

**STUDENTS' PERCEPTION ON THE IMPORTANCE OF THE
COMMUNICATION SKILLS IN THE JOB**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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February 2022

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A Thesis
Presented to the Faculty of the
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APPROVAL SHEET

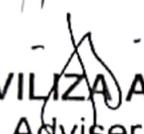
This thesis entitled, "STUDENTS' PERCEPTION ON THE IMPORTANCE OF THE COMMUNICATION SKILLS IN THE JOB" prepared and submitted by Aldojesa, Geniezel, Cagoco, Julie Ann, Credo, Jayrick in partial fulfillment of the requirements for the degree in Bachelor of Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.

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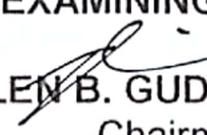

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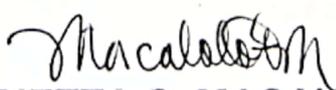

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ABSTRACT

The study aimed to determine the students' perception on the importance of the communication skills in the job in terms of their oral communication skills, written communication skills, diversity/multicultural communication skills, electronic communications and communication climate. The study employed descriptive research method using checklist survey questionnaire which were distributed to the 40 respondents identified using simple random sampling. Analysis of data was done through weighted mean and percentage. The respondents were mostly 24 year old, females and single. Results of the study indicated that electronic communication, communication climate and diversity/multicultural communication skills were perceived to be most important, while respondents were undecided on the importance of oral communication skills. Written communication skills were perceived to be least important of all assessed aspects, the weighted mean of 3.2 indicates that the respondents are generally undecided on the importance of communication skills. The researchers recommended based on the results that students need to be motivated to appreciate the importance of communication skills. Teachers should also encourage their students to be participative and to do their part when it comes to their communication skills.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Introduction

Rationale

At the levels of communication, students must be able to communicate effectively, without well-developed communication skills, students run the risk of falling behind their peers or becoming emotionally overwhelmed or withdrawn at school. Effective communication skills are essential for the successful future career of a student.

Communication is very important to every human being. This is how a person conveys someone what message he/she wants to relay. There are different ways how people communicate to each other. These are verbal and non-verbal communication. Either way, a person uses these as their language to send messages to others to be understood.

Having a good communication is a skill that future hoteliers must possess. At work, you will communicate with your superiors, colleagues and most of all, the guests. Every day may be a struggle. You need to be flexible at all times. The fact that, you will be encountering different nationalities with different attitudes. Communication thus, helps people understand better, removing misunderstanding and creating clarity of thoughts and expression. It also educates people.

Effective communication in the workplace is an integral part of company success. Quality communication in the workplace can eliminate unnecessary problems and promote better performance. The ability to communicate effectively in the workplace can increase overall productivity, and create a strong team.

Communication climate is the general tone of the relationships among individual who interact with one another on a regular basis. Communication climates exist among people in all kinds of settings (at home, school and work).

Intercultural communication refers to the communication between people from two different cultures. Intercultural communication is a symbolic, interpretive, transactual, contextual process in which people from different cultures create shared meanings.

Electronic communications and the use of social media can help students and teaching members communicate regarding questions during non-school hours regarding homework or other assignments, scheduling issues for school related co-curricular and interscholastic athletic activities, school work to be completed.

Moreover, good oral and written communication skills are the top skills important to hospitality practitioners at different position levels. Good English communication during the study will add value to the student's education. According to the fact the hospitality program itself will encourage critical thinking and for example tourism problem solving when it is necessary. It is best that while one still studying this hospitality and tourism programs, students must develop these specific skills for them to be ready in the future.

Being able to communicate effectively is one of the most important life skills to learn. With this reason, the researchers are motivated to pursue this study to know their level of communication skills as basis for enhancement in the job.

Literature Background

This study is anchored on the following theories, act, related literature and studies:

Republic Act No.9155 an Act of instituting a framework of governance for basic education, establishing authority and accountability, renaming the Department of Education, culture and sports as the Department of Education, and for other purposes.

Basically, is hereby declared the policy of the State to protect and promote the right of all citizens to quality basic education and to make such education accessible to all by providing all Filipino children a free and compulsory education in the elementary level and free education in the high school level. Such education shall also include alternative learning systems for out-of-school youth and adult learners. It shall be the goal of basic education to provide them with the skills, knowledge and values they need to become caring, self-reliant, productive and patriotic citizens.

The school shall be the heart of the formal education system. It is where children learn. Schools shall have a single aim of providing the best possible basic education for all learners.

Governance of basic education shall begin at the national level. It is at the regions, divisions, schools and learning centres herein referred to as the field office where the policy and principle for the governance of basic education shall be translated into programs, projects and services developed, adapted and offered to fit local needs. The State shall encourage local initiatives for improving the quality of basic education.

In addition, Republic Act No.11510 an Act institutionalizing the alternative learning system in basic education for out of school children in special cases and adults and appropriating funds therefor.

