

A tracer study for BSTM graduates of a Local College in Olongapo City from 2019-2020, 2022-2024

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Abstract: This tracer study explores the employment status, job relevance, and professional experiences of Bachelor of Science in Tourism Management (BSTM) graduates of Gordon College from 2019-2020, 2022-2024. Utilizing a descriptive research design and survey data, the study gathered information from 311 graduates to assess their employability, career paths, and the relevance of their academic training. Results indicate that 83.14% of graduates are currently employed, primarily in tourism and hospitality-related occupations such as Front Desk Officer, Flight Attendant, Travel Agent, and Sales and Marketing Officer. A significant portion (60.77%) of respondents rated the college training as highly useful and relevant to their jobs. However, a notable number of graduates remain unemployed due to reasons such as lack of job opportunities, contract termination, and health concerns. The findings underscore the need for improved industry collaboration, enhanced curriculum design, and strengthened graduate support systems to ensure continued alignment between education and employment outcomes in the tourism sector.

Keywords: tracer study, tourism graduates, employment, education relevance, higher education, Gordon College employment, tourism, trace study, career.

Introduction

According to Nunez (2024), The most important objective of a college education is employment. Most parents send their children to college with the hope that after graduation their children will be able to find a stable and decent job. Additionally, Yiu and Law (2022) state that programs in tourism and hospitality management provide many professionally qualified students from a variety of commercial disciplines, including hotels, restaurants, travel agencies, and others relevant to tourism and hospitality. The tourism industry has given workers in the tourism and hospitality sectors employment opportunities and welfare (Banjarnahor et al., 2021). However, Madera et al. (2019) have argued that the limited quantity and quality of human resources in business actors, industry, and government is one of the weak points of national and regional tourism development. The capacity and capability of workers in the tourist and hospitality industries would be enhanced through pertinent vocational education and training programs. their welfare as well as their production (Haryana, 2020). 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, Festijo, and Cueto, 2013).

A graduate tracer study is mainly a survey intended to trace graduates from their school origin to their place of employment or self-employment. Tracer Study is envisioned by the Commission on Higher Education (CHED) to perform institutional analysis of the factors determining employability, the competencies/skills that should be developed, the hiring

areas of graduates of various programs, and identification of the most responsive or in-demand course-based on the job waiting time of graduates. According to the study by Ref, graduates must be reached and regularly informed on annual homecoming to be updated on what's going on in the college.

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.

The Commission on Higher Education (CHED) is conducting a comprehensive study that requires all HEIs to do individual graduate tracer studies on their respective alumni

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 21st 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/redefine 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

Results and Discussion

Table 1

Frequency and Percentage Distribution of the Respondents when grouped according to Age

Age	Frequency	Percent
20-23	106	34.08
23-25	179	57.62
25-28	26	8.3
Total	311	100.00

Table 1 shows the distribution of the respondents

by age, which reveals that 179 or 57.62% of the graduates were 23-25 years old, 106 or 34.08% are 20-23 years old and 26 respondents or 8.3% are 25-28 years old.

Table 3 *Frequency and Percentage Distribution of the Respondents when grouped according to Civil Status*

Table 4 *Frequency and Percentage Distribution of the Respondents when grouped According to Year Graduated*

graduates of Gordon College Academic Year of 2019-2024. The specific goals of this study were to characterize the graduates' job histories, employment profiles, and present employment situations.

Methodology

The study used descriptive research design because it deals with the present status of the 2019-2020, 2022-2024 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.

Table 2 *Frequency and Percentage Distribution of the Respondents when grouped according to Sex*

Sex	Frequency	Percent
Male	66	21.3
Female	245	78.7
Total	311	100.00

Table 2 shows the distribution of the respondents by sex, which reveals that 245 or 78.7% of the respondents were female and, while 66 or 21.3% respondents are male.

Civil Status	Frequency	Percent
Single	301	96.78
Married	10	3.22
Widowed	0	0
Total	311	100.00

Year	No. of Graduates	No. of Traced Graduates	Percent
2019	39	39	12.58
2020	6	6	1.9
2022	53	53	17.04
2023	107	107	34.40
2024	106	106	34.08
Total	311	311	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 Highest Educational Attainment*

Table 6

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

Category	Frequency	Percent
Computer System Servicing National Certificate II	1	0.32
National Certificate II and Professional Civil Service Passer	1	0.34
Professional Civil Service Passer	62	19.93
Professional Civil Service Passer and Licensed Professional Teacher	2	0.64
Tourism Promotion National Certificate II	192	61.76
Tourism Promotion National Certificate II, Licensed Professional Teacher and Professional Civil Service passer	1	0.36
Japanese Foundation Test	1	0.32
None	51	16.33
Total	311	100.0

Table 3 shows the distribution of respondents in terms of civil status. It shows that 301 or 96.78% of the respondents are single, and 10 or 3.22% are married.

