

Perception of Senior High School Students to Pursue Cruise Line Management Program

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Abstract – *This study aims to assess the perception of senior high school students taking up Accountancy, Business and Management (ABM) and Technical – Vocational Livelihood (TVL) track to pursue Cruise Line program. Specifically, it will present the profile of the respondents; determine the perception of senior high school students to pursue cruise line management program; identify the factors that affects senior high school to pursue Cruise Line program in terms of internal and external factors; test the significant difference on the perception of senior high school to pursue Cruise Line program when grouped according to profile variable; propose a marketing strategy to promote Cruise Line Management Program. The study used descriptive method of which was statistically treated using frequency distribution, percentage, weighted mean and analysis of variance (ANOVA). Based on the result, majority of the respondents belong to the age of 17 years old, females, enrolled in ABM strand and has a family monthly income of Php 20, 000 and below; the students perceived that the program will help improve their intrapersonal and interpersonal skills; and provides great opportunity to work in Cruise Line industry. A proposed marketing strategy was formulated and may be implemented not only to promote more about Cruise Line program but also help and motivate students to become successful professional individuals.*

Keywords – *Pursue Cruise Line Management Program, Senior High School Students*

INTRODUCTION

Education is one of the most important and most powerful tools that a person can acquire. It is a necessity and a treasure that should be enhanced by continuous learning and should be shared with everyone through teachings. It is a process of give and take, and by means of taking, a student should not only learn by their mind but also by their heart. Most people say that education is the only wealth that cannot be stolen from us. It is the

only thing that most can give to their children that is why it should not be taken for granted [1].

Since Philippines already had this K-12 Program it offers different strands that may help the youths to choose the career path they wanted. The purpose of K-12 curriculum program is to enhance the competitiveness of younger generation to cope with the demand of industry and internationalization that the world is facing right now. The curriculum made clear that the pupils need to have a year for kindergarten year; six years for pre-elementary and elementary education; four years for junior high school; and another two years for their senior level education. Prior to this, the Philippines is considered as one of the countries that implement a 10-year basic education system that made them in a disadvantage because of the higher competitiveness in the job market [2].

One of the strands is the Accountancy, Business and Management (ABM), it focuses on the basic concepts of business and ideas about its other fields like operations, corporate, and finance. ABM will also help the students to achieve the careers they are aiming for like sales manager, marketing director, internal auditor, accounting clerk, human resources, project officer and so much more. ABM can also be associated with other field like in Tourism and Hospitality Industry because of its continuous growth in society today [3].

There is another strand that students may take if you're not a purely business minded person, it is the Technical-Vocational Livelihood Track or commonly known as Tech-Voc. Tech-Voc strand suites to those students who wants to work right after finishing the Senior High School but this strand is not just for vocational courses, it also offers courses that may lead you to a one-of-a-kind career path. These courses are somehow related to ABM but the difference is the main objective is to work while having leisure and not thinking about business proposals. These are the Tourism, Culinary Arts, and Cruise Line Management but they

also require more COCs and NCs to acquire to be competent and competitive enough in the industry [3].

Cruise line Management is one of the possible college programs you may acquire in taking up ABM or TVL track in Senior High School. Cruise line Industry has been arising competitively all over the world. Cruise line companies are longing for Filipino workers for they have natural traits of being hospitable, kind, honest, respectful, and caring. Cruise line Management is a course that is capable of equipping students to provide their future clients a well driven services and sophisticated communication systems that leaves their clients for wanting more. Students shall undergo trainings and development for them to be ready for entering international shipping industry and provide the needs and wants of the customers to meet their satisfaction.

This was chosen by the researchers in order to make assumption how the senior level students view the cruise line program of Lyceum of the Philippines University. Being one of the few universities who offers such program, the study will help the institution to pursue more support programs to enhance the development of such curriculum to produce more competent professionals in the future. Specifically, the College of International Tourism and Hospitality Management (CITHM) department, they will be able to find the needs and preference of incoming college students who already underwent K-12 basic education system and how to cope with their expectation on what theoretical foundation is still needed to cope with the demand of job opportunities in the industry. In addition to this, the senior high students will be able to have full understanding of the program inclusion of cruise line program offered in the university and its job opportunities. And lastly to the researchers and future researchers, for the development of their skills in the research area of education, this will guide them to be more knowledgeable on how to make a study and the realization of how such endeavor can affect them and their lives.

