

**PERCEIVED SOCIAL MEDIA INFLUENCE AFFECTING WORKING
PROFESSIONALS' TRAVEL INTENTION AND DECISION**

**A Thesis Presented to the Faculty of the College of Business and
Management
Misamis University
Ozamiz City**

**In Partial Fulfillment of the Requirements for the Bachelor of Science in
Hospitality Management**

**Bagundol, Lianne Dale T.
Sta. Rita, Renallen D.
Trocio, Rovic Louel B.**

January 2024

APPROVAL SHEET

In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled, "**PERCEIVED SOCIAL MEDIA INFLUENCE AFFECTING WORKING PROFESSIONALS' TRAVEL INTENTION AND DECISION**" has been prepared and submitted by **LIANNE DALE T. BAGUNDOL, RENALLEN D. STA. RITA, ROVIC LOUEL B. TROCIO**, has been examined and is recommended for acceptance and approval for oral examination.


CHRISCEL ANN O. MARIBOJOC
Adviser

Defended in an oral examination before a duly constituted panel with a grade of
Passed

PANEL OF EXAMINERS


CATHERINE D. ROSAURO, MBA, MIHM
Chairman


RENZITELO ALF P. CARPIO, DM
Member


GILDA L. ILUSORIO, DM
Member

Accepted and approved in partial fulfillment of the requirements for the degree of **Bachelor of Science in Hospitality Management**.


DR. EFREN J. BARILLO, CPA
Dean, College of Business and Management

Date: 01 - 09 - 24

THESIS ABSTRACT

Title : Perceived Social Media Influence Affecting Working Professionals' Travel Intention and Decision

No. of Pages : 80

Author : Lianne Dale T. Bagundol, Renallen D. Sta. Rita, Rovic Louel B. Trocio

Institution : Misamis University - Ozamiz City

Degree : Bachelor of Science in Hospitality Management

Academic Year : 2023-2024

Research Adviser : Ms. Chriscel Ann O. Maribojoc

In the modern era, rampant exposure to technology and social media easily influences where and when to travel. Tasks that used to require several days can now be finished in hours or minutes. This study examines the influence of social media on working professionals' travel intentions and decisions. Ozamiz City, Misamis Occidental, was the chosen location of this study, which used a descriptive-correlational approach. Through the snowball sampling technique, the respondents of this study were 377 working professionals with prior traveling experiences and were willing to participate. The instruments were all adapted and modified by authors with published studies. Using a four-point Likert Scale, The Social Media Questionnaire had 15 indicators to answer the social media influence of working professionals to travel, the Travel Intention Questionnaire consisted of 13 indicators in answering the travel intention among working professionals, and the Travel Decision Questionnaire had 10 indicators in aiding to answer the travel decision of working professionals. The Pearson Product-Moment Correlation and the Mean and Standard Deviation were used as statistical tools. The findings revealed that social media has become an integral platform used by working professionals as an influential platform in which high mean scores reflect the respondents' favorable attitude toward traveling, indicating that they engage in travel-related activities. By understanding the strong inclination of the demographic towards traveling, targeted marketing strategies can be designed to appeal to the travel interests and preferences of the working professionals and offerings that appeal to the specific needs and preferences of the target demographic. There is a huge importance for the sector to leverage social



media as a significant platform in marketing and increasing engagement towards a certain destination to effectively influence the decision of the demographics' intention to travel. Therefore, exposure to tourist destinations advertised on social media significantly raises the travel intentions of the employees and influences their travel decisions. Interestingly, introducing travel intentions as a mediator enhances the positive effect of social media influence on travel decisions. However, it is worth mentioning that, independently, social media effects have a greater effect on the travel rejection process when mediated by travel intentions, indicating a subtle relationship in which travel intentions may attenuate the direct influence of social media on employee travel decisions. It is recommended that social media be used to influence the advertisement of the 4As in traveling (amenities, accommodation, attraction, and accessibility), in which a larger audience and a larger consumer market will be reached. This, in turn, will lead to enhancements of the 4As of businesses and establishments to compete in the larger market. In this light, hotels and other accommodation establishments are recommended to use social media platforms to advertise the amenities, accommodations, attractions, and accessibility within the establishments. Future researchers should conduct further analyses regarding relevant sub-topics as factors contributing to individuals' and working professionals' travel intention and decision-making.

Keywords: *Social Media Influence, Travel Intention, Travel Decision, Working Professionals, Ozamiz City, Philippines*



ACKNOWLEDGMENT

The researchers would want to thank and praise God for providing them with the blessings that have allowed them to finish their study project successfully.

The researchers thank Mrs. Catherine D. Rosauero, Dr. Renzitelo Alf P. Carpio, and Dr. Gilda L. Ilusorio for their invaluable contributions as panelists throughout the thesis journey. The researchers are deeply honored for the advice and support they received to complete the research project successfully. They thank Ms. Chriscel Ann O. Maribojoc, their research adviser, for granting them the opportunity to carry out this study and for her guidance and assistance throughout the process. Her energy, foresight, authenticity, and drive greatly inspired the researchers. She has shown them how to conduct research and clearly present the findings. Having the opportunity to work and learn under her guidance was truly a privilege. They are immensely grateful for everything she has done for them.

The researchers also want to thank the wonderful respondents whose responses enabled them to finish this study. Their participation was extremely helpful. With them, this research was done.

With their deepest thanks.

Researchers



DEDICATION

We sincerely dedicate this study to our parents, who have always supported us financially, emotionally, spiritually, and as a source of inspiration. They have also given us strength when we felt like giving up.

To our classmates, friends, mentors, brothers, sisters, and other family members who have offered guidance and motivation to complete our study.

Finally, we thanked the Almighty God for His unwavering protection, strength, mental clarity, guidance, and provision of a healthy life and dedicated this thesis to Him. We present all of these to you.

**Lianne Dale T. Bagundol
Renallen D. Sta. Rita
Rovic Louel B. Trocio**



TABLE OF CONTENTS

Title Page	i
Approval Sheet	ii
Abstract	iii
Acknowledgment	v
Dedication	vi
Table of Contents	vii
List of Tables	viii
List of Appendices	ix
Introduction	1
Theoretical Framework	6
Conceptual Framework	8
Schematic Diagram of the Study	9
Objectives of the Study	10
Null Hypothesis	11
Review of Literature	12
Methods	16
Design	16
Setting	16
Respondents	16
Instrument	17
Data Gathering Procedure	18
Data Analysis	19
Ethical Considerations	19
Results and Discussions	21
Conclusion	29
Recommendations	31
References	32
Appendices	35

LIST OF TABLES

No.	Title	Page
1	Level of Social Media Influence as Perceived by Working Professionals' Travel Intention	21
2	Level of Travel Intention among Working Professionals to Travel	22
3	Level of Travel Decision-Making of Working Professionals	23
4	Effect of Social Media on the Working Professionals Intention to Travel	25
5	Effect of Social Media on Working Professionals' Travel Decision	26
6	Effect of Social Media Influence when Mediated with Travel Intention toward Travel Decision	27

List of Appendices

Appendix A.	Informed Consent Form	35
Appendix B.	Research Questionnaire	36
Appendix C.	Sample of the Filled-Out Questionnaire	40
Appendix D.	Request Letter to Adapt Instrument	44
Appendix E.	Approved Letter of Intent	55
Appendix F.	Statistical Output	61
Appendix G.	Documentation	64
Appendix H.	Plagiarism Test Result	67
Appendix I.	Grammarly Test Result	68
Appendix J.	Curriculum Vitae	69

INTRODUCTION

People worldwide might travel because of work, business, or livelihood. However, others also say it is for leisure or to visit friends and family living in faraway places. It could also be that a person does it for personal reasons like health-related matters, going on an adventure, exploring new places and learning about different cultures, or starting a new life in an unfamiliar environment. In the modern era, rampant exposure to technology and social media easily influences where and when to travel. With the aid of technology, tasks that used to require several days can now be finished in hours or minutes. The development of technology has led to changes in how people travel. People may now plan trips more easily since technology helps with effective planning and saves time (Padilla, 2019). Technology plays a key role in facilitating social media's seamless integration with other online services and businesses and in making user experiences accessible, dependable, and instantaneous.

The findings of a study by Al-Gasawneh and Al-Adamat (2020) indicate a positive link between travelers' intentions and their image of the destination. The analysis's main finding is that the effective use of social media to promote interaction has a big impact on boosting regional confidence, fostering closer relationships, and minimizing concerns. These effects raise a country's attractiveness and draw more tourists to it. Although studies have already been published about social media, less attention has been paid to social media's influence on working professionals' travel intentions and decisions

Social media is an excellent technique for advertising tourism destinations or spots in the Philippines. Working professionals go to social media for travel recommendations. Filipinos follow social media influencers who give recommendations and activities for exploring a certain location. According to Howe (2023), as of January 2023, the number of social media users in the Philippines was 84.45 million. Social media greatly impacts Filipino society and is a means of communication and information sharing. It influences people's decisions, behaviors, and thoughts.

This research delved into the reasons and curiosity that push working individuals of Ozamiz City to explore places outside their hometown. In today's world, where social media plays a role in our lives, its impact on shaping our travel desires has become increasingly important. However, in its current state, there are only limited areas wherein the working professionals can enjoy visiting within the city. Because of that, they are driven to travel to other places outside of the city for different personal reasons.

Social networking platforms give working people many opportunities to advance their professional lives, engage with others as well, and enable them to keep up with market trends. By utilizing these platforms efficiently, professionals can improve their brands, grow their professional networks, and obtain helpful information to advance their careers. As with any powerful tool, using social media responsibly and ethically is crucial to ensuring that it benefits your professional and personal life (Murray, 2023). Social media has rapidly expanded, making them



effective communication tools. User-produced content is a significant source of inspiration and influence amongst friends over the internet. It inspires new behaviors and, therefore, influences travel choices. People's interactions on social media influence decisions such as whether to travel to a particular location or how to get there. According to a study by Karatsoli & Nathanail (2020), both men and women typically utilize social media to organize their activities and make travel plans before an activity. Most survey participants stated that their travel plans would be impacted by a post from a designated account related to transportation. Finally, social media use has a greater impact on men's and women's travel plans before engaging in an activity than during it.

This study investigated how working professionals' travel intentions and decision-making are impacted by social media influence. It explores the connection between social media influence and working professionals' choices regarding traveling. Social media never ceases to amaze us with its ability to introduce and bring new tactics in line with the daily technological advancements. Social media has a significant impact on our lives. Hedau (2020) asserts that social media, when utilized appropriately and strategically, is not only an effective tool for marketing but also one of the greatest ways to conduct market research. Let's delve into the aspects that contribute to the influence of social media, including the sub-variables, like travel intentions and decision-making. According to the study by Jiang, Qin, Gao, & Gossage (2022), travel intention primarily arises from a combination of tourists' personal preferences, expectations, motivations, and satisfaction, as well as destination marketing and other factors. A study by Karl, Bauer, Ritchie, and

Passauer (2020) found that internal and external influences influence a multifaceted and intricate process when deciding whether, how frequently, for how long, and where to travel. We can evaluate the influence of social media in the contemporary world by paying particular attention to these sub-variables.

