

**John B. Lacson Foundation Maritime University-Molo, Inc.  
College of Business  
Iloilo City**

**LEVEL OF AWARENESS ON URBAN TOURISM AMONG BS TOURISM STUDENTS**

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*Abstract*

This study determined the level of awareness on Urban Tourism among BS Tourism students when students were grouped according to year level, sex and residence. This was conducted at John B. Lacson Foundation Maritime University-Molo, Inc. during the first semester, school year 2010-2011. Results showed that students' level of awareness on Urban Tourism were all "highly aware" when taken as a whole and when grouped according to year level, sex and residence. When students were grouped according to sex and residence, there was no significant difference in the level of awareness on Urban Tourism. However, when students were grouped according to year level, there was a significant difference in the level of awareness on Urban Tourism. Further, third year students were more aware compared to second year and first year students.