OBJECTIVES OF THE STUDY

This study aims to assess the perception of Senior High School taking up Accountancy, Business and Management (ABM) and Technical-Vocational Livelihood (TVL) Track to pursue Cruise Line Program. Specifically, it will sought to present the profile of the respondents in terms of age, sex, strand enrolled, school enrolled, and parent's monthly income; determine the perception of Senior High School students to pursue Cruise line Program; identify the factors that affects Senior High School to pursue Cruise line Program in

terms of internal and external factors; test the significant difference on the perception of Senior High School to pursue Cruise Line Program when grouped according to profile variable; and propose a marketing strategy to promote Cruise Line Management Program.

METHODS

Research Design

This study is a descriptive research aimed to determine the perceptions of senior high school students pursuing college taking the CLM program.

Descriptive research describes, explains, and interprets conditions without changing its environment to obtain information. It's used to explore the status of some phenomenon and to describe what exist with respect to the individual, group or condition [4].

Participants of the Study

The respondents of the study are based on the total number of 250 students in senior high school from the Top 10 feeders of Lyceum of the Philippines University - Batangas that offers K-12 program focusing on the two tracks, the ABM and TVL track. This research will be conducted through the participation of these schools, Academia de Lipa, Agoncillo College Inc., Bauan Technical High School, Dr. Juan A. Pastor Memorial National High School, Golden Gate Colleges, Gov. Feliciano Hamid Memorial National High School, Lipa City Colleges, Lyceum of the Philippines University – Batangas, Rizal College of Language, and St. Mary's Educational Institute.

Instruments

To gather the data for this research, survey questionnaire was used to identify the different perceptions of the participants from the selected school, Likert Scale method was used, to figure out if the participants agreed or disagreed in a statement. The researchers adapted the Test II A of the questionnaire from the "Perception of Highschool Graduating students about Cruise Line Management Program" [5] and the Test II B was adapted from "Factors that Motivates Students' Choice of Cruise Line Operations in Hotel Services" [6]. The researchers revised other parts of the questionnaire. The questionnaire is composed of two parts: the first part of the questionnaire refers to the participant's demographic profile while the second part contains questions that determines the familiarity of the participants about the CLM program of the University.

Data Gathering Procedures

To determine the impressions of the respondents about the CLM program, the researchers collected data from the respondents using a survey questionnaire. The survey was done with the use of modified questions from related research and added questions by the researchers. After the distribution of the questionnaires, participants were given enough time to answer all the question. The gathered data were finalized to bring up the conclusions and findings about the research.

Data Analysis

With the use of the frequency distribution, percentage, weighted mean, and Analysis of Variance (ANOVA) the information gathered were tabulated and analyzed. Percentage and frequency distribution were used to present the profile of each student in terms of age, gender, and family income. Weighted mean was used to determine the perception of senior high school students in pursuing cruise line management, while ANOVA was used to determine the significance of the perception of senior high school regarding CLM management

The researchers used Likert scale with the following degrees: strongly agree (3.5 – 4), agree (2.5 – 3.49), disagree (1.5 – 2.49), and strongly disagree (1.0 – 1.49).

RESULTS AND DISCUSSION

Table 1 shows the frequency and percentage distribution of respondent's profile in terms of age, gender, enrolled strand, and family monthly income.

In terms of age, most of the respondents are 17 years old which got the highest frequency of 114 or 45.60 in percentage, followed by the ages 18, 16 and 19 years old with 64 or 25.60 percent, 57 or 22.80 percent and 12 or 4.80 percent respectively while the least came from 20 years old and above with only 3 respondents.

Since the research is initially targeted for senior high school students, it only shows that most of them are teenagers who are under the extended levels of the K-12 program and they are bound to decide if they will continue their chosen strand into a course in a higher level which is in a University or other Colleges.

