

**FRESHMEN'S MOTIVATIONS FOR CHOOSING BACHELOR OF
SCIENCE IN HOTEL AND RESTAURANT MANAGEMENT
AS PROGRAM OF STUDY IN CAVITE STATE
UNIVERSITY - MAIN CAMPUS**

**Research Study
Submitted to the Faculty of the
College of Education
Cavite State University
Indang, Cavite**

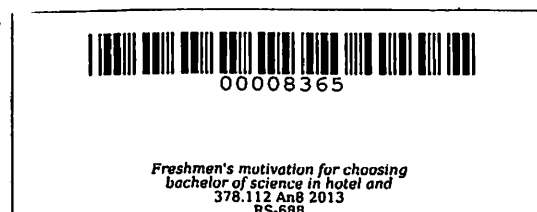
**In partial fulfillment
of the requirements for the degree
Bachelor of Science in Hotel and Restaurant Management**

**PAUL ANDREW N. ANTINIOLOS
ROWENA M. PACSON
October 2013**

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ABSTRACT

ANTINIOLOS, PAUL ANDREW N. and PACSON, ROWENA M.
Freshmen's Motivations for Choosing Bachelor of Science in Hotel and Restaurant Management as Program of Study in Cavite State University Main Campus.
Research Study. Bachelor of Science in Hotel and Restaurant Management. Cavite State University, Indang Cavite. October 2013. Adviser: Prof. Nancy C. Alaras.

The study determined the demographic profile and the attitude of freshmen students in choosing Bachelor of Science in Hotel and Restaurant Management as their program of study in Cavite State University. The study made use of descriptive method of research. It was conducted among 64 females and 66 males, first year Bachelor of Science in Hotel and Restaurant Management students enrolled at Cavite State University. The statistical measure used were mean, frequency count, percentage and standard deviation. Standardized questionnaire was used to gather data from the participants. A seven-point Likert-type scale was used to measure the attitude of students in choosing Bachelor of Science in Hotel and Restaurant Management as program of study as to the motivational factors such as self – actualization, job opportunities, field attractiveness and ease of study.

The data collected were tallied to get the mean. Four Motivational Factors were extracted through the principal component factors analysis of 27 motivation category including self-actualization, job opportunities, field attractiveness, and ease of study. It appeared that motivational factors were really important in choosing a course.

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INTRODUCTION

Choosing a program of study in college is one of the difficulties encountered by students entering the tertiary level. This is the time when students will have to make concrete plans about their future and it is crucial to find the appropriate program of study and school to enroll in. Aside from the right course, one must also consider the financial capacity/ capabilities of their family. Researches on course preference or career choices of students have been previously conducted in the fields of Engineering (Wilkinson, 1996), Medicine (Cockrell, 2002), Accountancy (Ghani, 2009), Education (Bender, 1992), Food and Agriculture (Faulkner, et.al. 2009), and Management (Pihie, 2009) however, in terms of Bachelor of Science in Hotel and Restaurant Management, no researches have been conducted in this field (Arban, Austria & Villarin, 2011).