It is hereby declared the policy of the State to promote the right of all citizens to equity education at all levels and take the appropriate steps to make such education accessible to all. The State shall likewise give the highest priority to the enactment of measures that promote human development and the acceleration of social progress, thereby reducing social, economic and political inequalities.

Towards this end, the State shall provide the out of school children in special cases and adults with opportunities to improve their knowledge, values, life, skills and readiness for higher education, work or self-employment through a system of nonformal or indigenous education, or both which are tailored to respond to their learning needs and life circumstances. The State shall also ensure the close partnership and collaboration between the government and the private sector in achieving this goal.

Moreover, CMO No.30, series of 2006 Article 1 Section II. The aforementioned factors have ramifications on the Philippine tourism education system. A good starting point for reform was to make a thorough review of the management-oriented curriculum that has, since the 70's, pervaded among tourism and hospitality schools. To produce graduates that will not only survive but also thrive in a borderless economy, a paradigm shift from supply- driven to market-driven curriculum in terms of content and structure was adopted. To be more responsive to the needs of the industry, the new program emphasizes skills and competencies instead of just managerial theory and is scheduled in such a way as to provide more but focused options for the students in terms of career paths. The course line-up incorporates subjects on sustainable development and international standards and practices to address issues that arise from market imperfections and the challenges of globalization. Finally, the curriculum is designed to allow flexibility and creativity on the part of higher educational institution.

Communication is important to us student to learn and know about our communication and to helps facilitate the exchange of information and to knowledge and to develop relationships with others and use our communication skills in our day to day life. Students learned how to communicate starting in elementary level up to college level wherein the students get ready to their career. The good communication helps to resolve conflicts quickly, they can better manage their work and distractions can be minimized. This will result in better productivity.

Marshal McLuhan (2007) is the author of Medium theory who was considered to be the greatest philosophers in communication theories in the 20th century. His contribution to the field of communication is contemplated to be the milestone in communication media and has been inspired in many of them. Marshal McLuhan is known for his statement "the medium is the message" as he believes that how the media modifies or disrupts the message when it is conveyed. He stressed about modifying and developing of the views and senses due to altering channels of communication. He was deeply influenced by the works of Harold Innis who provided an insight on how media influenced the social lives. He stated that the media played a major part in the development of human society and is depended on how the information is been transferred among the people

Throughout the history, the communication is a phenomenon which is highly imperative for the development of a society. In fact, the researchers believe that the content as well as the medium that it is been interpreted also plays a vital part in dissemination of information. During ancient eons where hard stone carvings replaced books the communication dissemination was very slow and tough. Only the few of the people in a society knew how to read and the others were mere listeners. There were many social and psychological impacts due to these events and the researches consider this as the evolution of the basic social structure of the society. As time passed and communication mediums developed people started to envisage and take their own decisions rather than being a meagre listener. It is found that this helped the society to

develop faster and today due to internet and other facilities, the information could be conveyed promptly. As we encounter the world through these Medias and so the researches find it significant to scrutinize not only the message disseminated but also across which media it is been transmitted.

Medium theory is a set of approaches used to convey the difference in meanings of the message conveyed with regarding to the different channels used to communicate it. The core assumption is that the media as we consider is not just a channel where the communication takes place but they are diverse set of setting or environment that enable the communication to happen and it may vary the meaning and sense of the information that it is been transferred. Here the features of each media are being taken into consideration and how they differ discretely. By understanding features of these Medias (which can be classified into audio, video and print) the researchers will be able to examine the efficiency of communication through these mediums and also to compare it while communicating interpersonally.

Communication is essential in the workplace, and knowing the right channel to express your message to individuals or group and help you communicate effectively. Using the right medium to communicate your message allows you to contact the right people in the way that best serves your communication goals.

Communication accommodation theory

Communication accommodation theory (1971) is a theory of communication developed by Howard Giles. This theory concerns the behavioral

changes that people make to attune their communication to their partner the extent to which people perceive their partner as appropriately attuning to them. The basis of the theory lies in the idea that people adjust (or accommodate) their style of speech to one another. Doing this helps the message sender gain approval from the receiver, increases efficiency in communication between both parties, and helps the sender maintain a positive social identity. This theory is concerned with the links between language, context, and identity. It focuses on both the intergroup and interpersonal factors that lead to accommodation, as well as the ways that power, macro and micro-context concerns affect communication behaviors. Accommodation is usually considered to be between the message sender and the message receiver, but the communicator also often accommodates to a larger audience- either a group of people that are watching the interaction or society in general.

Doing this helps the message sender gain approval from the receiver, increase efficiency in communication between both parties, and helps the sender maintain positive social identity. This theory is concerned with the links between language, context and identity.

Aristotle model of communication (2009) according to this model, the speaker plays a key role in communication. He is the one who takes complete charge of the communication. The sender first prepares a content which he does by carefully putting his thoughts in words with an objective of influencing the listeners or the recipients who would then respond in the senders desired way. No points in guessing that the content has to be very impressive in this model for

the audience or the receivers to get convinced. The model says that the speaker communication in such a way that the listeners get influenced and respond accordingly.