There is a knowledge gap and issue regarding how social media affects working individuals' intentions and choices around travel. We are all aware of the significant influence that social media has on travel decisions. Still, we need to be made aware of how it affects working professionals who have their preferences, expectations, and limitations because of their jobs. Researchers need to investigate the influence that captures the interest of working professionals when considering a trip through social media. The reasons could be because of captivating images of destinations, recommendations from friends, or information obtained from their networks. Gaining an understanding of this can provide insights. This research gap is significant because it acknowledges the variety of ways that working professionals can react to social media influence. Extroverted people may be more open to the travel advice they see in the media because they are more outgoing. On the other hand, introverted people, who are more hesitant, may fall toward doing the necessary research and depending on personal preferences when making trip plans. According to Kent (2010), while not all professions must utilize social media, they must all comprehend new and social media to make informed decisions. By delving into how these personality traits connect with the influences of the media, we can gain insight into how professionals make their travel intentions and decisions.



	<i>Misamis University</i>	5
	This study will benefit future researchers by helping working professionals and neighboring localities make better decisions and gain additional insights that align with their preferences and are within their capabilities.	
		

Theoretical Framework

The decisions and actions of working professionals, especially about their travel intents and choices, have come under increasing notice and observation in an era marked by the widespread influence of social media. Social media undoubtedly affects people's travel decisions as they navigate their professional and private lives. This study adopts the Uses and Gratification Theory by Katz & Blumler (1974) as its theoretical foundation to shed light on this occurrence. The present study incorporates Ajzen's (1991) Theory of Planned Behavior better to understand working professionals' travel intentions and decision-making.

The Uses and Gratifications Theory is a Mass Communication theory that focuses on media users' needs, motives, and gratifications (Gordon, 2022). According to the thesis, those who consume media don't just passively accept mass communications; they actively participate in it. The audience has typically been viewed as active participants who use media in various ways and for various goals. Modern audiences use media to meet one or more unique demands.

The Theory of Planned Behavior is a psychological theory that can predict human behavior based on individuals' attitudes, subjective standards, and perceived regulation of behavior. This theory suggests that attitudes towards these three bases influence someone's behavioral intentions, which predict their actual behavior. Individuals' attitudes are determined by what they believe about the outcomes of their conduct and their evaluations of those outcomes. Subjective norms are influenced by an individual's sense of social conventions and their weight

on other people's judgments. An individual's thoughts about their capacity to do the behavior influence perceived behavioral control (Ajzen, 1991).

Conceptual Framework

This study set out to determine the impact of social media on working professionals' intention and choice to travel, as well as the relationship between the dependent variables. The researchers determined the independent and sub-variables of this study as we were able to create a diagram that depicts the involvements of one another.

As shown in Figure 1 below, the independent variable is social media influence. A study published in the Economics journal claims that 91.35% of respondents said images or information from a tourist destination on social media had piqued their interest (Abby, 2023). Social media has been influential since its inception, and it is amazing to consider that it keeps promoting itself as an extremely creative revolution that is shaping the world, we, and the future of mankind in ways that are undoubtedly beneficial in most cases. The long-term prospects of social media and its impact are more promising than ever, and there is a lot more optimism than we have ever had about how important social media is likely, if not certain, to be in not just our lives but in generations to come.

The dependent variables are travel intention and decision. Travel encourages us to leave our familiar surroundings and see, taste, and try something new. It continually teaches us to adjust to and discover fresh environments, interact with unfamiliar individuals, embrace intriguing and meaningful moments, and share them with those dear to us.

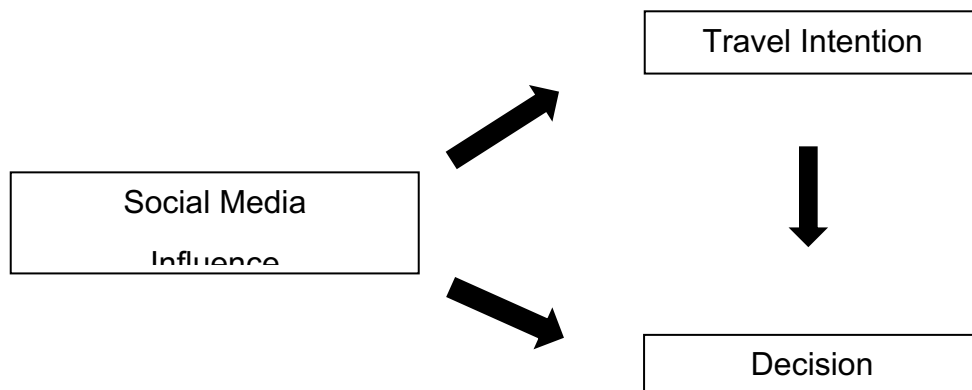


Figure 1: Schematic Diagram of the Study

OBJECTIVES OF THE STUDY

This study examined the influence of social media on working professionals' travel intentions and decisions. Specifically, this study sought to answer the research questions:

1. What is the level of social media influence affecting working professional's travel intention?
2. What is the level of travel intention among working professionals to travel?
3. What is the level of travel decision-making of working professionals?
4. What is the effect of social media on the working professional's intention to travel?
5. What is the effect of social media on working professional's travel decisions?
6. What is the effect of social media influence when mediated with travel intention toward travel decisions?

Null Hypothesis

The following null hypothesis was formulated to identify if there is a significant relationship between the variables.

H₀1: There is no significant effect of social media on the working professional's intention to travel, travel decision, and toward travel decision when social media is mediated with travel intention.

H₀2: The influence of social media on the travel decisions of working professionals is uncorrelated.

H₀3: There is no correlation between social media influence when mediated with and working professional's travel decision-making.

REVIEW OF LITERATURE

Social Media Influence

The discussion of social media influence has attracted much interest in the field of study and writing. Scholars have investigated different aspects of social media influence, scrutinizing its effects on people, enterprises, and the community. A study by Gascon, Lopez, Rodriguez, and Bernal (2017) was used to support the widespread influence of social media. It found that mobile phone manufacturers are active on social media and that there is no discernible difference in consumer behavior between the average ratings of mobile phone advertisements in social networks, nor in the influence of the same by age or gender. They examined how Samsung, Apple, Xiaomi, and use social networks like Facebook, YouTube, Twitter, and Instagram to promote their products, drive traffic to their websites, enhance their brand image, and become well-known for their goods to figure out how social media affects consumer behavior.

As a result of social media, travel planning has evolved. According to Statista, 36.5% of travelers use social media to find travel inspiration or ideas (Vianna, 2023). Younger tourists are more likely to follow this tendency. Roughly 40% of millennials and 60% of Generation Z say they use social media to plan trips. Many tourists may base their entire vacation on activities or venues they discovered on social media, particularly if they came across it because of their preferred influencer. Particularly powerful platforms are Facebook and Instagram. Forty-six percent of Gen Z travelers believe that Facebook posts influence their travel decisions, and forty-six percent say that Instagram photographs do. The use of



social media for marketing and brand promotion has been the subject of studies. Researchers have examined how companies may use social media to reach a wider audience, interact with viewers, and build brand loyalty. Pencarelli (2020) asserts that shortly, tourism ecosystems and territories will need to consider smart tourism perspectives such as sustainability, circular economy, quality of life, and social value; they should also aim to improve tourism experiences and boost the competitive advantage of smart tourism destinations. Currently, these perspectives can only be considered in relation to digital innovations.

Travel Intention

According to a study published in 2022 by Entas, Wahyuni, Murhadi, & Maulana, four key factors significantly impact the quality of the location that is the top choice for urban travelers in Jakarta regarding popular travel intentions among millennials. The variables at work are self-conformity, attitude, destination image, and perceived quality. Salman, Hanafi, Jie, and Kosnin's 2022 study looked at how travel lifestyles affected young people's intentions to travel within Malaysia. Eight independent variables were chosen to examine their relationship to the dependent variable: cultural experience, interest in travel destinations, sports interest, information seeking, safety predictability, group travel, indecision, and variation. In that study, Pearson correlation analysis was used in the statistical treatment. The findings demonstrated a positive association between the eight variables and the respondents' intended travel dates. According to the study by Irfan, Malik, & Zubair (2022), vlog marketing strongly affects customer travel and purchasing intent. Additionally, the association between vlog marketing and customer travel intention

is improved by the destination's image and ease of travel, but not between vlog marketing and customer purchase intention. A study by Carvalho (2022) examined how the intention to visit a tourist destination was affected by awareness of the destination, cognitive and affective image, risk perception, and prior visits. It found that the most important factors are awareness, cognitive and affective image, prior visits, perceived risk of traveling, and perceived risk in domestic versus international travel.

The association between social media-related characteristics and travel influence was the main topic of the investigations that followed. Traveler perception acts as a mediating element between self-media short videos and travel plans, according to Chen and Hou's (2023) study on the impact of short videos on young travel intentions in a self-media setting. It was also found that the openness, interactivity, and vividness of self-media short movies increase youths' travel intentions and improve traveler perception. According to a study by Han and Chen (2022), social media influencers' credible sources had a significant beneficial impact on users' attitudes, and these attitudes were linked to good intentions to travel to the recommended location. Furthermore, social media influencer followers had stronger ties than those who are not followers.

Decision

To determine how social media influencers affect millennials' travel choices, Gojol (2022) conducted a study in which he discovered that female millennials in the National Capital Region between the ages of 25 and 28 are the most active on social media and interact with influencers. Additionally, it was discovered that the



findings of descriptive statistical research showed that social media influencers had a high to moderately effective impact on millennials' travel decisions by promoting, raising awareness, and influencing travel decisions. He went on to say that social media influencers greatly influence the travel and hospitality sectors.

The main topic of the following investigations was the association between social media-related characteristics and travel decisions. Consumers' trust influences every stage of the trip decision-making process in social media influencers (Pop, Săplăcan, Dabija, & Alt, 2022). Furthermore, every stage of the decision-making process mediates the trust impacts on the subsequent step, creating a cascading effect that suggests ongoing social media influencer input throughout the journey. In a study by Jog & Alcasoas (2023), they aimed to appreciate the significance of travel blogs and vlogs created by users in their customers' decision-making. The study's findings revealed an increase in traveler preference for blogs and vlogs compared to the standard marketing content of destination marketing organizations. Gulati (2022) conducted a second study to determine when and why travelers use social media in their decision-making. The study's findings showed that social media is primarily used for evaluation before travel, purchases made during travel, and post-purchase behavior after the journey. A conceptual model in the form of a tourist social media cycle was proposed because a tourist's use of social media is a continuing activity.

METHODS**Design**

According to Lathom & Radocy (1995), the study employed a descriptive-correlational strategy. Natural relationships between and among the variables were described by the descriptive-correlational design. According to McBurney and White (2009), it presents a static image of circumstances and establishes the connection between the various factors involved in a selected issue. This study's design was chosen because it examined and evaluated the impact of working professionals' social media use on their intention and choice to travel.

Setting

The research was conducted within Ozamiz City, Misamis Occidental, focusing on individuals who worked and were interested in exploring destinations beyond the city's boundaries. The study specifically looked at professionals from offices and sectors within this city. The participants included workforce members emphasizing how social media influenced their travel intentions and decision-making processes. The distinct socio-cultural and economic milieu of Ozamiz City served as a contextual framework for comprehending how social media influenced the travel habits of working professionals in this area.

