

# **UNDERSTANDING JRU-HRM FRESHMEN STUDENT'S PERCEPTION AND EXPERIENCE OF A HOTEL FAMILIARIZATION TOUR**

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This study dealt with a keen cognizance of JRU – HRM Freshmen Students' insights towards the school's hotel familiarization tour. This qualitative type of research used the phenomenological method where the aim of which is to include all relevant physiognomies, merits, and actions in a lived experience of a phenomenon. The phenomenon labeled in this study is the hotel familiarization tour. The five key participants were chosen using the purposive sampling. A structured interview was utilized to inquire into the meanings participants made out of their experiences. They described their lived phenomenal experience and coded them in accordance with the need of the study.

The qualitative inquiry revealed that there are significant values of the Hotel Familiarization Tour in their chosen field of study wherein the school is giving opportunity for their students to experience real life education. In addition, the tour positively affected the students learning outcomes such as their hospitality skills; social and personal development through direct contact with the learning environment and experts in the field.

Based on the result, the researcher recommended that JRU may plan a more deluxe tour on high-end establishments offering the top of the line facilities. They may provide task sheets or modules to facilitate a more structured learning. Also, the school administrators may use a triangular approach in evaluating and validating school tours. Lastly, the Myers 2012: Educational Program approach may be considered in planning stage of their educational tours.