The Aristotle model of communication is the widely accepted and the most common model of communication where the sender sends the information or a message to the receivers to influence them and make them respond and act accordingly. Aristotle model of communication is the golden rule to excel in public speaking, seminars, lectures where the sender makes his point clear by designing act impressive content, passing on the message to the second part and they simply respond accordingly. Where the sender is the active member and the receiver is passive one.

According to this model, the speaker is the main figure in communication. This person is fully responsible for all communication. In this model of communication, it is important that the speaker selects his words carefully. He must analyze his audience and prepare his speech accordingly.

According to Seiler and Beall (2005), Communication has also been defined as sharing and giving occurring at the same time through symbolic interactions. Communication has been said to start when a message or information is transferred from the sender (the speaker, writer) to the receiver (listener, reader) through an instrument or channel, and followed by the receiver giving feedback (coding and interpreting the information).

According to Ihmeideh, Ahmad and Dababneh (2010) and Cleland et al (2005), previous research on communication skills among university students

have been reported. They found that a positive communication environment provides opportunities to students to learn how to communicate, and thus, have better communication skills. Therefore, university students need to be given opportunities to communicate in order to be better prepared for the job market after their studies. Communication is more effective if the receiver (of the information) can understand and practice the skills. Further, communication will be more meaningful if the physical, spiritual and social factors are taken into account during the communication process.

According to Black (2002), electronic communications are defined in the ECPA as data communications carried over both wire and wireless systems. Electronic communications differ from wire communications in that they are communications that are not transmitted by sound waves and cannot be characterized as containing human voice. Instead, they include telegraph, telex communications, electronic mail, nonvoice digitized transmissions and the portion of radio teleconferences that do not involve the hearing the voice or oral sounds.

According to Wood (2018), communication climate is the overall feeling or emotional mood between people. The communication climate is created because of other people and the type of communication that takes place during an interaction.

Babonovic (2011) stated that communication is an important element of hospitality industry. Good oral and written communication skills are the highly rated skills crucial for hospitality practitioners at different levels. Suzana Ab.

Rahim (2011) exposed the need of learners to hospitality real place requirements in terms of communication skills. It is pertinent that employees, employers and educators have a consensus of what are the competencies that are required to be instilled in learners to prepare them for the hospitality industry. The author has studied and supported the fact that students who are likely to pursue a career in Tourism and Hospitality work force must realize that communication skills are seen vital to the work force. Soft skills particularly communication skills in English will make students more employable. She concluded that a mismatch exists between the required skills as against the ability. It is imperative to identify the bridge the gap.

At the same time, Idris (2010) proposes that communication as a non-verbal skill, giving feedback, presenting ideas verbally and in written form, doing presentations and negotiating to achieve a goal and getting support/agreement. In our globalized world, university students need to master communication skills in different cultural context (Penbek et al., 2009). Harlak et al. (2008) proposes that university students be exposed to activities that can develop their communication skills starting from their first year at University. Hence, universities must provide many more activities to develop the student's communication skills on order to meet the challenge of the globalized world.