Respondents

Three hundred seventy-seven working professionals participated in this study as respondents, and they were chosen using the snowball sampling technique, in which the researchers assembled a sample solely based on suggestions. This sampling strategy was used because respondents with many



social connections could give investigators a higher proportion of other respondents who share the initial respondents' characteristics (Etikan, Alkassim, & Abubakar, 2016). The researchers reached a consensus among themselves that the following individuals would be particularly included in the study: (a) working professionals, (b) having traveled since 2022, and (c) willing to participate.

Instrument

A. Social Media Influence Questionnaire. The questionnaire, which is a four-point Likert scale, was taken from (Buted et al., 2014) and (Icoz et al., 2018). It had fifteen indications. This survey was designed to find out how working professionals' use of social media influences their travel habits.

In determining the social media influence, the following scale was used:

Responses	Continuum	Interpretation
4 - Strongly Agree (SA)	-----	Very High (VH)
3 - Agree (A)	-----	High (H)
2 - Disagree (D)	-----	Low (L)
1 - Strongly Disagree (SD)	-----	Very Low (VL)

B. Travel Intention Questionnaire. This is a four-point Likert Scale questionnaire which was adapted and modified from (Huang et al., 2013) and (Bai et al., 2009). It had 13 indicators. This questionnaire aided in answering the question about travel intention among working professionals.

In determining the travel intention of the working professionals, the following scale was used:

Responses

Continuum

Interpretation

4 - Strongly Agree (SA)

Very High (VH)

3 - Agree (A)

High (H)

2 - Disagree (D)

Low (L)

1 - Strongly Disagree (SD)

Very Low (VL)

C. Travel Decision Questionnaire. A four-point Likert scale was used to create the questionnaire, which was modified and adapted from Singh et al. (2019) and Bai et al. (2009). Working professionals' travel decisions were helped by the answers to this questionnaire.

Using the following scale, the choice to travel was made:

Responses

Continuum

Interpretation

4 - Strongly Agree (SA)

Very High (VH)

3 - Agree (A)

High (H)

2 - Disagree (D)

Low (L)

1 - Strongly Disagree (SD)

Very Low (VL)

Data Gathering Procedure

A letter of consent was provided by the researchers to conduct the study among Ozamiz City's working professionals. Three hundred seventy-seven working professionals in Ozamiz City participated in the survey. The researchers gave the respondents an explanation of the significance of their responses to the study. The respondents were briefed on the process, and as a result, they were expected to complete the questionnaire fully aware of their obligations as study participants.

The researchers requested truthful answers from the respondents. After the respondents had a chance to respond to the questionnaire, the researchers collected and totaled the data in preparation for analysis.

Data Analysis

The data gathered for this investigation was analyzed and interpreted using the following statistical tools:

The influence of social media on travel intention and decision-making was measured using mean and standard deviation.

To determine how much of a relationship existed between the three variables—social media influence, travel intention, and travel decision—Pearson Product-Moment Correlation Coefficient was employed.

Ethical Considerations

The Misamis University Research Ethics Board (MUREB) was consulted before the researchers started the study to ensure that it would be conducted ethically. The decision to take part in this study was entirely voluntary. After initially agreeing to the terms of participation and signing the consent form, respondents are free to withdraw from the study at any moment and change their views. The respondents were provided with information about the study's goals and voluntary participation to obtain their informed permission. Refusing to participate in this study or stopping at any point was free of charge and had no bearing on the researcher's relationship with the subjects. When declining or withdrawing from the study, respondents had the option to examine any material they had received and to omit any or all the data that had been recorded.



In addition, a consent letter was sent so that participants could comprehend the important data they required. Before deciding whether to respond to the questions and take part in the study, this information included the advantages, consequences, and institutional approval of doing so. As a result, the readers were not given access to their names; instead, their responses to questions about their impact on social media, intention to travel, and decision to travel were represented by numbers (e.g., Respondent 1, Respondent 2, etc.). Accurate and correct interpretations of research reports and information were made, proper crediting was given, credible and trustworthy sources were consulted, and results were presented transparently. The integrity and institutional credibility of this research investigation are upheld, making it a morally sound and legitimate research study.

RESULTS AND DISCUSSION

Table 1
Level of Social Media Influence as Perceived by Working Professionals' Travel Intention

Constructs	Mean	Std. Deviation	Interpretation
Social media influence	3.458	.3833	Very high

The degree of social media influence on working professionals' travel inclinations is seen in Table 1. Social media influence was found to have a mean of 3.458 and a standard deviation of 0.3833 across 377 respondents. The mean reveals that most of the respondents in the study agree that social media has a very high influence on the travel intentions of working professionals. Most of the replies were likely near the mean, as indicated by the standard deviation, which indicates that there is relatively little data dispersion concerning the mean. The overall results suggest that social media has a very high influence on the travel intentions of working professionals.

The findings in the table above indicate that working professionals are very much aware of the level of social media influence that it has on them. Moreover, the findings also indicate that social media has become a very integral platform used by working professionals to shape their travel intentions. It appears that working professionals are aware that social media influences their desire to travel, which is consistent with a study by Liao (2023) that found media can have an impact on people's intentions to travel as well as other areas of their lives.

The Uses and Gratifications Theory of Katz & Blumler (1974), which holds that people are active media consumers who select media to satisfy particular desires, also serves as an anchor for this. According to the findings, social media users actively use the platform to fulfill a want—in this case, the desire to travel.

With the results being presented, it is evident that social media plays a crucial role in shaping the travel decisions of working professionals. The findings are useful in shedding light on the significance of considering social media platforms as influential platforms for reaching and engaging this target consumer demographic in the context of travel-related marketing and promotions.

Table 2
Level of Travel Intention Among Working Professionals to Travel

Constructs	Mean	Std. Deviation	Interpretation
Travel intention	3.468	.4100	Very high

The level of intention to travel among working professionals is displayed in Table 2. The mean and standard deviation of the 377 respondents' travel intentions were 3.468 and 0.4100, respectively. The mean indicates that the majority of respondents concur that working professionals have very high levels of travel intention. The majority of the replies were likely near the mean, as indicated by the standard deviation, which indicates that there is relatively little data dispersion concerning the mean. The overall results suggest that there is a very high level of travel intention among working professionals.

The findings in the table above indicate that working professionals are aware that they have very high levels of travel intention. This demonstrates the widespread preference for travel-related activities among working professionals. Supported by a study conducted by Wang & Yan (2023) stated that social media information has a favorable effect on travel intention.

The results are based on Ajzen's (1991) Theory of Planned Behavior, which emphasizes the role that attitude plays in shaping behavior. The high mean score for trip intention indicates that respondents have a positive attitude toward travel. This indicates the respondents' strong inclination and eagerness to engage in travel-related activities.

These results imply that among the surveyed working professionals, there is a strong consensus regarding the high level of travel intention among the respondents. By understanding the strong inclination of the demographic towards traveling, targeted marketing strategies can be designed to appeal to the travel interests and preferences of the working professionals as well as offerings that appeal to the specific needs and preferences of the target demographic.

Table 3
Level of Travel Decision-Making of Working Professionals

Constructs	Mean	Std. Deviation	Interpretation
Decision	3.387	.4466	Very high

The degree to which working professionals make travel decisions is seen in Table 3. The mean and standard deviation for trip decision-making across 377

respondents were 3.387 and 0.4466, respectively. The mean suggests that most of the respondents agree that the level of travel decision-making among working professionals is very high. Most of the replies were likely near the mean, as indicated by the standard deviation, which indicates that there is relatively little data dispersion concerning the mean. Overall, the findings point to a relatively high degree of travel decision-making among working professionals.

The findings indicate that the respondents are aware that their level of travel decision-making is very high. This shows that travel decision-making has a huge significance in the lives of the respondents. This further indicates the need to understand the preferences of working professionals. According to a Gojol (2022) study, social media influencers play a high to moderately effective role in promoting, increasing awareness, and influencing the travel decisions of millennials.

The results are based on Ajzen's (1991) Theory of Planned Behavior, where the mean score for trip decision-making indicates a positive attitude toward travel, consistent with the theory's focus on attitude as a behavior driver.

These results imply that among the surveyed working professionals, there is a strong consensus regarding the high level of travel decision-making among the respondents. In this light, it is important for businesses and marketers to further recognize factors on this and to capitalize on these factors by creating strategies based on the preferences of the demographic.

Table 4
Effect of Social Media on the Working Professionals' Intention to Travel

Constructs	B-value	p-value	interpretation
Social media influence	.562	.000	There is a positive significant effect

The impact of social media on the travel decisions of working professionals is displayed in Table 4. The table indicates that the influence of social media has a 0.000 p-value and a B-value of 0.567. The B-value indicates a statistically significant positive link between social media and the choice of travel made by working professionals. The aggregate findings indicate a strong favorable relationship between social media and the travel choices made by working professionals.

The findings imply that there is a strong positive correlation between the influence of social media and the travel decisions made by working professionals. This finding emphasizes the importance of social media as a key medium in shaping the travel choices of working professionals.

The findings are corroborated by a study by Han & Chen (2022), which found that the legitimacy of social media influencers' sources had a significant beneficial impact on users' attitudes on social media, which was then linked to a positive intention to travel to the recommended location.

This is also anchored by the Uses and Gratifications Theory by Katz & Blumler (1974), wherein individuals actively consume media and are driven to select media

to satisfy specific needs. As a result, social media users actively engage in social media to satisfy a certain gratification, which, in this case, is their decision to travel.

The results show that there is a huge importance for the sector to leverage social media as a very significant platform in marketing and in increasing engagement towards a certain destination to effectively influence the decision of the demographics' intention to travel.

Table 5
Effect of Social Media on Working Professionals' Travel Decision

Constructs	B-value	p-value	Interpretation
Social media influence	.567	.000	There is a positive significant effect

Table 5 shows the effect of social media on the working professional's travel decisions. The table indicates that the influence of social media has a 0.000 p-value and a B-value of 0.567. The B-value indicates a statistically significant positive link between social media and the choice of travel made by working professionals. The aggregate findings indicate a strong favorable relationship between social media and the travel choices made by working professionals.

The findings imply that there is a strong positive correlation between the influence of social media and the travel decisions made by working professionals. This finding emphasizes the importance of social media as a key medium in shaping the travel choices of working professionals. According to research by Pop et al. (2022), customer trust in social media affects travel decisions at every stage.

The Uses and Gratifications Theory of Katz & Blumler (1974), which holds that people are active media consumers who select media to satisfy particular desires, also serves as an anchor for this. According to the findings, social media users actively use the platform to fulfill a want—in this case, the desire to travel.

Thus, it can be said that social media has a positive significant relationship with the travel decision-making of the target demographic which implies that there is a need for the sector to use social media to aid in the travel decision-making of working professionals to their advantage.

Table 6
Effect of Social Media Influence when Mediated
with Travel Intention toward Travel Decision

Constructs	Mediating Variable	B-value	p-value	Interpretation
Social media influence	Travel intention	.2992	.000	There is a positive significant mediating effect

Table 6 above shows the effect of social media influence when mediated with travel intention toward travel decisions. As shown in the table, social media influence when mediated with travel intention has a B-value of 0.2992. The B-value suggests that social media influence when mediated with travel intention has a positive significant mediating effect towards travel decision. The p-value suggests that the null hypothesis is to be rejected. The overall results show that there is a positive significant correlation between social media influence when mediated with travel intention and travel decision.

