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John B. Lacson Foundation Maritime University – Molo, Inc. College of Business Iloilo City

ATTITUDE OF THE BACHELOR OF SCIENCE IN TOURISM STUDENTS TOWARDS THEIR COURSE

A Research Presented to the Faculty Members of the College of Business

John B. Lacson Foundation Maritime University-Molo, Inc.

Iloilo City

In Partial Fulfillment of the Requirements in Research (Methods of Research)

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Abstract

This investigation was undertaken to determine the attitude of the Bachelor of Science in Tourism (BST) students of John B. Lacson Foundation Maritime University—Molo, Inc. towards their course. The respondents of the study were the 120 randomly selected first, second, and third year BST students enrolled during the first semester, academic year (AY) 2011 = 2012. A validated researcher-made questionnaire was used to gather the data needed for this study. The data gathered were subjected to descriptive statistics such as frequency, percentage, and mean. The results of the study revealed that the prevailing attitude of the BST students towards their course when taken as an entire group, when grouped according to sex (male and female), and when grouped according to year level (first year, second year and third year) is all "positive".