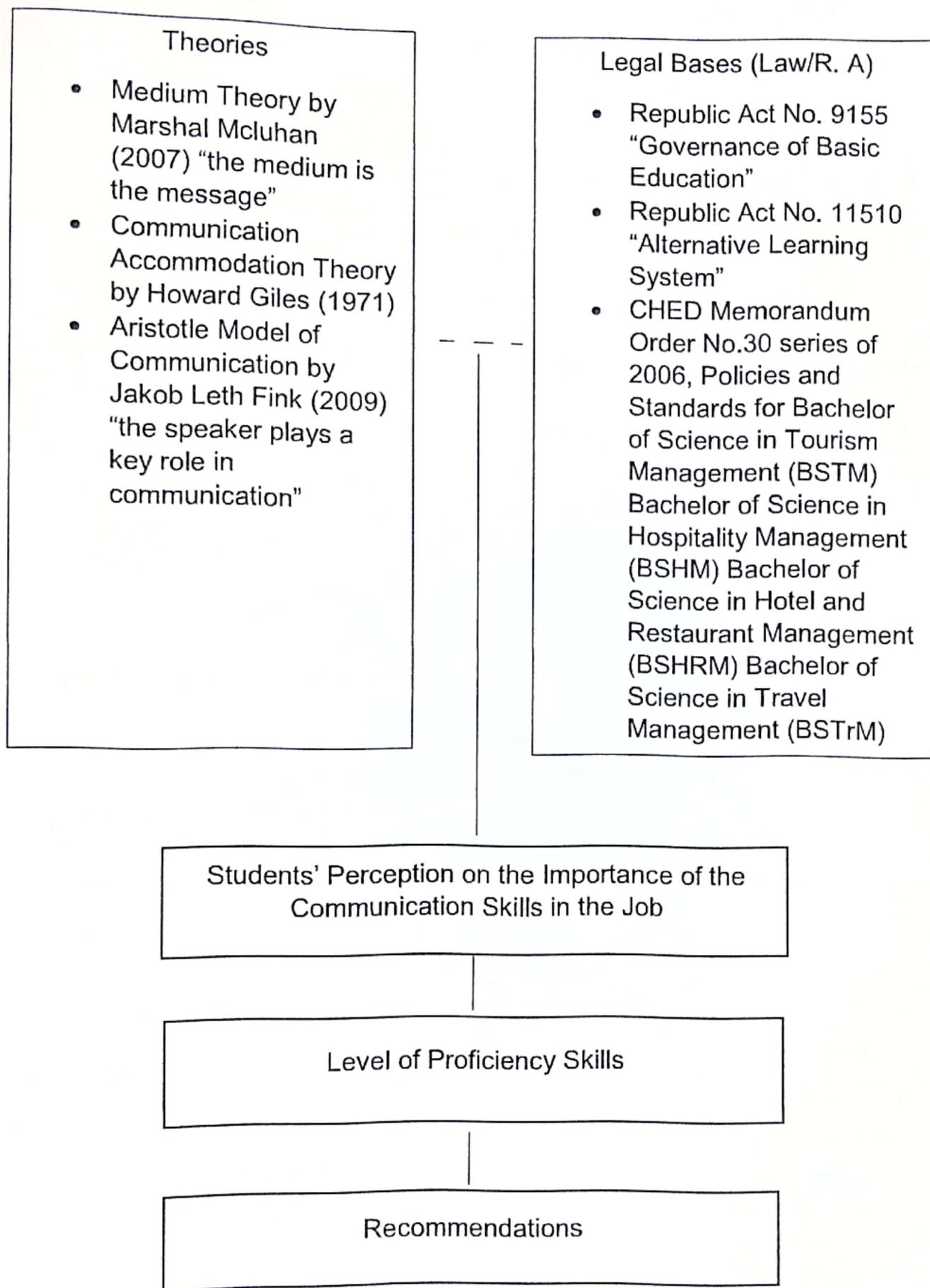


Figure 1.1 Theoretical and Conceptual Framework of the Student

THE PROBLEM

Statement of the Problem

The study primarily aimed to determine the student's perception on the importance of the communication skills in the job.

Specifically, it sought to answer the following questions:

1. What is the profile of students' academic year 2020-2021 graduates in terms of:
 - 1.1 age;
 - 1.2 gender and
 - 1.3 civil status?
2. What is the level of proficiency skills in terms of:
 - 2.1 oral communication skills;
 - 2.2 written communication skills;
 - 2.3 diversity/multicultural communication skills;
 - 2.4 electronic communication; and
 - 2.5 communication climate?
3. What recommendations can be proposed based on the results of the study?

Significance of the Study

The results of the study would be beneficial to the following:

Teachers. This study would gain insights into your students' level of understanding of a particular concept or topic. This helps you to support individual students to progress.

Students. This study would prove to give students more control over their learning, helping boost motivation and ultimately improve their exam performance. It helps learners to see what they are aiming for and understand what they need to do to achieve those aims.

Academic. This would be beneficial to the school in order for them to give students their best intention in terms of communication skills.

Administration. This study would help to achieve goals in the organization in terms of communication skills.

Future Researchers. This study would be a great help for future researchers. Findings of the study would serve as the foundation or the basis of conceptualizing another study related to communication skills.

Industry. This study would provide strong communication skills to become a good leader in a field.

RESEARCH METHODOLOGY

Design

The researchers used the descriptive survey method through a checklist survey questionnaire to determine the level of proficiency skills specifically on the communication level of hospitality management students of BISU, Bilar Campus of academic year 2020-2021. Descriptive statistics was utilized in the study.

Environment

The study was conducted at Bohol Island State University, Bilar Campus, of barangay Zamora a 4th class situated at municipality in the Province of Bohol. The study was conducted on the 10th of November 2021 particularly the batch academic year 2020-2021 graduates of College of Technology and Allied Sciences. Furthermore, Bohol Island State University Bilar Campus composed of three colleges namely college of Technology and Allied Sciences, College of Teacher Education and College of Agri and Natural Resources. The institution strived to provide quality education to its clients even though of its century and structure upgraded its process with the current technology.