Highest Educational Attainment	Frequency	Percent
Bachelor's Degree	311	100.00
Masteral Degree	0	0
Doctorate Degree	0	0
Total	311	100.00

Table 5 shows the highest educational attainment of the graduates which shows the highest respondents of 311 or 100% was bachelor's degree, and the lowest percentage is 0 or 0% are masteral degree and doctorate degree.

Table 6 shows the frequency and percentage of the respondents according to Eligibility, It shows the highest graduate-respondent's eligibility was Tourism Promotion National Certificate II with a total of 192 or 61.76%, 62 or 19.93% was Professional Civil Service Passer, 51 or 16.33% was none, 2 or 0.64% are Professional Civil Service Passer and Licensed Professional Teacher, 1 or 0.36% Tourism Promotion National Certificate II and Professional Civil Service passer, 1 or 0.34% are National Certificate II and Professional Civil Service Passer and 1 or 0.32% are Japanese Foundation Test and Computer System Servicing National Certificate II.

Table 7

Frequency and Percentage Distribution of the Respondents when grouped according to Employment Status.

Category	Frequency	Percent
Yes	215	69.14
No	80	25.72
Self-Employed	16	5.14
Total	311	100.0

Designation	Frequency	Percent
Administrative Officer	10	0.1
Assistant Manager	4	0.6
Legal Associate	1	0.2
*Bartender/Barista	4	0.6
Business Field	8	1.7
Finance Clerk	2	0.10
Call Center Agent	16	2.6
*Casino Dealer	2	0.7
Client Service Associate	6	0.4
College Instructor	2	0.9
*Cook	1	0.5
Data Encoder	7	4.1
Entrepreneur	18	1.9
Fashion Model	1	0.7
*Flight Attendant	20	13.6
*Front Desk Officer	23	20.3
*Front Office Supervisor	5	1.8
Human Resources Staff	5	1.7
Manager	1	0.9
Manpower Agent	1	1.0
Performer	1	1.0
*Reservation Officer	13	3.2
*Sales and Marketing Officer	20	10.6
*Sales Coordinator	4	2
Sangguniang Kabataan Chairperson	1	1.2
Social Worker	1	1.3
Supervisor	1	1.3
*Tour Guide	6	2.7
*Travel Agent	15	7.1
*Waiter	2	2.9
Unspecified	27	8
Total	231	100.0

Flight Attendant – 20 graduates or 13.6%, Sales and Marketing Officer 20 graduates or 10.6%, Travel Agent 15 graduates or 7.1%, Reservation Officer 13

Table 7 shows the frequency and percentage of respondents according to employment status, which shows that were 215 or 69.14% from respondents-graduates who were currently employed, while 80 or 25.72% are not currently employed and 16 or 5.14% are self-employed.

Table 8

Frequency and Percentage Distribution of the Respondents when grouped according to Present Occupation

Table 8 presents data on the designation or present occupation of a group of 231 graduates who are currently employed and self-employed. along with the frequency

Front Desk Officer – 23 graduates or 20.3%

graduates or 3.2%, Tour Guide, Waiter, and Sales Coordinator – between 2.0% to 2.9%. Moderately represented positions Call Center Agents (2.6%) Entrepreneurs 18 graduates or 1.9%, Front Office Supervisor 5 or 1.8%, Business Field, HR Staff, Assistant Manager (each around 1.6%–1.7%) Jobs marked with an asterisk (*) are hospitality and tourism-related positions, which dominate the list, reflecting the industry focus of the sample (possibly graduates or workers from a tourism/hospitality program). Least common designations are several roles are represented by only 1 person each (e.g., Legal Associate, Cook, Fashion Model, Manager, Social Worker, etc.), indicating they are rare within this group and 27 graduates or 8% did not indicate their present occupation or designation, which slightly impacts the clarity of full data analysis. A majority about 60–70% of the graduates are employed in hospitality and tourism-related jobs (e.g., Front Desk Officer, Flight Attendant, Travel Agent, Tour Guide, Waiter).

