

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

PERCEIVED IMPORTANCE OF INFORMATION TECHNOLOGY IN TOURISM
INDUSTRY AMONG STUDENTS

A Thesis Presented to the
Faculty of the Business Department
John B. Lacson Colleges Foundation (Molo), Inc.
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In Partial Fulfillment
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by

Eden Rose G. Galuego

Annie Marie C. Paniza

Neldie C. Obrence

Marrybeth Jean A. Espinosa

Jeraldine C. Eseller

Sergie R. Farinas

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Research Department
Iloilo City

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Abstract

This descriptive study aimed to determine the perceived importance of information technology in tourism industry among students of the business department at JBLCF (Molo), Inc. during first semester 2005-2006. The participants were the 40 randomly selected tourism students. Data of this study were obtained using the validated instrument on "Perceived Importance of Information Technology Rating Scale". Descriptive statistics employed were means and standard deviations. Inferential statistics employed were t-test for independent samples and One-Way Analysis of Variance (ANOVA) set at .05 alpha level. Results revealed that generally, students perceived information technology

was this used?

vi

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in tourism industry as "highly important" when taken as an entire group or classified according to place of residence, monthly family income, and GPA in computer. Significant differences existed in the perceived importance of information technology in tourism industry among students when classified ^{according to} monthly family income. No significant differences existed in the perceived importance of information technology among students when classified according to place of residence and GPA in computer.