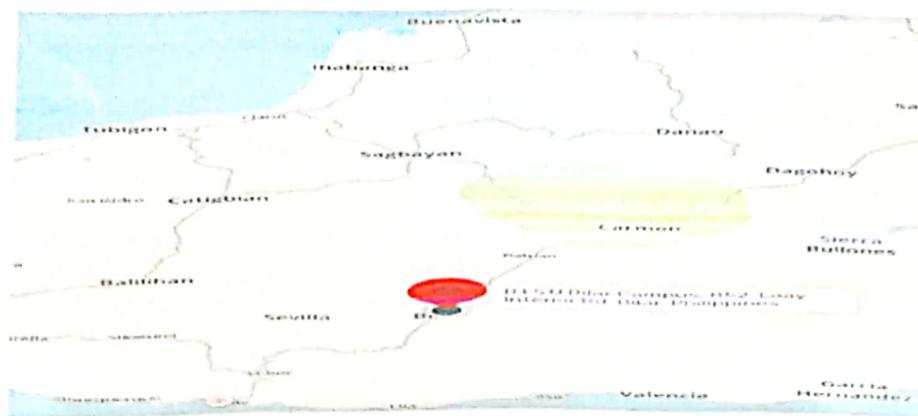


Figure 1.2 Map of Bohol

Participants

The respondents of the study were the Bachelor of Hotel and Restaurant Service Technology academic year 2020-2021 graduates at Bohol Island State University. It composed of 40 respondents. The researchers chose simple random sampling.

Instrument

The study utilized an online survey entitled, "Students Perception on the Importance of the Communication Skills in the Job". A standardized questionnaire by Watts, (2013)) to get information from the students. Academic Year 2020-2021 were the respondents of the study where they fit the standards of the questionnaire required. The questionnaire was consisted of 42 questions that elicited responses from the respondents with response options. Very Important (5), Fairly Important (4), Important (3), Slightly Important (2) Not at all Important (1). The researchers chose simple random sampling in selecting the study.

Data Gathering Procedure

The researcher asked permission from the authorized personnel such as Campus Director and the Dean of the College of Technology and Allied Sciences to conduct a study. The researchers provide an overview of the purpose of the study and its importance to the students. The questionnaire was distributed through Google forms for the respondents.

Statistical Treatment

Frequency and percentage are used to analyze the profile of the participants. The percentage was computed using the following expression.

$$P = f / n \times 100$$

where:

P= percentage

f= frequency

n= no. of respondents

Weighted Mean Formula:

$$WMS = \frac{f_5 + f_4 + f_3 + f_2 + f_1}{n}$$

where:

WMS= weighted mean score

f_n = summation of frequency of scale value x

n= no. of respondents

Scaling	Range	Descriptive Interpretation
1	1.00-1.80	Not at all Important
2	1.81-2.60	Slightly Important
3	2.61-3.40	Important
4	3.41-4.20	Fairly Important
5	4.21-5.00	Very Important

OPERATIONAL DEFINITION OF TERMS

The following terminologies mentioned were further defined operationally in this study for definition.

Communication. Exchanging information and ideas, both verbal and non-verbal between one person/group and another person/group within an organization

Communication Skills. Are abilities you use when giving and receiving different kinds of information. While these skills may be a regular part of your day-to-day work life, communicating in a clear, effective and efficient way is an extremely special and useful skill.

Hospitality Management. Is the field of work or study of managing hotels, restaurants, cinemas, theatre's, travel agencies and similar organizations in the hospitality industry. People who work in HM need superb communication and service skills.

Perception. Is a process by which people regard, analyze, retrieve and react to any kind of information from the environment.

Proficiency. Is a measure of your abilities and understanding of a particular skill or task.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the analysis and interprets the data collected through Google Forms answered by the Bachelor of Hotel and Restaurant Service Technology.

Table 1 shows the demographic profile of the respondents in terms of age, gender and civil status of the students as respondents of the study. As shown, majority of the respondents were in the age range of 24 and above (67.5%) Female respondents (55%) outnumbered the male respondents (45%). Moreover, most of the respondents were single (92.5%).

Table 1
Demographic Profile of the Respondents
n=40

Age	Frequency (f)	Percentage (%)
18-19	0	0
20-21	0	0
22-23	13	32.5
24 above	27	67.5
Gender		
Male	16	45
Female	24	55
Civil Status		
Single	37	92.5
Married	3	7.5

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speechless, presentations, discussions are all forms of oral communications.

Table 2.1 shows the level of proficiency on oral communication skills which revealed that out of 13 items under the oral communication skills, item number 1 which is the "following instructions" got the highest weighted mean of 3.75 and described as "fairly important" the item "negotiation skills" obtained the lowest weighted mean of 2.10 and was rated as "slightly important" .However, the data showed that the respondents mostly answered slightly important in oral communication skills.