The findings imply that, when travel intentions are taken into account, there is a strong positive association between social media influence and the trip decisions made by working professionals. This suggests that when considering the decision-making process of working professionals regarding travel, social media influence when mediated by travel goals, is relevant.

The study by Karatsoli & Nathanail (2020), which found that both men and women typically use social media mostly for travel and activity preparation before an activity, can be used to support this. This indicates that social media use by working professionals before travel affects their intentions to travel, which in turn influences the decision to travel.

The Uses and Gratifications Theory of Katz & Blumler (1974), which holds that people are active media consumers who select media to satisfy particular desires, also serves as an anchor for this. Users actively seek content in social media that influences them in their decision-making.

The results show that social media when mediated with travel intention positively influences the travel decision-making of working professionals. Based on that, there is a need for businesses and marketers to prioritize their social media presence and engagement. This involves creating content that is engaging and compelling to the target audience, as well as actively interacting with the target audience.

CONCLUSION

1. The results imply that there are very high levels of social media influence that affect the travel intention of working professionals. This is evident with the prominent use of social media in discovering travel destinations and in seeking travel recommendations.
2. There are very high levels of travel intention among working professionals. This indicates that working professionals often use social media to influence their travel intentions, such as looking for relevant information online about certain destinations and engaging with travel content such as vlogs and advertisements.
3. The very high levels of travel decision-making among working professionals indicate that working professionals engage in extensive planning before making a decision.
4. The correlational analysis's findings indicate that working professionals' intentions to travel are significantly positively impacted by social media influence. Travel intentions of working professionals were positively shaped by what they engage or interact with on social media platforms.
5. Social media influence has a positive significant effect on the travel decisions of working professionals, implying that working professionals were most likely to travel to a certain location based on the location's positive reception in social media. This means that when working professionals are exposed to tourist spots that were advertised on social media, there is a significant

increase in their travel decision-making compared to when social media was not used.

6. The results in the correlational analysis show that social media influence, when mediated with travel intention, has a positive significant mediating effect towards travel decisions, and it was also found that social media, when mediated with travel intention, has a lower significant effect on travel decision-making compared to when social media was not involved as a factor to influence their decision-making.

RECOMMENDATIONS

1. It is recommended that the Department of Tourism strengthen its guidance in terms of the formation, association, and budgeting in the promotion of the Filipino brand of hospitality using social media as a platform to showcase the tourist spots in the country. It is evident that there is an intention to promote the Filipino brand of hospitality, but there is a lack of unity in terms of offering this and its operation.
2. It is also recommended that social media be used to influence the advertisement of the 4As in traveling (amenities, accommodation, attraction, and accessibility) in which a larger audience and a larger consumer market will be reached. This, in turn, will lead to enhancements of the 4As of businesses and establishments to compete in the larger market. In this light, hotels and other accommodation establishments are recommended to use social media platforms to advertise the amenities, accommodations, attractions, and accessibility within the establishments.
3. Future researchers are recommended to conduct further analyses regarding relevant sub-topics as part of factors contributing to the travel intention and decision-making of working professionals and individuals.



References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Al-Gasawneh, J. A.-A. (2020). The relationship between perceived destination image, social media interaction, and travel intentions relating to Neom City. *Academy of Strategic Management Journal*, 19(2), 1-12.
- Bai, B., Hu, C., & Wu, C.-M. (2009). Affect, Travel Motivation, and Travel Intention: a Senior Market. *Journal of Hospitality & Tourism Research - J Hospit Tourism Res.* 33, 51-73. 10.1177/1096348008329666.
- Buted, D., Gillespie, N., Conti, J., Delgado, B., Marasigan, R., Rubico, S., & Felicen, S. (2014). Effects of Social Media in the Tourism Industry of Batangas Province. *Asia Pacific Journal of Multidisciplinary Research*, 2, 1-1.
- Carvalho, M. A. (2022). Factors affecting future travel intentions: Awareness, image, past visitation and risk perception. *International Journal of Tourism Cities*, 8(3), 761-778.
- Chen, Y., & Hou, Y. (2023). The Influence of Short Videos on Youth Travel Intention in Self-Media Context—Based on SOR Theory Perspective. *Journal of Education, Humanities and Social Sciences*, 21, 227-234.
- Entas, D., Wahyuni, N., & Maulana, E. (2022). Analysis of the Urban Millennial Travelers' Intention. *International Journal of Travel, Hospitality and Events*, 1(1), 1-6.
- Etikan, I., Alkassim, R., & Abubakar, S. (2016). Comparision of snowball sampling and sequential sampling technique. *Biometrics and Biostatistics International Journal*, 3(1), 55.
- Fondevila-Gascón, J. F., Polo-López, M., Rom-Rodríguez, J., & Mir-Bernal, P. (2020). Social media influence on consumer behavior: The case of mobile telephony manufacturers . *Sustainability*, 12(4), 1506.
- Gojol, T., Ollamina, A., Vega, C., Martinez, G., Agosto, G., & Pineda, J. (2022). The Role of Social Media Influencers on Millennials Travel Decision. *AVAHAN: A Journal on Hospitality & Tourism*, 10(1).
- Gordon, J. (2022). Uses and Gratification Theory - Explained.
- Gulati, S. (2022). Unveiling the tourist's social media cycle: use of social media during travel decision-making. *Global Knowledge, Memory and Communication*.
- Han, J., & Chen, H. (2022). Millennial social media users' intention to travel: the moderating role of social media influencer following behavior. *International Hospitality Review*, 36(2), 340-357.



- Hedau, S. (2020). How does Social Media Influence the Real World?
- Howe, S. (2023). Social Media Statistics in the Philippines.
- Huang, R., & Tian, X. (2013). An Investigation of Travel Behavior of Chinese International Students in the UK. *Journal of China Tourism Research*, 9, 277-291. 10.1080/19388160.2013.812898.
- Icoz, O., Kutuk, A., & Icoz, O. (2018). Social media and consumer buying decisions in tourism: The case of Turkey.
- Irfan, M., Malik, M. S., & Zubair, S. K. (2022). Impact of vlog marketing on consumer travel intent and consumer purchase intent with the moderating role of destination image and ease of travel. *SAGE Open*, 12(2), 21582440221099522.
- IvyPanda. (2023). Descriptive Correlational Design in Research.
- Jiang, X., Qin, J., Gao, J., & Gossage, M. G. (2022). How Tourists' Perception Affects Travel Intention: Mechanism Pathways and Boundary Conditions. *Frontiers in psychology*, 13, 82136.
- Jog, D. R., & Alcasoas, N. A. (2023). Travel decision making through blogs and vlogs: An empirical investigation on how user-generated content influences destination image. *Turyzm/Tourism*, 19-28.
- Karatsoli, M., & Nathanail, E. (2020). Examining gender differences of social media use for activity planning and travel choices. *European Transport Research Review*, 12(1), 1-9.
- Karl, M., Bauer, A., Ritchie, W. B., & Passauer, M. (2020). The impact of travel constraints on travel decision-making: A comparative approach of travel frequencies and intended travel participation. *Journal of Destination Marketing & Management*, 18, 100471.
- Kent, M. L. (2010). Directions in social media for professionals and scholars. *Handbook of public relations*, 2, 643-656.
- Murray, J. (2023). The Power of Social Media: How It Benefits Working Professionals.
- Nur'afifah, O., & Prihantoro, E. (2021). The Influence of Social Media on Millennial Generation about Travel Decision-Making. *Jurnal The Messenger*, 13(3), 238-255.
- Padilla, W. (2019). How Technology Has Changed the Way You Travel.
- Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information Technology & Tourism*, 22(3), 455-476.

- Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823-843.
- Salman, N. M., Hanafi, N. M., Jie, C. K., & Kosnin, R. (2022). The Influence of Travelling Lifestyles on Travel Intention Among Youth in Malaysia.
- Singh, R., & Singh, J. (2019). Destination Attributes to Measure Tourist Revisit Intention: A Scale Development. *Global Business Review*, 20, 549 - 572.
- Vianna, C. (2023). How social media has permanently changed the travel industry.
- Yousaf, A., Mishra, A., & Amin, I. (2023). Autonomous/controlled travel motivations and their effect on travel intentions of Indian Millennials: a mixed method approach. *Tourism Recreation Research*, 48(2), 286-304.

APPENDICES

APPENDIX A

Informed Consent Form



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Greetings!

Dear Respondent,

We are presently conducting a research entitled "**Social Media Influence Affecting Working Professionals' Travel Intention and Decision.**" This is a requirement for the Bachelor of Science in Hospitality Management. With this, we would like to ask cooperation to gather data and information from you by answering the survey questionnaire below.

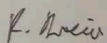
In accordance of R.A. 10173, or the Data Privacy Act of 2012, all personnel and/or sensitive information solicited and disclosed from this questionnaire shall only be used for the study alone. Rest assured that your responses in this instrument will be kept confidential.

Thank you for taking time to complete this questionnaire.

Respectfully yours,


LIANNE DALE T. BAGUNDOL
BSHM Student Researcher


RENALLEN D. STA. RITA
BSHM Student Researcher


ROVIC LOUEL B. TROCIO
BSHM Student Researcher

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431

APPENDIX B

Research Questionnaire

Social Media Influence Questionnaire

Adapted from (Buted, et al., 2014), and (Icoz, et al., 2018).

The statements test the social media influence affecting working professional's travel intention and decision. Please read the statements carefully and rate honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you very much.

Direction: Rate the statements by checking (✓) the statements using the following scales: |

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

I. Social Media Influence

Statements	4	3	2	1
1. Social media can also be the ultimate tool for word of mouth.				
2. Social networking sites provide information about hotels and other tourism services.				
3. Social networking sites are informative before trips.				
4. Positive comments of the users on social networking sites make me trust to tourism and hospitality services I'm interested in.				
5. Social media is a popular tool among customers and share personal experiences, comments, and opinions.				
6. Social media has been proven to be an excellent strategy rather than any promotional campaign.				
7. Social media can be an advantage to reach global audience even in remote corners of the world.				
8. Social networking sites provide information about tourism and hospitality services while making decisions.				
9. I subscribe on social networking sites concerning my favorite hotels and tourism destinations and I follow their updated notifications.				
10. Social networking sites help me to make faster decisions about the tourism and hospitality services I want to buy.				
11. I make use of the posts and the comments of the people on social networking sites while deciding.				
12. I check the pictures of the hotels on the pages of the social networking sites concerning tourism and hospitality services.				

13. I carefully checked all of the special offers on the social networking sites concerning the tourism hospitality services that I am planning to buy.				
14. I ask/post questions on social networking sites while I am deciding the tourism in hospitality services that I am planning to buy.				
15. I can make better decisions about my tourism activities by the help of social networking sites.				

Travel Intention Questionnaire

Adapted from (Huang, et al., 2013), and (Bai, et al., 2009).

The statements test the social media influence affecting working professional's travel intention and decision. Please read the statements carefully and rate honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you very much.

