

# A tracer study for BSTM graduates of a Local College in Olongapo City from 2018-2023

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**Abstract:** Universities and colleges now face more challenges than ever in producing graduates with the fundamental skills demanded by employers, including critical and creative thinking, interpersonal skills, and leadership abilities (Paranto and Kelkar, 2008). These demands stem from an increasingly competitive global landscape. However, a lot of recent college graduates are unprepared for the demands of the workforce (Conference Board, 2016). Students will no longer need to compete with knowledge retention skills and subject-specific knowledge; rather, employers will evaluate employability based on students' capacity to function and think critically under pressure in real-world job environments. Studies show that when curricula fail to sufficiently prepare graduates for the workforce, there is a substantial void in the educational system. Additionally, it is claimed that only 5–10% of the one million college graduates each year find employment in fields related to their studies, and only 30–40% will find any employment (Celis, Festiyo, and Cueto, 2013). This study underscores the importance of continuous monitoring and evaluation of academic programs to ensure their relevance and effectiveness in meeting the evolving needs of the tourism industry and the career aspirations of graduates. The purpose of this tracer study is to investigate the career paths of Bachelor of Science in Tourism Management (BSTM) graduates of Gordon College from 2018 to 2023. Data analysis, and surveys, used to gain insight into the employment trends, career advancements, and overall professional experiences of BSTM alumni. The study reveals that majority of tourism graduates from the group of Corporation, Single and Female. Mostly are employed permanently and working as Front Desk Officer, Flight Attendant, Sales and Marketing Officer, Travel agent and Tour Guide in the tourism field. This only shows that employability of Tourism graduates from 2018-2023 has a very satisfying results where they are employed on a very related job of specialization. In responding to the demand of the industry, the tourism and hospitality force today are facing challenges resulting to change, and current trends.

**Keywords:** *employment, tourism, trace study, career.*

## Introduction

In the study from Statista Research Department (2023) The employment share of the tourism industry accounted for approximately 11.4 percent of the total employment in the Philippines in 2022. Overall, the share of employment in tourism industries to total employment has been fluctuating since 2014. Improvement on the employability of graduates is one action that higher education institutions should take into consideration. To increase the employability of university and college graduates, higher education institutions will need to provide better post graduate support.

This can be achieve by facilitating relations between companies and graduates. Having the students exposed to the industry through On-the-Job training or internship will make the students be valuable when they apply for their job.

In recent years, graduates' employability strongly relates with higher education developments. Even though in this context the concept of employability might be observed as too narrow and limited to graduates' success, which could limit the function of higher education as a direct facilitator of labor market needs. This development will help the graduates to be more flexible in their field of work.

The issue in the employment of tourism hospitality graduates is the gap between the industry need and the graduates produced by the university and college. In the recent years, the graduates produced by the university were not equipped with the knowledge and skills required by the hotels, restaurant and cruise line where the graduates will be employed. Diverse demands and challenges are caused by the rapidly changing world today. Universities are given closer look by the government regarding the production of human resources that will possess knowledge and skills that are needed in the 21<sup>st</sup> century.

Tracer studies are essential information about graduates of academic programs at higher education institutions (HEIs). Tracer study findings could be used to define further/rede- fine an HEI's mission and market niche and highlight how academic programs and course offerings can be changed to suit institutional goals. Stakeholders can also use the results to identify where they should look for expertise. Finally, the evaluation will lay a foundation for further enhancing existing curricula and substantive procedures and providing innovative ones. For these reasons, this study is put into fore.

### Objective of the Study

This study aims to determine the employment status and employability of the Tourism Management graduates of Gordon College Academic Year of 2018-2023. The specific goals of this study were to characterize the graduates' job histories, employment profiles, and present employment situations.

### Methodology

The study will use descriptive research design because it deals with the present status of the 2018–2023 graduates of the Bachelor of Science in Tourism Management program at Gordon College. A Descriptive research design is a sort of research design that tries to systematically gather data to characterize a phenomenon, circumstance, or population that is being examined, according to Siedlecki (2020) moreover, this research also identifies the areas for improvement in the curriculum offerings and how successful the college has been in training and mounding the Bachelor of Science in Tourism Management students.

