study only focused on assessing these factors and the important relationship between the Socio-demographic profile of the students and the three factors mentioned above. The researchers conclude that social norms really affect a student's decision in choosing a degree to pursue in college. Among all the individuals around them, they are mostly influenced by their peer group who usually shares the same idea as them. The result showed that most of the BSTM Students were female which indicates that females are more likely dedicated to the tourism industry than males. There were a total of 50 respondents who had been given a set of questionnaires. The results showed that majority of the respondents consider Social factor affecting their decisions. Moreover, based on the result of the study it is shown that there was a significant relationship between the Institution/Facility and Family monthly income of the respondents.

Keywords: Demographic, Social, Career, Institution, Tourism

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