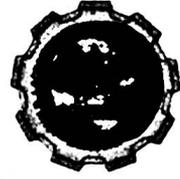




**JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY**  
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M.H Del Pilar St. Molo, Iloilo City  
**COLLEGE OF BUSINESS**



**PERCEIVED IMPORTANCE IN PROMOTING SUSTAINABLE TOURISM**  
**ESTABLISHMENTS AMIDST PANDEMIC OF BSTM STUDENTS OF JOHN B.**  
**LACSON FOUNDATION MARITIME UNIVERSITY-MOLO**

A Research Paper Presented to the  
Faculty Members of  
John B. Lacson Foundation Maritime University-Molo, Inc.

In Partial Fulfillment  
of the Requirements in Research  
(TPC-Research in Tourism)

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Talurong, M. V., Tañagras, A. T., Timbas, M. R. G., Tormon, J. I., Triño, C. A. D.,  
Victoriano, I. L., Villanueva, K. J. *"Perceived Importance in Promoting  
Sustainable Tourism Establishments Amidst Pandemic of BSTM Students of  
John B. Lacson Foundation Maritime University-Molo, Inc."*

**Abstract**

This quantitative study determined the relationship between the perceived level of importance in promoting sustainable tourism establishments amidst the pandemic by BSTM students of JBLFMU-Molo. This study was conducted last January 2021, with 50 randomly selected BSTM students as participants. The research instrument used was a researcher - made 20-item validated questionnaire. Quantitative statistics used were frequency distribution, mean, standard deviation, t-test, and one- way ANOVA. Results revealed that generally, BSTM students perceived the importance of promoting sustainable tourism establishments as "very important". There was no significant difference in the perceived level of importance in promoting sustainable tourism establishments amidst pandemic when the respondents were grouped into year level and type of residence.