### Results and Discussion

**Table 1**

*Frequency and Percentage Distribution of the Respondents when grouped according to Sex*

	Sex	Frequency	Percent	
1 the	Male	28	12.6	Table shows
	Female	195	87.4	
	Total	223	100.0	

distribution of the respondents by sex, which reveals that 195 or 87.4% of the respondents were female and, while 28 or 12.6 respondents are male.

**Table 2**

*Frequency and Percentage Distribution of the Respondents when grouped according to Civil Status*

Status	Frequency	Percent
Living-in	11	4.9
Married	7	3.1
Single	205	91.9
Total	223	100.0

Table 2 shows the distribution of respondents in terms of civil status. It shows that 205 or 91.9% of the respondents are single, 11 or 4.9% are living in and 7 or 3.1% are married.

**Table 3**

*Frequency and Percentage Distribution of the Respondents when grouped according to Address*

Address	Frequency	Percent
Angeles, Pampanga	1	0.1
Bacoor, Cavite	1	0.1
Caloocan, Metro Manila	2	1.1
Castillejos, Zambales	13	2.0

Dinalupihan, Bataan	8	1.5
Iba, Zambales	1	0.2
Mabalacat, Pampanga	1	0.3
Marikina, Metro Manila	2	1.1
Masinloc, Zambales	1	0.3
Morong, Bataan	3	1.1
Muntinlupa, Metro Manila	2	1.1
Olongapo City	143	64.5
Pasay, Metro Manila	2	1.1
San Felipe, Zambales	2	1.1
San Marcelino, Zambales	3	1.7
San Narciso, Zambales	1	0.6
Subic, Zambales	29	18.5
Unspecified address	8	5.4
<b>Total</b>	<b>223</b>	<b>100.0</b>

Table 3 shows the frequency and percentage of the respondents according to address, which shows that there were 143 or 64.5% of the respondents residing at Olongapo City, 29 or 18.5% are residing at Subic Zambales, 13 or 2.0% residing in Castillejos, Zambales, 8 or 5.4% are residing at Dinalupihan, Bataan and unspecified area, 3 or 1.7% are residing at San Marcelino, Zambales and Morong, Bataan, while 2 or 1.1% are residing at Marikina, Metro Manila, Muntinlupa, Metro Manila, Pasay, Metro Manila, San Felipe, Zambales, and Caloocan, Metro Manila, 1 or 0.1% are residing at San Narciso, Zambales, Masinloc, Zambales, Iba, Zambales, Bacoor, Cavite, Angeles, Pampanga and Mabalacat Pampanga.

**Table 4**

*Frequency and Percentage Distribution of the Respondents when grouped According to Year Graduated*

<b>Year</b>	<b>No. of Graduates</b>	<b>No. of Traced Graduates</b>	<b>Percent</b>
2018	18	18	2.1
2019	39	39	9.1
2020	6	6	2.1
2022	53	53	24.6
2023	107	107	62.1

Total 223 223 100.0

Table 4 shows the total number of graduates each year and the frequency and percentage of the respondents according to the year graduated, which shows the highest respondents of 107 or 62.1% was from the year of 2023, and the lowest percentage are 6 or 2.1% of graduate-respondents are from 2020.

**Table 5**

*Frequency and Percentage Distribution of the Respondents when grouped according to Academic and Special Awards Received*

	Awards	Frequency	Percent	
	Best Research Paper Award	3	0.5	
	Cum Laude	15	2.1	
5	Cum Laude and Best Research Paper Award	2	0.4	Table
	Leadership award	5	1.4	
	Magna Cum Laude	2	0.4	
	Magna Cum Laude and Best Research Paper award	1	0.4	
	None	195	94.8	
	Total	223	100.0	

shows the frequency and percentage of the respondents according to academic and special awards received. It shows that there were 195 or 94.8% of respondents had no academic and special awards received, 15 or 2.1% are Cum Laude, 2 or 0.4% are Magna Cum Laude, 5 or 1.4% had received Leadership award, 3 or 0.5% had received Best Research Paper award, 2 or 0.4% are Cum Laude with Best Research Paper award and 1 or 0.4% is Magna Cum Laude with Best Research award.