Direction: Rate the statements by checking (✓) the statements using the following scales:

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

II. Travel Intention

Statements	4	3	2	1
I intend to travel because..				
1. I wanted to take a rest/to relax.				
2. I wanted to seek diversion and entertainment.				
3. I wanted to alleviate stress.				
4. I wanted to try new food.				
5. I wanted to meet new people.				
6. I wanted to integrate myself into society.				
7. I wanted to explore historical and cultural heritage.				
8. I wanted to discover new places.				
9. I wanted to live exciting experiences.				
10. I wanted to seek adventure.				
11. I like to see how other people live.				
12. I want to see things that I don't normally see.				
13. There are some places I have always wanted to visit.				

Travel Decision Questionnaire

Adapted from (Singh, et al., 2019), and (Bai, et al., 2009).

The statements test the social media influence affecting working professional's travel intention and decision. Please read the statements carefully and rate honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you very much.

Direction: Rate the statements by checking (✓) the statements using the following scales:

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

III. Decision

Statements	4	3	2	1
1. The destination has diverse ecosystem zones.				
2. The destination has well-preserved region.				
3. The destination has astonishing site scene/panorama.				
4. The destination has cultural ties and bond with my family.				
5. Destination has many of my favorite places that I wanted to visit.				
6. I just like to travel, to go somewhere and to do something.				
7. I want to meet new people and socialize.				
8. I like to visit foreign cultures.				
9. I like to experience different cultures and different ways of life.				
10. The destination's services provided are impressive.				

APPENDIX C

Sample of the Filled-Out Questionnaire

APPENDIX A
Social Media Influence Questionnaire
Adapted from (Buted, et al., 2014), and (Icoz, et al., 2018).

The statements test the social media influence affecting working professional's travel intention and decision. Please read the statements carefully and rate honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you very much.

Direction: Rate the statements by checking (✓) the statements using the following scales:
4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

I. Social Media Influence.

Statements	4	3	2	1
1. Social media can also be the ultimate tool for word of mouth.		✓		
2. Social networking sites provide information about hotels and other tourism services.		✓		
3. Social networking sites are informative before trips.		✓		
4. Positive comments of the users on social networking sites make me trust to tourism and hospitality services I'm interested in.		✓		
5. Social media is a popular tool among customers and share personal experiences, comments, and opinions.		✓		
6. Social media has been proven to be an excellent strategy rather than any promotional campaign.		✓		
7. Social media can be an advantage to reach global audience even in remote corners of the world.		✓		
8. Social networking sites provide information about tourism and hospitality services while making decisions.		✓		
9. I subscribe on social networking sites concerning my favorite hotels and tourism destinations and I follow their updated notifications.		✓		
10. Social networking sites help me to make faster decisions about the tourism and hospitality services I want to buy.		✓		
11. I make use of the posts and the comments of the people on social networking sites while deciding.		✓		
12. I check the pictures of the hotels on the pages of the social networking sites concerning tourism and hospitality services.		✓		

13. I carefully checked all of the special offers on the social networking sites concerning the tourism hospitality services that I am planning to buy.				
14. I ask/post questions on social networking sites while I am deciding the tourism in hospitality services that I am planning to buy.				
15. I can make better decisions about my tourism activities by the help of social networking sites.				

APPENDIX B

Travel Intention Questionnaire

Adapted from (Huang, et al., 2013), and (Bai, et al., 2009).

The statements test the social media influence affecting working professional's travel intention and decision. Please read the statements carefully and rate honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you very much.

Direction: Rate the statements by checking (✓) the statements using the following scales:

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

II. Travel Intention

Statements	4	3	2	1
I intend to travel because..				
1. I wanted to take a rest/to relax.	✓			
2. I wanted to seek diversion and entertainment.	✓			
3. I wanted to alleviate stress.		✓		
4. I wanted to try new food.		✓		
5. I wanted to meet new people.	✓			
6. I wanted to integrate myself into society.			✓	
7. I wanted to explore historical and cultural heritage.			✓	
8. I wanted to discover new places.	✓			
9. I wanted to live exciting experiences.	✓			
10. I wanted to seek adventure.	✓			
11. I like to see how other people live.		✓		
12. I want to see things that I don't normally see.		✓		
13. There are some places I have always wanted to visit.		✓		

APPENDIX C

Travel Decision Questionnaire

Adapted from (Singh, et al., 2019), and (Bai, et al., 2009).

The statements test the social media influence affecting working professional's travel intention and decision. Please read the statements carefully and rate honestly. Your rating of each statement will help the researchers finish their study. Use the scoring guide to indicate your rating. Check the column to signify your rating. Rest assured that your answers will be kept confidential. Thank you very much.

Direction: Rate the statements by checking (✓) the statements using the following scales:

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

III. Decision

Statements	4	3	2	1
1. The destination has diverse ecosystem zones.		✓		
2. The destination has well-preserved region.		✓		
3. The destination has astonishing site scene/panorama.	✓			
4. The destination has cultural ties and bond with my family.	✓			
5. Destination has many of my favorite places that I wanted to visit.	✓			
6. I just like to travel, to go somewhere and to do something.	✓			
7. I want to meet new people and socialize.		✓		
8. I like to visit foreign cultures.		✓		
9. I like to experience different cultures and different ways of life.	✓			
10. The destination's services provided are impressive.	✓			

APPENDIX D

Request Letter to Adapt the Instrument



MISAMIS UNIVERSITY
OZAMIZ CITY

December 2, 2023

DEXTER BUTED
Visionary President at Pangasinan State University
Alvear St, Lingayen, 2401, Philippines

Dear Mr. Buted,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled *"Social Media Influence Affecting Working Professionals' Travel Intention and Decision."*

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighboring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study. This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

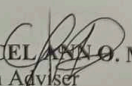
Respectfully,


LIANNE DALE T. BAGUNDOL


RENALLEN D. STA. RITA


ROVIC LOUEL B. TROCIO
BSHM Researchers

Noted by:


CHRISCEL ANN O. MARIBOJOC
Research Adviser

Received and Approved by:

DEXTER BUTED
Author, Effects of Social Media in the Tourism
Industry of Batangas Province

College of Business and Management
Misamis University



MISAMIS UNIVERSITY
OZAMIZ CITY

December 2, 2023

PROFESSOR ORHAN İÇÖZ
Department Head at Faculty of Economic and Administrative Sciences
Yaşar University, Turkey

Dear Professor İçöz,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled *"Social Media Influence Affecting Working Professionals' Travel Intention and Decision."*

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighboring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study. This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


LIANNE DALE T. BAGUNDOL

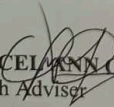

RENALLEN D. STA. RITA


ROVIC LOUEL B. TROCIO
BSHM Researchers

Received and Approved by:

PROFESSOR ORHAN İÇÖZ
Author, Social media and consumer buying decisions in tourism: The case of Turkey

Noted by:


CHRISCELANNO O. MARIBOJOC
Research Adviser

College of Business and Management
Misamis University



MISAMIS UNIVERSITY
OZAMIZ CITY

December 2, 2023

RONG HUANG
Associate Professor of Tourism
Plymouth University, UK

Dear Ms. Huang,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled *"Social Media Influence Affecting Working Professionals' Travel Intention and Decision."*

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighboring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study. This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


LIANNE DALE T. BAGUNDOL

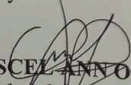

RENALLEN D. STA. RITA


ROVIC LOUEL B. TROCIO
BSHM Researchers

Received and Approved by:

RONG HUANG
Author, An Investigation of Travel Behavior of Chinese International Students in the UK

Noted by:


CHRISCEL ANNO O. MARIBOJOC
Research Adviser

College of Business and Management
Misamis University



MISAMIS UNIVERSITY
OZAMIZ CITY

December 2, 2023

DR. BILLY BAI
Professor; Chair - Hospitality Management Department
University of Nevada, Las Vegas

Dear Dr. Bai,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled *"Social Media Influence Affecting Working Professionals' Travel Intention and Decision."*

For this, the study has its purpose to **examine the social media influence affecting working professional's travel intention and decision**. As an output of the study, the researchers will propose **to help future researchers, working professionals, and neighboring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities**.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study. This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


LIANNE DALE T. BAGUNDOL


RENALLEN D. STA. RITA


ROVIC LOUEL B. TROCIO
BSHM Researchers

Noted by:


CHRISCEL ANN O. MARIBOJOC
Research Adviser

Received and Approved by:

DR. BILLY BAI
Author, Affect, Travel Motivation, and Travel Intention: a Senior Market

College of Business and Management
Misamis University



MISAMIS UNIVERSITY
OZAMIZ CITY

December 2, 2023

DR. RASHMI SINGH
University of Southern California
California

Dear Dr. Singh,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management in Misamis University undertaking thesis writing having the research entitled *"Social Media Influence Affecting Working Professionals' Travel Intention and Decision."*

For this, the study has its purpose to **examine the social media influence affecting working professional's travel intention and decision**. As an output of the study, the researchers will propose **to help future researchers, working professionals, and neighboring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities**.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study. This is also to request for a copy of your survey questionnaire. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


LIANNE DALE T. BAGUNDOL

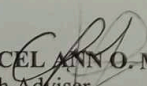

RENALLEN D. STA. RITA


ROVIC LOUEL B. TROCIO
BSHM Researchers

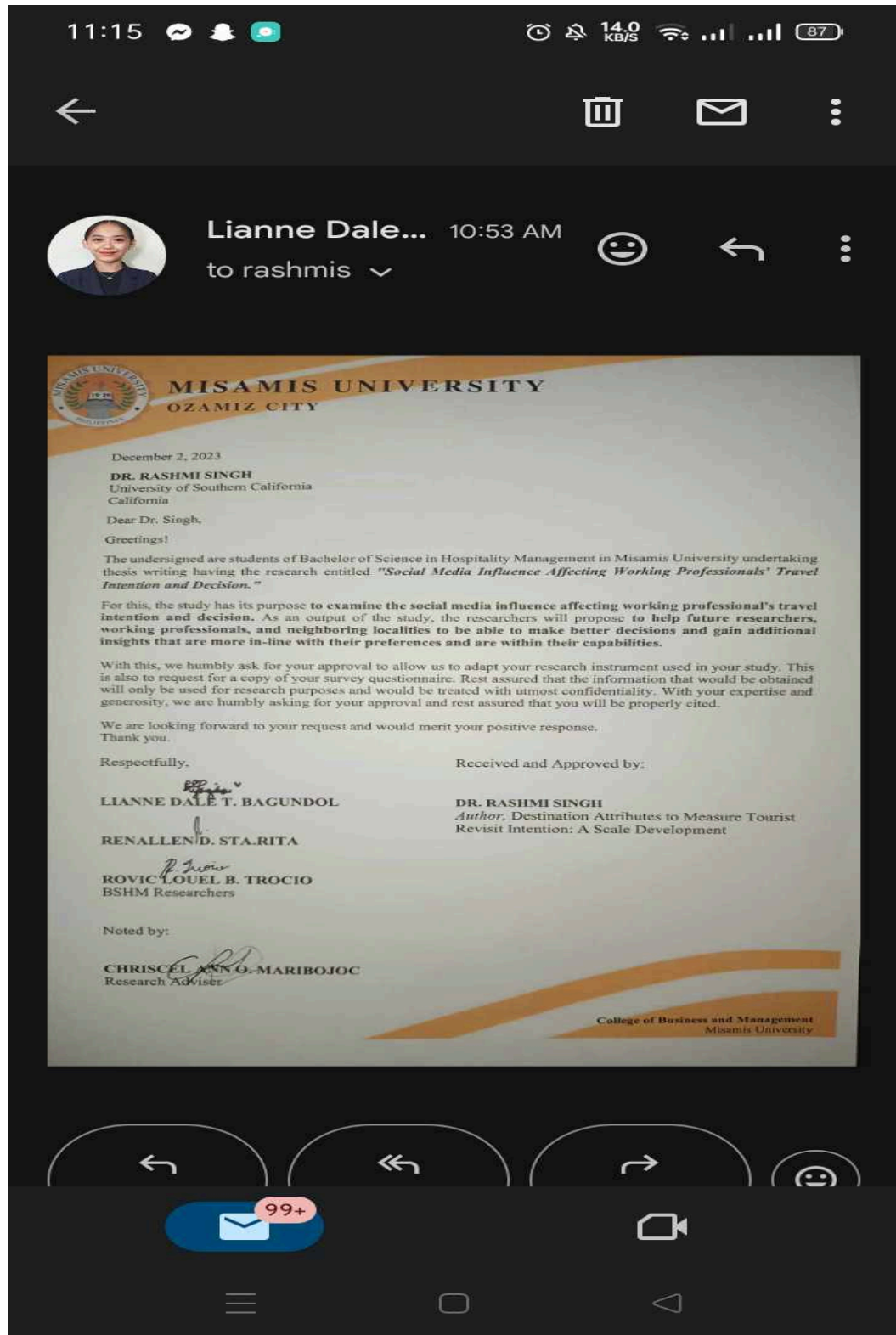
Received and Approved by:

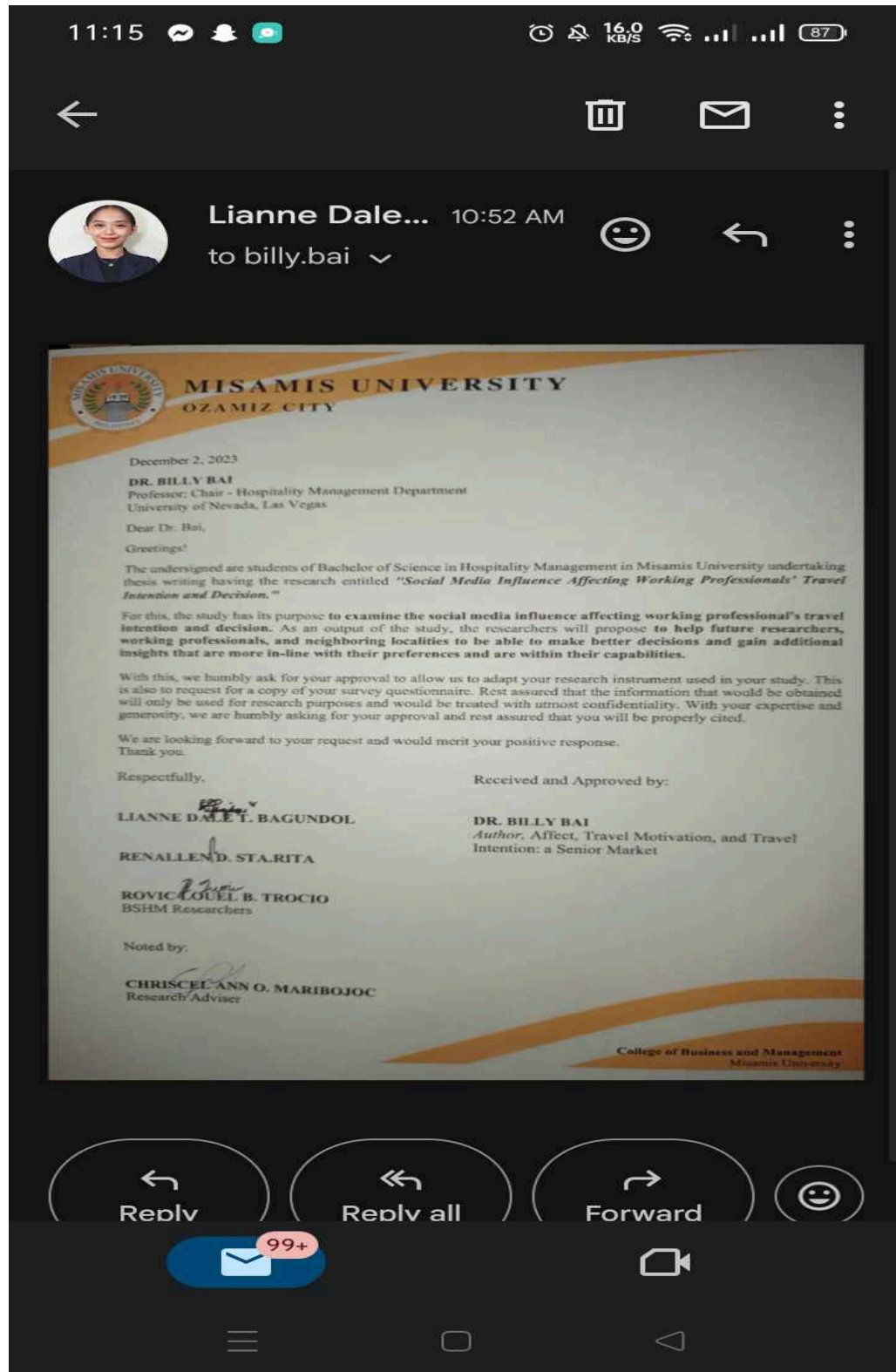
DR. RASHMI SINGH
*Author, Destination Attributes to Measure Tourist
Revisit Intention: A Scale Development*

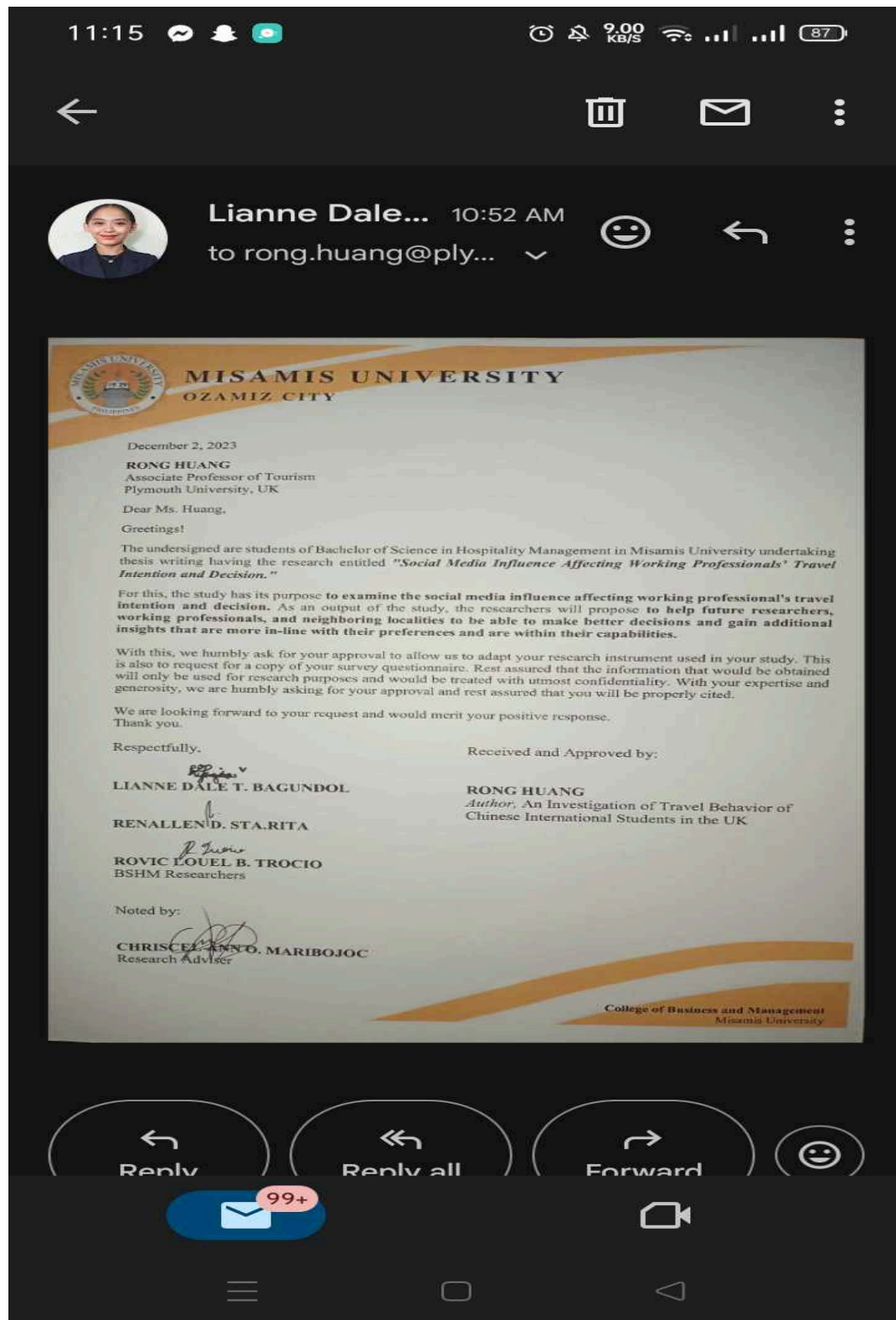
Noted by:

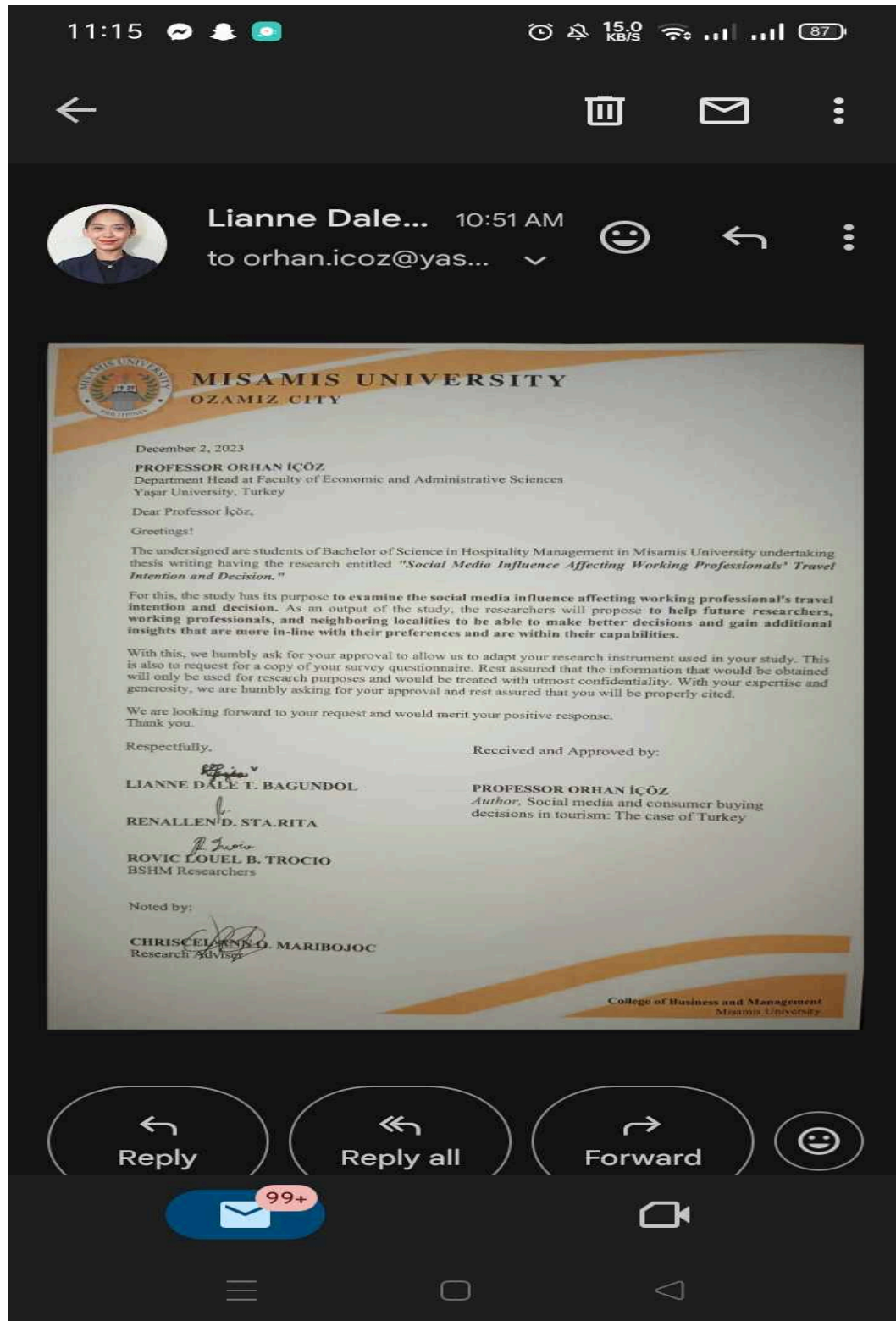

CHRISCEL ANN O. MARIBOJOC
Research Adviser

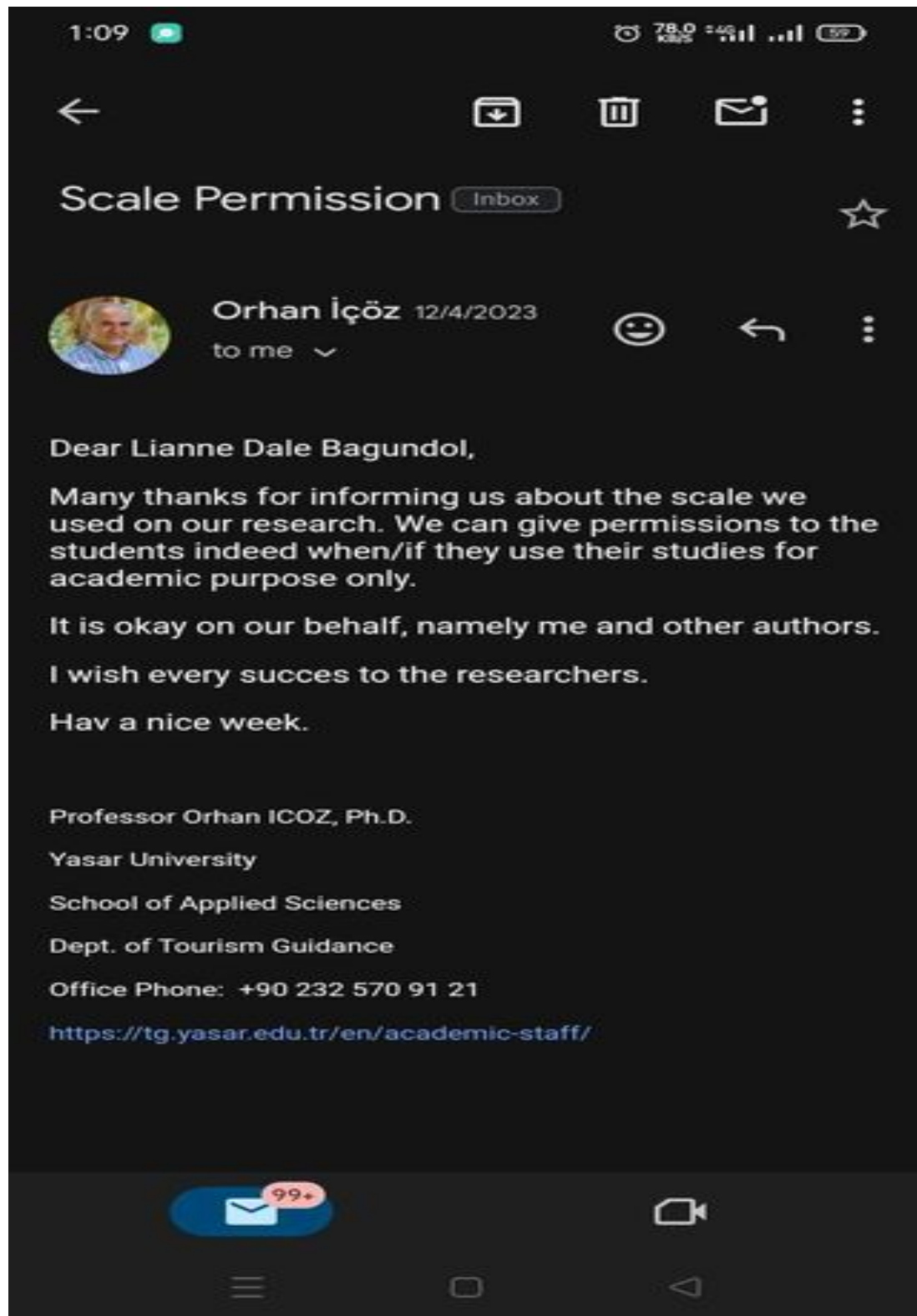
College of Business and Management
Misamis University

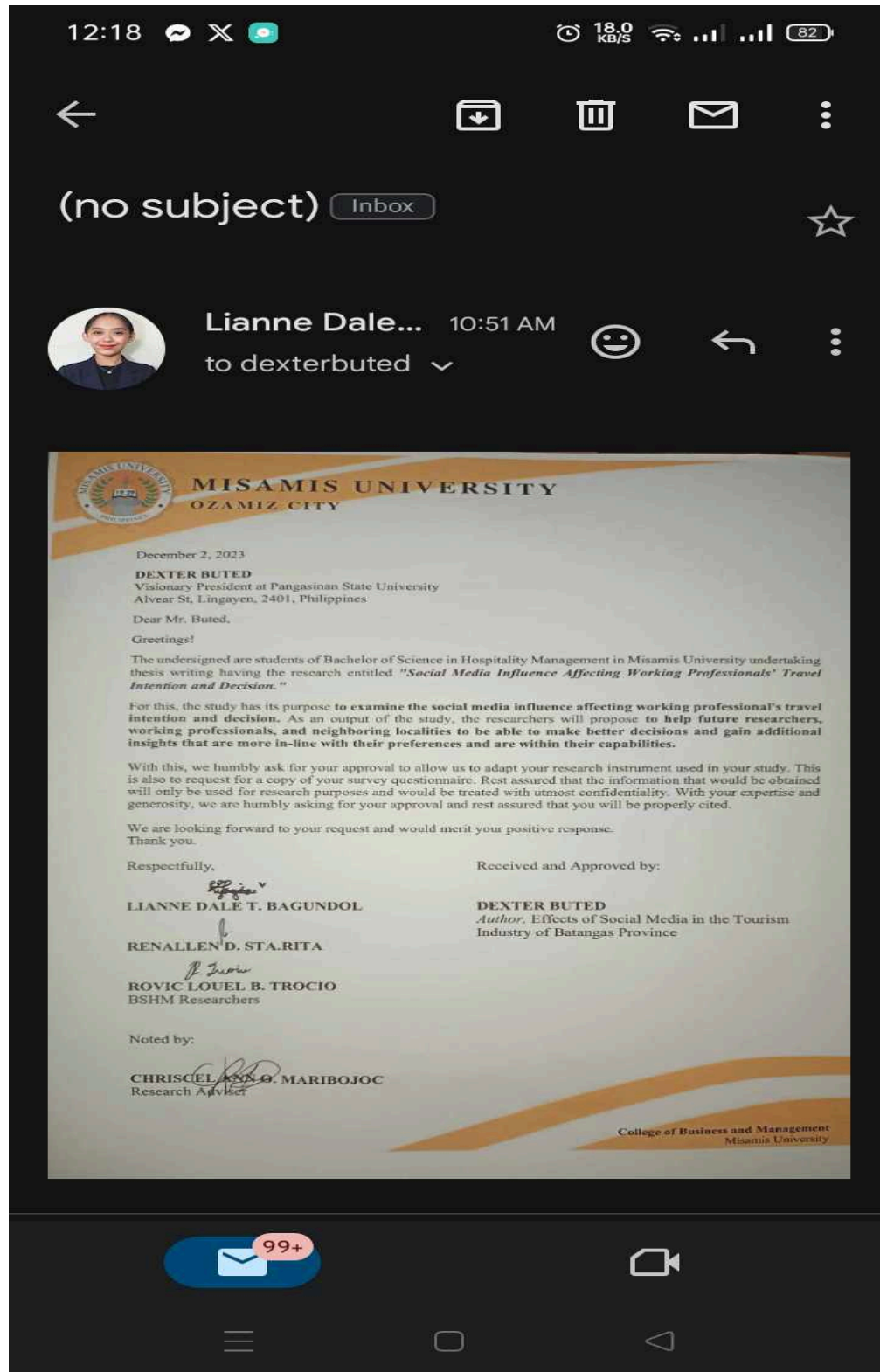












APPENDIX E
Approved Letter of Intent



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Greetings!

Dear Respondent,

We are presently conducting a research entitled **"Social Media Influence Affecting Working Professionals' Travel Intention and Decision."** This is a requirement for the Bachelor of Science in Hospitality Management. With this, we would like to ask cooperation to gather data and information from you by answering the survey questionnaire below.

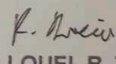
In accordance of R.A. 10173, or the Data Privacy Act of 2012, all personnel and/or sensitive information solicited and disclosed from this questionnaire shall only be used for the study alone. Rest assured that your responses in this instrument will be kept confidential.

Thank you for taking time to complete this questionnaire.

Respectfully yours,


LIANNE DALE T. BAGUNDOL
BSHM Student Researcher


RENALLEN D. STA. RITA
BSHM Student Researcher


ROVIC LOUEL B. TROCIO
BSHM Student Researcher

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431



MISAMIS UNIVERSITY

OZAMIZ CITY

October 12, 2023

Capt. Arturo M. Genon
Dean of College of Maritime Education

Dear Capt. Genon,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Social Media Influence Affecting Working Professionals' Travel Intention and Decision"**.