Table 9

Frequency and Percentage Distribution of the Respondents when grouped according to Monthly Income

Table 9 shows the frequency and percentage of respondents according to monthly income, which shows that were 109 or 47.18% from respondents-graduates with monthly income of Php10, 000 to Php29, 999, 63 or 27.27% are less than Php10, 000, followed by 49 graduates or 21.21% with income of Php30, 000 to Php49, 999, 6 or 2.9% has Php50, 000 to Php69, 999, 3 or 1.29% from graduates has Php70, 000 to Php89, 999 and 1 or 0.46 has monthly income of Php90, 000 or more.

Table 10

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

Reasons	Frequency	Percent
End of Contract	15	18.75
Currently having advanced or further study	5	6.25
Family concern and decided not to find a job	7	8.75
Health related reason	14	17.5
No job opportunity	20	25.0
Did not look for job	11	13.75
No Reason	8	10
Total	80	100.0

Table 10 shows the frequency and percentage of respondents according to reasons why the graduates are unemployed, which shows that were 20 or 25% are no job opportunity, 15 or 18.75% are end of contract, 14 or 17.5% are health related reasons, 11 or 13.75 are did not look for job, 8 or 10% are no reason, 7 or 8.75% are family concern and decided not to find a job, and 5 or 6.25 are currently having advanced or further study.

Table 11

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

Usefulness	Frequency	Percent
80 - 100	189	60.77
60 - 79	75	24.15
50 - 59	15	4.8
less than 50	32	10.28
Total	311	100.0

Category	Frequency	Percent
Less than 10, 000	63	27.27
Php10, 000 – Php29, 999	109	47.18
Php30, 000 – Php49, 999	49	21.21
Php50,000 – Php69, 999	6	2.59
Php70, 000 – Php89,999	3	1.29
Php90, 000 or more	1	0.46
Total	231	100.00

Table 11 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 got the highest which shows that 189 or 60.77% from the respondents answered the college over all training is relevance and useful while the lowest were 15 or 4.8% from the respondents answered less than 50.

CONCLUSION:

The tracer study reveals that the majority of Bachelor of Science in Tourism Management (BSTM) graduates from Gordon College are gainfully employed in fields directly related to their academic background, particularly in roles such as Front Desk Officers, Flight Attendants, Sales and Marketing Officers, Travel Agents, and Tour Guides. This reflects the strong alignment between the curriculum and industry needs, suggesting that the college has been effective in preparing students for relevant employment in the tourism and hospitality sector.

The data indicates that 82.14% of graduates are employed, while 17.86% remain unemployed, primarily due to lack of job opportunities, end of contract, or health-related reasons. Notably, 60.77% of graduates found their college training to be highly useful, which underscores the value of the BSTM program in equipping students with practical and relevant skills.

Despite the positive employment rate and relevance of training, a number of graduates still encounter barriers to employment such as limited job availability, indicating that while the college has made significant strides, there is still room for improvement in terms of post-graduate support and career readiness programs.

RECOMMENDATIONS:

1. **Establish Career Support Services for Graduates Programs**

Create a dedicated career center or CHTM alumni desk to offer job placement assistance, resume building, interview preparation, and continuous job market monitoring to connect graduates with employers more efficiently.

2. **Curriculum Enhancement Based on Industry Needs**

Regularly review and revise the curriculum in collaboration with industry stakeholders to integrate emerging trends and in-demand competencies, particularly in digital tourism, sustainable practices, and customer experience management.

3. **Provide Continuing Education and Upskilling Opportunities**

Encourage graduates to pursue advanced certifications (e.g., in digital marketing, language skills, or international tourism standards) by offering short courses or partnering with TESDA and other certifying bodies.

4. **CHTM Alumni Engagement and Feedback Mechanism**

Institutionalize regular alumni feedback collection and networking activities to inform curriculum development, mentor current students, and maintain engagement with the industry.

5. **Promote Entrepreneurship and Alternative Career Paths**

Offer training and seminars on business development and entrepreneurial skills to support graduates who opt for self-employment or alternative tourism-related ventures.

6. **Address Employment Gaps through Government and LGU Collaboration**

Coordinate with local government units (LGUs) and tourism offices to open more job opportunities for graduates, particularly in local tourism development projects or community-based tourism enterprises.

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