**Table 6**

*Frequency and Percentage Distribution of the Respondents when grouped according to Eligibility*

Category	Frequency	Percent
Computer System Servicing National Certificate II	1	0.1
Medical Transcription National Certificate II	1	0.1
National Certificate II and Professional Civil Service Passer	1	0.2
Professional Civil Service Passer	2	0.5
Professional Civil Service Passer and Licensed Professional Teacher	1	0.3

	Tourism Promotion National Certificate II	86	32.6	
6	Tourism Promotion National Certificate II and Professional Civil Service passer	1	0.4	Table
	None	130	65.7	
	Total	223	100.0	

shows the frequency and percentage of the respondents according to Eligibility, It shows the highest graduate-respondent's eligibility was none with a total of 130 or 65.7%, 86 or 32.6% was Tourism Promotion National Certificate II, 2 or 0.5% are Professional Civil Passer, 1 or 0.2% are National Certificate II and Professional Civil Passer, 1 or 0.1% Computer System Servicing National Certificate II, Medical Transcription National Certificate II, Professional Civil Service Passer and Licensed Professional Teacher and Tourism Promotion National Certificate II and Professional Civil Service passer.

**Table 7**  
*Frequency and Percentage Distribution of the Respondents when grouped according to Employment Status in Terms of Currently Working*

Category	Frequency	Percent
Yes	173	60.1
No	50	39.9
Total	223	100.0

Table 7 shows the frequency and percentage of respondents according to employment status, which shows that were 173 or 60.1% from respondents-graduates who were currently employed, while 50 or 39.9% are not currently employed.

**Table 8**  
*Frequency and Percentage Distribution of the Respondents when grouped according to in Terms of Employment Status per year graduated.*

Year	Status	Frequency	Percent
2018	Employed	18	12
2019	Employed	30	20.17
2021	Employed	6	9.8
2022			

2023	Employed	50	22.50
	Employed	69	35.53
Total		173	100.0

Table 8 shows the frequency and percentage of respondents according to employment status per year graduated, which shows that were 2023 or 35.53% from respondents-graduates who were currently employed from Batch 2023 got the highest employability rate, while 6 or 9.8% from the Batch 2021 got the lowest employability rate.

**Table 9**

*Frequency and Percentage Distribution of the Respondents when grouped according to in Terms of current industry sector of employed graduates*

Year	Industry	Frequency	Percentage
<b>2018</b>	TM Industry	12	72
	Non-TM Industry	6	28
	<b>Total</b>	<b>18</b>	<b>100%</b>
<b>2019</b>	TM Industry	20	73.18
	Non-TM Industry	10	26.19
	<b>Total</b>	<b>30</b>	<b>100%</b>
<b>2021</b>	TM Industry	3	50
	Non-TM Industry	3	50
	<b>Total</b>	<b>6</b>	<b>100%</b>
<b>2022</b>	TM Industry	38	83.20
	Non-TM Industry	12	16.80
	<b>Total</b>	<b>50</b>	
<b>2023</b>	TM Industry	41	75.1
	Non-TM Industry	28	26.1
	<b>Total</b>	<b>69</b>	<b>100%</b>
	<b>Total</b>	<b>173</b>	<b>100.00</b>

The table 9 shows that, from batch 2018 to batch 2023, 83.20 percent, 75.1 percent, 72 percent, 73.18 percent, 50 percent of Gordon College BSTM graduates opted to work in industries linked to hospitality and tourism (HT).

**Table 10**

*Frequency and Percentage Distribution of the Respondents when grouped according to in Terms of Reasons for Not Being Employed*

Reasons	Frequency	Percent
Currently having advanced or further study	5	9.4
Family concern and decided not to find a job	7	13.2

Health related reason	4	7.5
No job opportunity	24	50.9
Did not look for job	8	15.1
No Reason	2	3.8
<b>Total</b>	<b>50</b>	<b>100.0</b>

Table 10 shows the frequency and percentage of the respondents according to terms of reasons for not being employed. It shows that there were 22 or 50.9% answered no job opportunity, 8 or 15.1% answered did not look for job, 7 or 13.2% answered family concern and decided not to find a job, 5 or 9.4% currently having advance or further study, 4 or 7.5% health related season while 2 or 3.8% no reason at all.