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighbouring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask permission from the working professionals who have prior traveling experiences since 2022, who are willing to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: 09995223524 and email address liannedalebagundol@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

[Signature]
LIANNEDALE T. BAGUNDOL

[Signature]
RENALLEN D. STA. RITA

[Signature]
ROVIC LOUEL B. TROCIO
BSHM Student Researchers

Received and Approved by:

[Signature]
ARTURO M. GENON
Dean of College of Maritime Education

Noted by:

[Signature]
CHRISCEL MARIBOJOC
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mui.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

October 12, 2023

Dr. Efren J. Barillo
Dean of College of Business and Management

Dear Dr. Barillo,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Social Media Influence Affecting Working Professionals' Travel Intention and Decision"**.

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighbouring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask permission from the working professionals who have prior traveling experiences since 2022, who are willing to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: 09995223524 and email address liannedalebagundol@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

LIANNE DALE T. BAGUNDOL
RENALLEN D. STA. RITA
ROVIC LOUEL B. TROCIO
BSHM Student Researchers

Received and Approved by:
EFREN J. BARILLO
Dean of College of Business and Management

Noted by:
CHRISCEL ANN O. MARIBOJOC
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Engr. Isidro M. Dalis Jr.
Dean of College of Engineering and Technology

Dear Engr. Dalis Jr.,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Social Media Influence Affecting Working Professionals' Travel Intention and Decision"**.

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighbouring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask permission from the working professionals who have prior traveling experiences since 2022, who are willing to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: **09995223524** and email address liannedalebagundol@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

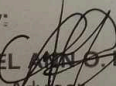

LIANNE DALIS T. BAGUNDOL

RENALLEN D. STA. RITA

ROVIC LOUEL B. TROCIO
BSHM Student Researchers

Received and Approved by:

ISIDRO M. DALIS JR.
Dean of College of Engineering and Technology

Noted by:

CHRISCEL M. MARIBOJOC
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



MISAMIS UNIVERSITY
OZAMIZ CITY

October 13, 2023

PMAJ Dennis Peñas Tano
Police Major

Dear PMAJ Tano,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Social Media Influence Affecting Working Professionals' Travel Intention and Decision"**.

For this, the study has its purpose to **examine the social media influence affecting working professional's travel intention and decision**. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighbouring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

With this, we humbly ask permission from the **working professionals who have prior traveling experiences since 2022, who are willing** to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here are my contact details: **09995223524** and email address liannedalebagundol@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

LIANNE DALE M. BAGUNDOL
RENALLEN D. STA. RITA
ROVIC LOUEL B. TROCIO
BSHM Student Researchers

Received and Approved by:
PMAJ DENNIS PEÑAS TANO
Police Major

Noted by:
CHRISCEL ANN O. MARIBOJOC
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY

OZAMIZ CITY

October 12, 2023

Dr. Jose F. Cuevas Jr.
Dean of College of Criminology

Dear Dr. Cuevas Jr.,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Social Media Influence Affecting Working Professionals' Travel Intention and Decision"**.

For this, the study has its purpose to examine the social media influence affecting working professional's travel intention and decision. As an output of the study, the researchers will propose to help future researchers, working professionals, and neighbouring localities to be able to make better decisions and gain additional insights that are more in-line with their preferences and are within their capabilities.

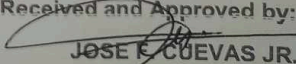
With this, we humbly ask permission from the working professionals who have prior traveling experiences since 2022, who are willing to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

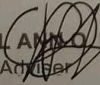
Should you have any concerns regarding this query, here are my contact details: **09995223524** and email address liannedalebagundol@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

LIANNE DALE T. BAGUNDOL
RENALLEN D. STA. RITA
ROVIC LOUEL B. TROCIO
BSHM Student Researchers

Received and Approved by:

JOSE F. CUEVAS JR.
Dean of College of Criminology

Noted by:

CHRISCEL AMADOR MARIBOJOC
Research Advisor

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-043
www.mu.edu.ph



APPENDIX F
Statistical Output

Descriptive Statistics

	N	Mean	Std. Deviation
SOCIAL MEDIA INFLUENCE	377	3.457824933687006	.383300471922727
TRAVEL INTENTION	377	3.467659661293615	.410035816368847
DECISION	377	3.386943707633364	.446597343875796
Valid N (listwise)	377		

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.526	.164		9.327	.000	1.204	1.847
SOCIAL MEDIA INFLUENCE	.562	.047	.525	11.946	.000	.469	.654

a. Dependent Variable: TRAVEL INTENTION

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.427	.183		7.804	.000	1.068	1.787
SOCIAL MEDIA INFLUENCE	.567	.053	.486	10.780	.000	.463	.670

a. Dependent Variable: DECISION

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**

Model : 4
Y : DECI
X : SMI
M : TI

Sample
Size: 377

**

OUTCOME VARIABLE:
TI

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.5250	.2756	.1221	142.6976	1.0000	
	375.0000	.0000				

Model

	coeff	se	t	p	LLCI
ULCI					
constant	1.5256	.1636	9.3273	.0000	1.2040
1.8473					
SMI	.5616	.0470			
11.9456	.0000	.4692	.6541		

**

OUTCOME VARIABLE:
DECI

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.6402	.4099	.1183	129.8948	2.0000	
	374.0000	.0000				

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.6145	.1787			
3.4385	.0007	.2631	.9659		
SMI	.2675	.0544			
4.9194	.0000	.1606	.3744		
TI	.5328	.0508			
10.4806	.0000	.4328	.6327		

***** DIRECT AND INDIRECT EFFECTS OF X ON Y



Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2675	.0544	4.9194	.0000	.1606	.3744

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TI	.2992	.0392	.2221	.3751

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

**Appendix G
Documentation (Photo In Action)**



During brainstorming and printing of proposal paper.



Photos taken during revising of proposal paper.



Giving of study questionnaires to offices, printing of survey questionnaires, disseminating survey questionnaires to offices, and tallying the data to excel.



Working closely together with the team's adviser to finalize revisions.

APPENDIX H

Plagiarism Test Result



Similarity Report ID: oid:28447:48669810

PAPER NAME

Bagundol.docx

WORD COUNT

7903 Words

CHARACTER COUNT

44654 Characters

PAGE COUNT

40 Pages

FILE SIZE

125.9KB

SUBMISSION DATE

Jan 5, 2024 3:51 PM GMT+8

REPORT DATE

Jan 5, 2024 3:52 PM GMT+8

● 28% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

- 10% Internet database
- 4% Publications database
- Crossref database
- Crossref Posted Content database
- 26% Submitted Works database

● Excluded from Similarity Report

- Bibliographic material
- Manually excluded sources

APPENDIX I

Grammarly Test Result



Report: GROUP B

GROUP B

by Misamis University

General metrics

54,849

characters

8,026

words

586

sentences

32 min 6 sec

reading
time

1 hr 1 min

speaking
time

Score

99

This text scores better than 99%

Writing Issues

100

Issues left

19

Critical

81

Advanced

Activ
Go to

APPENDIX J

Curriculum Vitae

Lianne Dale T. Bagundol

Address: P-8, Pulot, Ozamiz City, Misamis Occidental
Contact No.: 09995223524
Email: liannedalebagundol@gmail.com



Job Objectives

When given a task, I am dedicated to working it through. I am willing to learn and accept duties that will be assigned. I am seeking for an opportunity to hone my acquired skills and talents under the care of your company.

Skills

- encode
- housekeeping
- fluent in English and Filipino
- cooperative

Experience

- Work Immersion
Oakhill Inn & Breaktime Cafe
Food Server/Room & Laundry Attendant
January 2020

Education

College	2020 - present
Misamis University Ozamiz City, Misamis Occidental	
Senior High School	2018 - 2020
Misamis University Ozamiz City, Misamis Occidental	
Junior High School	2014 - 2018
Misamis University Ozamiz City, Misamis Occidental	
Elementary	2005 - 2014
Misamis University Ozamiz City, Misamis Occidental	

Seminars and Training Attended

- Career Orientation Seminar in the Cruise Line Magsaysay Center for Hospitality and Culinary
Cebu City
April 24, 2023
- Lecture on Hotel Operations or MICE Management
SEDA Hotel, Cebu City
April 25, 2023
- Lecture and Demonstration on Basic Housekeeping and Bed-making
Mezzo Hotel, Cebu City
April 26, 2023
- Cake Decorating and Customizing using Fondant
MU Manor, Ozamis City
June 09, 2023

References

Mrs. Catherine D. Rosauero, MBA, MIHM
Faculty
MISAMIS UNIVERSITY
09518855461
catherine.rosauero@mu.edu.ph

Renallen D. Sta.Rita

Address: Tinago, Ozamiz City, Misamis Occidental

Contact Number: 09639396775

Email: staritarenallend@gmail.com



Objective:

To attain a position in a results-oriented company that seeks a determined and career conscious person, where acquired skills, experiences, education, and training will be utilized toward growth and advancement.

Experience

Work Immersion January 2020

Oakhill Inn & Breaktime Café

Food Server/Room & Laundry Attendant

Seminars And Training Attended

- **Career Orientation Seminar in the Cruise Line**
Magsaysay Center for Hospitality and Culinary
Cebu City
April 24, 2023
- **Lecture on Hotel Operations or MICE**
Management
SEDA Hotel, Cebu City
April 25, 2023
- **Lecture and Demonstration on Basic**
Housekeeping and Bed-making
Mezzo Hotel, Cebu City
April 26, 2023

Education

ELEMENTARY

Ozamiz City Central School (2012)

JUNIOR HIGH SCHOOL

Ozamiz City National High School (2017)

SENIOR HIGH SCHOOL

Misamis University

Accountancy, Business, Management (2020)

COLLEGE

Bachelor of Science in Hospitality

Management

MISAMIS UNIVERSITY (2023)

Skills

- Communication
- Adaptability
- Costumer Service
- Time Management
- Coachability

References

Mrs. Catherine D. Rosauo, MBA, MIHM
Faculty

MISAMIS UNIVERSITY

09518855461

catherine.rosauo@mu.edu.ph

Rovic Louel B. Trocio

Address: P4 Poblacion, Tubod, Lanao del Norte

Contact Number: 09158666205

Email: rovictrocio4@gmail.com



Objective:

Eager to learn the ropes of hotel operations, guest services, and event management while contributing my enthusiasm, adaptability, and strong work ethic to support the hotel team.

SEMINARS AND TRAINING ATTENDED

- Career Orientation Seminar in the Cruise Line Magsaysay Center for Hospitality and Culinary Cebu City
- NC II- Cookery
- NC II- FBS
- NC II- BPP
- Understanding Mental Health and Well-Being

CERTIFICATES

- NC II- Cookery
- NC II- FBS
- NC II- BPP

Education

ELEMENTARY

Baroy Central Elementary School (2013)

JUNIOR HIGH SCHOOL

Meroy Junior College (2018)

SENIOR HIGH SCHOOL

Meroy Junior College

TVL- Home Economics (2020)

COLLEGE

Bachelor of Science in Hospitality

Management

MISAMIS UNIVERSITY (2023)

Skills

- Cooking
- Serving
- Safety and Security of the guest and staff
- Understanding marketing strategies and sales techniques

References

Mrs. Ruby Salig, MBA, MIHM
Faculty
MISAMIS UNIVERSITY
09759339457
ruby.salig@mu.edu.ph

Mrs. Catherine D. Rosauro, MBA, MIHM
Faculty
MISAMIS UNIVERSITY
09518855461
catherine.rosauro@mu.edu.ph