According to Venezia & Jaeger [7], vast majority of high school students hope to enter post-secondary education but not all of them are equipped with the basic content knowledge, skills or habits of mind that they need to succeed. They also emphasize the importance of non-curricular variables, such as the parental expectations, conditions that encourage academic study and peer influences. This means that since they are still teenagers, they tend to follow what their family or friends want to do.

Table 1. Percentage Distribution of the Respondents Profile

Profile	Frequency	Percentage (%)
Age		
16 years old	57	22.80
17 years old	114	45.60
18 years old	64	25.60
19 years old	12	4.80
20 years old	1	.40
21 years old and above	2	.80
Sex		
Male	70	28.00
Female	180	72.00
Enrolled Strand		
ABM	150	60.00
TVL	100	40.00
Family Monthly income		
Php 20, 000 and below	134	53.60
Php 21, 000 – 30,000	45	18.00
Php 31,000 – 40,000	23	9.20
Php 41,000 – 50,000	24	9.60
Php 51,000 – and above	24	9.60

According to the gender profile, it shows that majority of them are female with the frequency of 180 or 72 percent while male has 70 or 28 percent. This means that the students who took the survey that are enrolled in ABM and TVL strand are mostly female.

For the enrolled strand profile, most of the respondents are enrolled in ABM with the frequency of 150 or 60 percent while there 100 or 40 percent in TVL strand. ABM or Accountancy, Business and Management focuses on the basic concepts of business management, financial management, corporate operations and all things that are accounted for. With this, it can lead you to careers related on management and accounting while for TVL or Technical-Vocational-Livelihood focuses on skills that are important for better career opportunities related to trade, agriculture, and electronics.

Majority of the respondents has a family income of Php 20, 000 and below with a frequency of 134 or 53.60 percent which is more than half of the respondents. It is followed by Php 21, 000 – 30,000 with 45 or 18 percent, while there are 24 or 9.60 percent for Php 41,000 – 50,000 and Php 51,000 – and above. Php 31,000 – 40,000 got the least with 23 or 9.20 percent. Most of them came from the working class which can also affect their family's decision if they will let their children pursue college courses or let them start working.

Table 2 presents the perception on Cruise Line Management program. The composite mean of 3.28 indicates that the respondents agree on the items presented. The indicator improves Intrapersonal and

Interpersonal skills obtained the highest weighted mean score of 3.38. It was then followed by undergoing and adapting basic safety training and practicing work ethics for the success of the Industry which is also needed and required since this kind of basic knowledge is going to be helpful for everyone's protection.

Table 2. Perception on Cruise Line Management Program

Indicators	WM	VI	Rank
1. Improves my Intrapersonal and Interpersonal skills	3.38	Agree	1
2. Enables me to learn and utilize foreign languages	3.25	Agree	7
3. Helps me gain knowledge about foreign cultures	3.30	Agree	4
4. Enables me to meet and interact with different nationalities	3.28	Agree	5
5. A steppingstone to become cruise steward/stewardess	3.21	Agree	9
6. Prepares me to work on a luxury ship	3.17	Agree	10
7. Prepares me to work in a cruise with a high salary employment	3.26	Agree	6
8. Enables me to serve leisure seekers quality services	3.23	Agree	8
9. Means undergoing and adapting basic safety training	3.37	Agree	2
10. Means practicing work ethics for the success of the Industry	3.36	Agree	3
Composite Mean	3.28	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

This only shows that these skills are given importance especially since this course is under hospitality program wherein you will be needed to interact with different kinds of people of different nationalities. It can also help boost your confidence and on how you handle yourself specifically when complaints or problems occur.

Within an organization, employees with good interpersonal skills are likely to be more productive than those with poor ones because of their tendency to project a positive attitude and look for solutions to problems [8].

However, items such as, enables me to serve leisure seekers quality services, steppingstone to become cruise steward/stewardess and prepares me to work on a luxury ship got the lowest mean values of 3.23, 3.21 and 3.17 respectively. This implies that people are into improving and acquiring basic knowledge that they can use for long term in the industry than making big in an instant. Moreover, it is about making an impact, gaining abilities and on how good you are in adapting new environment

that will help you last long in the industry since cruise line is growing enormously.