**Table 11**

*Frequency and Percentage Distribution of the Respondents when grouped according Terms of Employment Type*

Status	Frequency	Percent
Casual	1	0.1
Contractual	6	0.6
Probationary	8	1.9
Regular/Permanent	142	29.0
Self-employed	9	3.6
Temporary/Fixed Period/Project Based	7	3.3
<b>Total</b>	<b>173</b>	<b>100.0</b>

Table 11 shows the frequency and percentage of respondents according to employment status, which shows that were 142 or 29.0% from respondents-graduates who were regular/permanent, 9 or 3.6% were self-employed, 8 or 1.9% probationary, 7 or 3.3% were temporary/fixed period/project based, 6 or 0.6% were contractual and 1 or 0.1% were casual.

**Table 12**

*Frequency and Percentage Distribution of the Respondents when grouped according to Current Job Details in Terms of the Nature of the Business*

Category	Frequency	Percent
Clothing	2	8.3
Cosmetics	2	16.7
Food Business	3	37.5
Internet Shop	1	16.7
Online selling	1	20.8
<b>Total</b>	<b>9</b>	<b>100.0</b>

Employed respondents

Table 12 shows the frequency and percentage of respondents according to current job details which shows, 3 or 37.5% were in the Food Business, 2 or 8.3% were in the Clothing and Cosmetics, 1 or 16.7% Internet Shop and 1 or 20.8% were in the Online Selling.

**Table 13**

*Frequency and Percentage Distribution of the Respondents when grouped according to Current Job Details in Terms of Work Designation and Position*

Designation	Frequency	Percent
Administrative Officer	1	0.1
Assistant Manager	2	0.2
*Bartender/Barista	4	0.6
Business Field	8	1.7
Call Center Agent	10	2.6
Cashier	1	0.3
*Casino Dealer	2	0.7
Client Service Associate	1	0.4
College Instructor	2	0.9
*Cook	1	0.5
Data Encoder	7	4.1
Entrepreneur	3	1.9
Fashion Model	1	0.7
*Flight Attendant	18	13.6
*Front Desk Officer	53	20.3
*Housekeeping Staff	1	0.8
Human Resources Staff	2	1.7
Manager	1	0.9
Manpower Agent	1	0.9
Performer	1	1.0
*Reservation Officer	3	3.2
*Sales and Marketing Officer	30	12.6
Sangguniang Kabataan Chairperson	1	1.2
Social Worker	1	1.3
Supervisor	1	1.3
*Tour Guide	2	2.7
*Travel Agent	5	7.1



<i>Note:</i>	*Waiter	2	2.9
	Unspecified	8	12.2
	Total	173	100.0

Employed respondents

Table 13 shows the frequency and percentage of the respondents according to their current job details. It shows that the highest graduate-respondent's present job was being Front Desk Officer with a total of 53 or 20.3% from the total of respondents, the sales and marketing officer, respondents with a total of 30 or 12.6%, 18 or 13.6 were flight attendant, 10 or 2.6% were call center agent, 8 or 12.2% were in the Business Field, Data encoder with a total of 7 or 4.1%, 5 or 7.1 were travel agent, 4 or 2.1 percent were barista/bartender, 3 or 1.9% were reservations officer and entrepreneurs, the assistant manager, casino dealer, college instructor, human resource staff, tour guide and waiter have the same respondents with a total 12 or 17.1% and Administrative Officer, Cashier, Client Service Associate, Cook, Housekeeping staff, Manager, manpower agent, performer, sangguniang kabataan chairperson, social worker and supervisor have the same respondents with a total 10 or 1.3%

**Table 14**

*Frequency and Percentage Distribution of the Respondents when grouped according to Current Job Details in Terms of Place of Employment*

Place	Frequency	Percent
Abroad	3	1.2
Local	160	86.6
National	10	12.1
Total	173	100.0

*Note:* Employed respondents

Table 14 shows the frequency and percentage of respondents according to place of employment, which shows that were 160 or 86.6% were locally placed, 10 or 12.1% were nationally placed, 3 or 1.2% working abroad.

