

JOHN B. LACSON COLLEGES FOUNDATION (MOLO), INC.
Research Department
Iloilo City

CRUISE SHIP MANAGEMENT AS A COURSE: PERCEIVED BENEFITS
AMONG STUDENTS AT JBLCF (MOLO), INC.

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by

Maribel B. Gavileño
Jane S. Gabasa
Chrissy R. Gallenero
Katherine D. Ganzon
Neil Ryan V. Duazo
Kelly Anthony J. Alloro

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Abstract

The study aimed at determining the perceived benefits derived from cruise management as a course among students at JBLCF (Molo), Inc. second semester school year 2004-2005. The participants of this study were the 128 randomly selected cruise ship management students. Data were obtained through the use of an adopted rating scale gathering instruments Leonor (2000). Descriptive statistics employed were the means and standard deviations; and inferential statistics employed were the t-test for independent samples, and One-Way ANOVA set at .05 alpha level. Results revealed that generally, the students perceived Cruise Ship Management as a course as socially "beneficial", and perceived to be economically,

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educationally, and psychologically "highly beneficial". The students differ significantly in the perceived social benefits and perceived educational benefits of Cruise Ship Management as a course when grouped according to family monthly income. On the other hand, no significant difference existed in the students' perceived economic benefits and psychological benefits of Cruise Ship Management as a course when grouped according to family monthly income. No significant differences existed in the students perceived social, economic, educational, and psychological benefits of Cruise Ship Management as a course when grouped according to gender, high school origin, father's occupation, father's educational attainment, and mother's educational attainment.