According to Dennett, Cameron, Bamford & Jenkins [9], being on an atmosphere that is unique, workers should have to adapt and sacrifice; their previous character must be reshaped for them to meet the standards of the place and system of the ship. Every position in a cruise ship has different purpose for the management, it may be for occupational perception and relationship to the management or for social and personal opportunities.

The cruise line industry has grown and continues to extremely grow in scale. It is often viewed as being small but is also a significant part of the tourism industry [10]. Cruise line industry is even now growing here in the Philippines. The knowledge of people about cruising spreads through some mediums of advertisement. This is one of the reasons why Cruise line management program may become one of the in-demand courses after a long run.

Table 3. Factors that Affect SHS to Pursue Cruise Line Program Internal Factors

Indicators	WM	VI	Rank
1. Interest to work on a cruise ship	3.23	Agree	3
2. Skills and abilities matched with the requirements for Cruise Line Management	3.18	Agree	4
3. Relatives working on a Cruise ship who introduced the program	2.93	Agree	6
4. Financially capable to study Cruise Line Program	3.03	Agree	5
5. Friends or cousins enrolled in Cruise Line Program	2.80	Agree	7
6. Parents decision	2.51	Agree	10
7. Consideration of living near Lyceum of the Philippines University – Batangas	2.76	Agree	9
8. Consideration of having good grades during High School	3.28	Agree	2
9. Great opportunity to work in Cruise Line industry to achieve a better life for the family	3.32	Agree	1
10. Friends/relatives who graduated from the University under Cruise Line program	2.78	Agree	8
Composite Mean	2.98	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 3 displays the factors that affect senior high school students to pursue cruise line program in terms of the internal factors. It presents that great opportunity to work in Cruise Line industry to achieve a better life for the family was ranked first with a weighted mean of 3.32.

It was followed by a weighted mean of 3.28 which was the consideration of having good grades during high school. This indicates that most people are working not only for themselves but also for their families so that they can provide a better future for them. Even in a young age, most of the respondents' main goal is to give back and make a better life for their loved ones.

It also shows that high school grades are being considered by most of the students for them to choose and pursue their targeted course.

Yearning to pay back or return past care has been identified as a possible motivator of support provided by adult children to their ageing parents [11].

Secondary schools' GPAs are useful for predicting many parts of the students' college performance [12].

However, friends/relatives who graduated from this University under cruise line program, consideration of living near the University and parents' decision got the least with a weighted mean of 2.78, 2.76 and 2.51 respectively. This implies that pursuing cruise line program is not a decision made by the parents or influenced by any relatives, but it was the respondents' personal choice. Living away from their home to be near at school does not also much of a problem for them. Since this University is one of the only few universities that offers this program in the province, many students who wish to pursue to finish this course tend to live near the campus especially those who live far from the area.

According to Hua [13], willingness to go for college is one major consideration for a student. Location is not a problem if a student is determined to pursue college. Decision by family and relatives may vary according to the decision of a student on what they will take in college.

Table 4 presents the factors that affect senior high school students to pursue cruise line program in terms of the external factors with the component of 3.30. It shows that opportunity to have a work and travel abroad was ranked first with weighted mean of 3.49. It was then followed by University's quality education with 3.46 weighted mean and 3.44 for the opportunity to travel and learn under the program. With this, it can be said that most of the students are eyeing for the quality education to obtain the knowledge and skills needed for them to become successful in their chosen career since this kind of learning can lead them for their future achievement and they are also looking forward to have work

opportunities and travel abroad after taking up the program.

Table 4. Factors that Affect SHS to Pursue Cruise Line Program External Factors

Indicators	WM	VI	Rank
1. The University's quality education	3.46	Agree	2
2. University's reputation for producing competitive graduates	3.36	Agree	4
3. Cruise Line Program's ability to acquire high position job after graduation	3.34	Agree	5
4. Opportunity to travel and learn under the program	3.44	Agree	3
5. State-of-the-art facilities	3.26	Agree	6.5
6. Reasonable tuition fee	3.05	Agree	10
7. A lot of extracurricular activities	3.14	Agree	9
8. Scholarship and financial aid	3.26	Agree	6.5
9. Marketing Strategies of the University	3.19	Agree	8
10. Opportunity to have a work & travel abroad	3.49	Agree	1
Composite Mean	3.30	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

It is about education which will influence what happens soon, not just for its immediate value. [14].