**Table 15**

*Frequency and Percentage Distribution of the Respondents when grouped according to Current Job Details in Terms of Employment Industry or Sector*

Sector	Frequency	Percent
Corporation	144	44.0
Foundation	2	1.9
Government	7	10.1
NGO	9	17.4
Unspecified	11	26.6
Total	173	100.0

*Note:* Employed respondents

Table 15 shows the frequency and percentage according to their current job details. It shows that the highest graduate-respondent's 144 or 44.0% were employed at corporation, 11 or 26.6% were unspecified, 9 or 17.4% at NGO, 7 or 10.1% were employed at government and 2 or 1.9% were employed at foundation.

**Table 16**

*Frequency and Percentage Distribution of the Respondents when grouped according to Initial Job After College in Terms of First Job After College*

<i>Note:</i>	Category	Frequency	Percent
	Yes	108	70.3
	No	65	29.7
	Total	173	100.0

Employed respondents who are currently on their first job

Table 16 shows the frequency and percentage of respondents according to initial job after college in terms of first job in college, which shows that were 108 or 70.3% who are currently on their first job, while 65 or 29.7% who are not currently on their first job.

**Table 17**

*Frequency and Percentage Distribution of the Respondents when grouped according to Initial Job After College in Terms of Job Related to Academic Program*

Category	Frequency	Percent
Yes	88	50.9
No	85	49.1
Total	173	100.0

*Note:* Employed and unemployed respondents who experienced their first job.

Table 17 shows the frequency and percentage of respondents according to initial job after college in terms of job related to academic program which shows 88 or 50.9% of the respondents placed initially related to academic program while 85 or 49.1% of the respondent were not placed initially related to academic program.

**Table 18**

*Frequency and Percentage Distribution of the Respondents when grouped according to Initial Job After College in Terms of How They Find Their First Job*

Category	Frequency	Percent
Response to an advertisement	31	17.9
As a walk-in applicant	85	49.1
Family business	3	1.7
Recommended by someone	34	19.7
Job Fair/Public Employment Service Officer	3	1.7
Information from friends	4	2.3
Others	13	7.5
Total	173	100.0

*Note:* Employed and unemployed respondents who experienced their first job.

Table 18 shows the frequency and percentage of respondents according to Initial Job After College in Terms of How They Find Their First Job, 85 or 49.1% of the respondents were walk-in applicant, 34 or 19.7% were recommended by someone. 31 or 17.9% of the respondent respond to an advertisement, 13 or 7.5% were unspecified, 4 or 2.3% were from information from friends, while family business and job fair/public employment service officer has the same respondent with a total of 3 or 1.7%.

**Table 19**

*Frequency and Percentage Distribution of the Respondents when grouped according to Initial Job After College in Terms of Time Taken to Land the First Job*

Category	Frequency	Percent
less than a month	76	43.9
1 month - less than 6 months	78	45.1
6 months - less than 1 year	16	9.2
1 year - less than 2 years	3	1.7
Total	173	100.0

*Note:* Employed and unemployed respondents who experienced their first job.

Table 19 shows the frequency and percentage of respondents according to Initial Job After College in Terms of time taken to land their first job, 78 or 45.1% from the respondents answered 1 month-less than 6 months, 76 or 43.9% were less than a month, 16 or 9.2% 6 months or less than 1 year and 3 or 1.7% answered 1 year- less than 2 years.

**Table 20**

*Frequency and Percentage Distribution of the Respondents when grouped according to Career Development in Terms of Duration of Stay in Their First Job*

Category	Frequency	Percent
less than a month	5	2.9
1 month - less than 6 months	23	13.3
6 months - less than 1 year	29	16.8
1 year - less than 2 years	14	8.1
Total	173	100.0

*Note:* Unemployed and employed respondents whose current job is not their first job.

Table 20 shows the frequency and percentage of respondents according to career development in terms of duration of stay in their first job, 29 or 16.8% from the respondents answered 6 months-less than 1 year, 23 or 13.3% stayed 1 month-less than 6 months, 14 or 8.1% stayed 1 year – less than 2 years, 5 or 2.9% from the respondents stayed only less than a month.