Table 2.1
Level of Proficiency on Oral Communication Skills
n=40

Oral Communication Skills	Weighted Mean	Description	Rank
1.Following Instructions	3.75	Fairly Important	1
2.Listening Skills	2.97	Important	2
3.Conversational Skills	2.47	Slightly Important	6
4.Giving Feedback	2.42	Slightly Important	8.5
5.Communicating with the Public	2.42	Slightly Important	8.5
6.Facilitation during a meeting	2.52	Slightly Important	5
7.Presentation Skills	2.45	Slightly Important	7
8.Handling Customer Complaints	2.40	Slightly Important	10
9.Conflict Resolution Skills	2.37	Slightly Important	11.5
10.Negotiation skills	2.10	Slightly Important	13
11.Taking Customer Orders	2.85	Important	3
12.Interview Skills	2.37	Slightly Important	11.5
13.Training Skills	2.75	Important	4
Category Weighted Mean	2.60	Slightly Important	

Indicators:	Range	Description
	4.21-5.00	- Very Important
	3.41-4.20	- Fairly Important
	2.61-3.40	- Important
	1.81-2.60	- Slightly Important
	1.00-1.80	- Not at all Important

Written Communication refers to the conveying of a message through written symbols. It differs from verbal communication in that it is words noted down rather than spoken. The nature of written communication means that you can consciously choose and edit words to best get your point across.

As reflected in Table 2.2 on the Level of proficiency on written communication skills, the highest weighted mean score is item number 4, use of "Email" which described as "important" while the lowest score is in item number 2, "Grammar skills" and described as "slightly important". Additionally, the data showed that the respondents mostly answered "slightly important" on written communication skills with a total weighted mean score of 2.24

Table 2.2
Level of Proficiency on Written Communication Skills
n=40

Written Communication Skills	Weighted Mean	Description	Rank
1. Spelling Skills	2.30	Slightly Important	3.5
2. Grammar Skills	1.95	Slightly Important	13
3. Writing Skills	2.33	Slightly Important	2
4. Use of email	2.95	Important	1
5. Using words effectively	2.28	Slightly Important	5.5
6. Using techniques of style correctly	2.10	Slightly Important	11
7. Writing routine and pleasant letters and menus	2.13	Slightly Important	9
8. Writing and pleasant letters and memos	2.10	Slightly Important	10.5
9. Writing to persuade	2.30	Slightly Important	3.5
10. Writing short reports (less than three pages)	2.20	Slightly Important	7
11. Writing formal reports (more than three pages)	2.10	Slightly Important	10.5
12. Writing agendas for meetings	2.18	Slightly Important	8
13. Writing minutes of a meeting	2.28	Slightly Important	5.5
Category Weighted Mean	2.24	Slightly Important	

Indicators:

Range	Description
4.21-5.00	- Very Important
3.41-4.20	- Fairly Important
2.61-3.40	- Important
1.81-2.60	- Slightly Important
1.00-1.80	- Not at all Important

The oral communication skills got 2.60 weighted mean which is described as important. While the written communication skills got 2.24 weighted mean which is described as slightly important. Babonovic (2011) stated that communication is an important element of hospitality industry. Good oral and written communication skills are the highly rated skills crucial for hospital practitioners at different levels. Suzana Ab. Rahim (2011) exposed the need of learners to hospitality real place requirements in terms of communications skills. It is pertinent that employees, employers and educators have a consensus of what are the competencies that are required to be instilled in learners to prepare them for the hospitality industry.

Each organization functions according to the culture of the society in which it functions. Culture is the sum total of values, beliefs, behaviors, customs, and attitudes that differentiate one society from another. The elements of culture include values and attitudes, religion, communication, language and society. All these elements interact with each other and cause an impact on the environment in which a business organization functions.

Table 2.3 shows the proficiency level of diversity/multi-cultural communication skills, which shows that out 7 items under the diversity/multi-cultural communication skills, item number 1 which is "cultural awareness" was rated as "fairly important" with the highest weighted mean of 4.00 and the lowest weighted mean which is item number 2 was rated as "fairly important" with the weighted mean of 3.53. Moreover, majority of the respondents in the level of

diversity/multi-cultural communication skills answered "fairly important" with the weighted mean of 3.70.

Table 2.3

Level of Proficiency in Diversity/Multicultural Communication Skills.
n=40

Diversity/Multicultural Communication Skills	Weighted Mean	Description	Rank
1.Cultural Awareness	4.00	Fairly Important	1
2.Foreign Language Skills	3.53	Fairly Important	7
3.Nonverbal Communications Across Culture	3.55	Fairly Important	6
4.Nonverbal Communications Across Genders	3.58	Fairly Important	5
5.Verabl Communication Across Culture	3.68	Fairly Important	3.5
6.Verbal Communication Across Genders	3.68	Fairly Important	3.5
7.Communicating Ideas Clearly to Diverse Audiences	3.88	Fairly Important	2
Category Weighted Mean	3.70	Fairly Important	

Indicators:	Range	Description
	4.21-5.00	- Very Important
	3.41-4.20	- Fairly Important
	2.61-3.40	- Important
	1.81-2.60	- Slightly Important
	1.00-1.80	- Not at all Important

In the category of diversity/multicultural communication skills, it ranked fairly important with a weighted mean of 3.70 According to Idris (2010) proposes that communication as a non-verbal skill, giving feedback, presenting ideas verbally and in written form, doing presentations and negotiating to achieve a goal and getting support/agreement. In our globalized world, university students need to master communication skills in different cultural context (Penbek et al., 2009).