With a weighted mean of 3.19, 3.14 and 3.05 respectively, marketing strategies of the University, a lot of extracurricular activities and reasonable tuition fee got the lowest in the ranking. This implies that most of the respondents are either going to choose a college with reasonable fees or find a more expensive or cheaper ones.

Moreover, going to school is about gaining quality education and improving the abilities and acquiring the knowledge that a student need.

Table 5 presents the difference of responses on the perception on Cruise Line Management Program when the respondents are grouped according to profile.

Based from the result, there is a significant difference on the perception on Cruise Line Management when grouped according to family monthly income and enrolled strand because the obtained p-value of 0.033 and 0.034 were less than 0.05 alpha levels. This means that the responses vary significantly and was found out that those who are earning a family income of 41,000 to 50,000 and those who enrolled TVL have higher perception on the program.

Table 5. Difference of Responses on Perception on Cruise Line Management Program When Grouped According to Profile

Profile Variables	F-value	P-value	Interpretation
Age	0.757	0.582	Not Significant
Sex	1.543	0.124	Not Significant
Enrolled Strand	2.131	0.034	Not Significant
Family Monthly Income	2.666	0.033	Significant

Legend: Significant at p -value < 0.05

This implies that the families have high expectations on how the program will give a good impact to their children and on how the TVL track can help the students to have basic knowledge before heading to pursue cruise line management program.

This also shows that the demographic profile of the respondents' does not affect much on how they perceive pursuing cruise line management program. Somehow, it is still their personal choice about continuing their chosen course.

Students are shaped through its environment and variables that surrounds them. Socioeconomic status has a huge impact for the student. Student's education could base on how high or low the family income is [15].

The student's decisions can make a big impact for the life they will have. They need to consider other aspects like their interests, their needs and their own goals. Making decisions ahead of time will be helpful on how their futures will turn out, especially with the guidance and support from the family.

Table 6. Marketing Strategy to Promote Cruise Line Management Program

Key Result Area	Strategies	Outcomes
To enable to serve leisure seekers quality service	Schools/Universities may help students by giving more practical exams especially about giving quality service	The students were able to showcase and develop the skills they have
To provide a steppingstone to become cruise steward/stewardess	Give proper visuals that can attract and be looked up by high school students by making the students already enrolled act as disciplined professionals	High school students became curious and inspired to become a cruise steward/stewardess in the future

Table 6. Marketing Strategy to Promote Cruise Line Management Program

Key Result Area	Strategies	Outcomes
To prepare working on a luxury ship	Facilities and equipment that can be used for simulation should be present and should be accompanied by a professional or an experienced individual who worked on a ship	The students became more interested and more motivated to do well for them to work on a luxury ship

CONCLUSIONS

Majority of the respondents belong to the age of 17, females, enrolled in ABM strand and has a family monthly income of Php 20,000 and below. The respondents agreed that the indicator improves the intrapersonal and interpersonal skills determine their perception on pursuing Cruise Line program. They agreed generally that great opportunity to work in cruise line industry to achieve a better life for the family is the internal factor that affect them to pursue Cruise Line program, while the external factor that affect them most is having the opportunity to work and travel abroad

RECOMMENDATIONS

Colleges or Universities may use social media or sites that can give details about what the program can offer or develop to the students. Visuals like tarpaulins that show competitions and recognitions that a student can achieve may help boost their confidence and be motivated in choosing Cruise line program. Colleges or Universities must help students who are already taking up the course to already act like professionals since they can also give a big impact on the perception of the high school students. Facilities and equipment that can be used for mock or practical exams and where students can practice and feel working on cruise through simulation can help catch students' attention and develop their skills. Promoting the program to different schools is also a big help for the students to learn more about the course and to give ideas to those who are not aware or familiar about it. The researchers proposed marketing strategy may be implemented not only to promote more about cruise line program but also on how to help and motivate students to become successful and professional individuals. And for the future researchers, they may conduct a study using other variables.

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