**Table 21**

*Frequency and Percentage Distribution of the Respondents when grouped according to Career Development in Terms of Reasons for Staying on the Job*

*Note:*

Category	Frequency	Percent
Salaries and Benefits	103	45.6
Career Challenge	57	25.2
Related to course/program of study	19	8.4
Proximity to residence	20	8.8
Peer influence	4	1.8
Family influence	21	9.3
Other	2	0.9
Total	226	100.0

Employed respondents (Multiple responses)

Table 21 shows the frequency and percentage of respondents according to career development in terms of reasons for on the job, 103 or 45.6% from the respondents stayed because of salaries & benefits, 57 graduates-respondents or 25.2% answered career challenged, 21 or 9.3% were family influenced, 20 or 8.8% were proximity to residence, 19 or 8.4% graduates-respondents were related to course/program of the study, 4 or 1.8% were influence by peer, the lowest with a total respondents were 2 or 0.9% answered others.

**Table 22**

*Frequency and Percentage Distribution of the Respondents when grouped according to Career Development in Terms of Reasons for Changing Jobs*

Category	Frequency	Percent
Salaries and benefits	85	43.8
Career Challenge	42	21.6
Related to special skills	18	9.3
Proximity to residence	24	12.4
Others	25	12.9
Total	194	100.0

*Note:* Others (pandemic, health condition, family influence, etc.). Employed respondents who experienced their first job and are currently on their first job (Multiple responses).

Table 22 shows the frequency and percentage of respondents according to career development in terms of reasons for changing jobs, 85 or 43.8% from the respondents stayed because of salaries & benefits, 42 graduates-respondents or 21.6% answered career challenged, 25 or 12.9% answered others, 24 or 12.4% from the respondents were proximity to residence, the lowest with a total respondent of 18 or 9.3% related to special skills.

**Table 23**

*Frequency and Percentage Distribution of the Respondents when grouped according to Education and Training Relevance in Terms of the Usefulness of Trainings Acquired in College in Previous and Present Jobs*

Category	Frequency	Percent
Yes	163	94.2
No	10	5.8
Total	173	100.0

*Note:* Unemployed and employed respondents

Table 23 shows the frequency and percentage of respondents according to to Education and Training Relevance in Terms of the Usefulness of Trainings Acquired in College in Previous and present jobs which shows that 163 or 94.2% from the respondents answered the college training is relevance and useful while 10 or 5.8% from the respondents it is not relevance.

**Table 24**

*Frequency and Percentage Distribution of the Respondents when grouped according to Education and Training Relevance in Terms of Evaluation of the Usefulness of Overall Training Acquired in College in Previous and Present Jobs*

Usefulness	Frequency	Percent
80 - 100	123	75.5
60 - 79	30	18.4
50 - 59	5	3.1
less than 50	4	2.5
Total	163	100.0

*Note:* Respondents agrees of the usefulness of the trainings acquired in college

Table 24 shows the frequency and percentage of respondents according to to Education and Training Relevance in Terms of the Usefulness of Trainings Acquired in College in Previous and present and present jobs got the highest which shows that 123 or 75.5% from the respondents answered the college over all training is relevance and useful while the lowest were 4 or 2.5% from the respondents answered it is not relevant.

## **CONCLUSION AND RECOMMENDATIONS:**

This exploration sought to trace the current employability and whereabouts of tourism graduates of Gordon College. It likewise determined the evaluation of the graduates and their feedback on the relevance of the specialization earned and the contribution of the tourism program to their job.

Most of the graduates are female, single, residing at Olongapo City, permanently employed at corporation locally, commonly find their present job as walk-in applicant. There is high employability of graduates and the skills they learned are related to their previous and present job.

In conclusion, the study was able to determine that the tourism programs have many contributions to the personal and professional development of the graduates. The respondents are generally satisfied with the quality of education delivered by undergraduate degree programs of the college. There is a very high application of the skills learned to the personal and professional growth of graduates. In addition, there is a very high assessment of graduates in Bachelor of Science in Tourism program of the College.

However, they believe that the curricular offerings could be enhanced by considering the following: review of the curriculum, enrichment of qualified teaching staff, competitive on-the-job training, organized job fairs for alumni, more extra-curricular activities, and social events, offering of tourism-related graduate programs, research and publications, and partnership with global agencies and affiliate with industry partner.

Finally, the College shall continue to hold tracer studies periodically to provide up-to-date information that will be used to formulate policies to address the higher employability of tourism graduates. It is highly recommended that all graduates, employers, and other industry partners be included.

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