Electronic communication is any form of communication that broadcast, transmitted, stored or viewed using electronic media, such as computers, phones, email and video.

Table 2.4 shows the level of proficiency on electronic communication skills which revealed that out of 5 items in electronic communication skills item number 1 (proper used of e-mail) was only the item described as "very important" with the highest weighted 4.30 while the lowest weighted mean was obtained item number 5 "desktop and conferencing skills described "fairly important" with the weighted mean of 3.60. Hence, the data showed that the respondents mostly answered "fairly important" with the weighted mean score of 3.89.

Table 2.4
Level of Proficiency on Electronic Communications Skills
n=40

Electronic Communications	Weighted Mean	Description	Rank
1.Proper use of E-mail	4.30	Very Important	1
2.E-mail Etiquette	3.95	Fairly Important	2
3.Writing and responding to e-mail messages	3.88	Fairly Important	3
4.Video conferencing skills	3.70	Fairly Important	4
4.Desktop conferencing skills (net meeting)	3.60	Fairly Important	5
Category Weighted Mean	3.89	Fairly Important	

Indicators:	Range	Description
	4.21-5.00	- Very Important
	3.41-4.20	- Fairly Important
	2.61-3.40	- Important
	1.81-2.60	- Slightly Important
	1.00-1.80	- Not at all Important

In the category of electronic communications, it ranked fairly important with a weighted mean of 3.89. According to Black (2002), electronic communications are defined in the ECPA as data communications carried over both wire and wireless systems. Electronic communications differ from wire

communications in that they are communications that are not transmitted by sound waves and cannot be characterized as containing human voice. Instead, they include telegraph, telex communications, electronic mail, nonvoice digitized transmissions and the portion of radio teleconferences that do not involve the hearing the voice or oral sounds.

Communication climate refers to the social tone of a relationship and involves the way people feel about each other as they carry out activities. Communication climates develop by the degree to which people see themselves as valued,

Table 2.5 shows the level of proficiency on communication climate which revealed that item number 3 "decision making skills" was described as "fairly important" got the highest weighted mean of 4.03, and the lowest weighted mean 3.75 which is "self-prompter" described as "fairly important". Generally, the respondents answered "fairly important" with the total weighted mean score of 3.89.

Table 2.5
Level of Proficiency on Communication Climate.
n=40

Communication Climate	Weighted Mean	Description	Rank
1. Self prompter	3.75	Fairly Important	3
2. Interpersonal Skills	3.90	Fairly Important	2
3. Decision Making Skills	4.03	Fairly Important	1
Category Weighted Mean	3.89	Fairly Important	

Indicators:	Range	Description
	4.21-5.00	- Very Important
	3.41-4.20	- Fairly Important
	2.61-3.40	- Important
	1.81-2.60	- Slightly Important
	1.00-1.80	- Not at all Important

In the category of communication climate, it ranked fairly important with a weighted mean of 3.89. According to Wood (2018), communication climate is the overall feeling or emotional mood between people. The communication climate is created because of other people and the type of communication that takes place during an interaction.

Excellent communication skills can enhance a guest experience as it shows that you are listening to them, valuing their feedback and conveying clear messages. This can lead to customer loyalty, increased business and eventually the hotel becoming more successful.

Table 2.6
Students Perception on the Importance of the Communication Skills
in the Job
n=40

Category	Average	Description	Rank
Oral communication skills	2.60	Important	4
Written communication skills	2.24	Slightly Important	5
Diversity/Multicultural communication skills	3.70	Fairly Important	3
Electronic communications	3.89	Fairly Important	1.5
Communication climate	3.89	Fairly Important	1.5
Overall total	3.26	Important	

Indicators:	Range	Description
	4.21-5.00	- Very Important
	3.41-4.20	- Fairly Important
	2.61-3.40	- Important
	1.81-2.60	- Slightly Important
	1.00-1.80	- Not at all Important

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary and findings of the study, the conclusions formulated and recommendations offered based on the findings of the study.

Summary of Findings

The goal of the study was to determine the student's perception on the importance of the communication skills in the job. Based on the results, analysis and interpretation of data gathered to the following were the findings. Respondent profile indicates that most of the students belong to 24 above of age and they were mostly females. Majority of them are single. The study revealed that most of the students mostly answered important. Data indicates that the students were not really good in terms of their communication skills. The researchers made recommendation to focus the lowest average of the students to improve their communication skills.

Conclusions

With the findings drawn, the proponents of the study formulated the conclusion towards the given statement of the problem. The level of proficiency skills in the diversity/multicultural communication skills, electronic communications and communication climate got the highest score with the description of fairly important.

Further, the study conducted student perceptions on the importance of communication skills in the job were important.

However, based on the results on the researchers concluded that the students were not really good in terms of their communications skills specially the oral and written communication skills which is very important in the hospitality industry. The study concluded that there is need to improve since the overall result is important. Therefore, recommendation was utilized in the study.

Recommendations

Based on the formulated conclusions on the study, the researchers recommend the following;

1. Student need to be motivated and seek activities that help improve their communication skills.
2. Students should study more about the oral and written communications skills which is very important and highly rated skills crucial for hospitality industry.
3. Students should put in more efforts to improve upon their communication competence.
4. Class sizes should be reduced to encourage active participation in class.
5. Teachers should also encourage their students to be participative and to do their part when it comes to their communication skills.

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APPENDIX A

Republic Act of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol
DEPARTMENT OF HOSPITALITY MANAGEMENT AND INDUSTRIAL
TECHNOLOGY
**SURVEY QUESTIONNAIRE ON THE
" STUDENTS' PERCEPTION ON THE IMPORTANCE OF THE
COMMUNICATION SKILLS IN THE JOB"**

To Our Dear Respondents,

The researchers are the college students of Bohol Island State University, Bilar Campus taking up Bachelor of Science in Hospitality Management. The objective of this study is to gather data from the BSHM students to determine the level of communications skills of the students. We kindly ask your approval to give your honest assessment using the criteria stated below. The researchers recognize the value of your time and sincerely appreciate your efforts on our behalf. Rest assured that your answer will be treated with at most confidentiality.

Thank you so much for bearing with us!



APPENDIX A QUESTIONNAIRE



Thank you for being one of our respondents in this survey. Please complete this in 4-5 minutes survey to let us know your communication skills. All responses are recorded anonymously so feel free to provide feedback.

INSTRUCTION: Please put a check (✓) mark on the space provided with the appropriate information. Rest assured that the observation gathered is confidential.

I. PROFILE OF THE STUDENTS

1.1 Age:

18-19 years old

22-23 years old

20-21 years old

24 and above

1.2 Gender

Male

Female

1.3 Civil Status

Single

Married

II. STUDENT PERCEPTION ON THE IMPORTANCE OF COMMUNICATION SKILLS IN THE JOB

DIRECTION: There is no correct or incorrect responses. Read each item carefully. Please think about how you feel about each item. Please put (✓) check mark the most closely corresponds to how statements best describe your feelings. Please answer every question.

5- Very Important. If you always do something, you do it whenever a particularly situation occurs.

4.-Fairly Important. Frequently or regularly

3- Important. Something happens on some occasions rather than all time or occasions.

2- Slightly Important. Infrequently or irregularly which opposite word to important.

1-Not at all Important. At no time or not all

Assessment of Workforce Communication Skills

Oral Communication Skills	5	4	3	2	1
	VI	FI	I	SI	NA
Following Instructions					
Listening Skills					
Conversational Skills					
Giving Feedback					
Communicating with the Public					
Facilitation During a Meeting					
Presentation Skills					
Handling Customer Complaints					
Conflict Resolution Skills					
Negotiation Skills					
Taking Customer Orders					
Interview Skills					
Training Skills					
Written Communication Skills	5	4	3	2	1
	VI	FI	I	SI	NA
Spelling Skills					
Grammar Skills					
Writing Skills					
Use of E-Mail					
Using Words Effectively					
Using Techniques of Style Correctly					
Writing Routine and Pleasant Letters and Memos					
Writing Unpleasant Letters and Memos					
Writing to Persuade					
Writing Short Reports (less than three pages)					
Writing Formal Reports (more than three pages)					
Writing Agendas for Meetings					
Writing Minutes of a Meeting					
Diversity/Multicultural Communication Skills	5	4	3	2	1
	VI	FI	I	SI	NA
Cultural Awareness					
Foreign Language Skills					
Non-Verbal Communications Across Cultures					
Non-Verbal Communications Across Genders					
Verbal Communication Across Cultures					
Verbal Communication Across Genders					
Communicating Ideas Clearly to Diverse Audiences					
Electronic Communication	5	4	3	2	1
	VI	FI	I	SI	NA
Proper Use of E-Mail					
E-Mail Etiquette					

Writing and Responding to E-Mail Messages					
Video Conferencing Skills					
Desktop Conferencing Skills (Net Meeting)					
Communications Climate	5	4	3	2	1
	VI	FI	I	SI	NA
Self-Prompter					
Interpersonal Skills					
Decision Making Skills					

Thank you very much for completing this questionnaire.



APPENDIX B
 Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Zamora, Bilar, Bohol



Vision: A premier S & T university for the formation of a world – class and virtuous human resource for the sustainable development in Bohol and the country.

Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

MARIETTA C. MACALOLOT, PhD

Campus Director
 BISU-Bilar Campus

Good day!

We, the fourth-year students taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting thesis entitled, **“STUDENTS’ PERCEPTION ON THE IMPORTANCE OF COMMUNICATION SKILLS IN THE JOB”** as a partial fulfillment of the subject.

In this connection, we would like to ask permission from your office to conduct this study.

Thank you and more power.

Respectfully yours,

(Sgd) GENIEZEL L. ALDOJESA
 (Sgd) JULIE ANN J. CAGOCO
 (Sgd) JAYRICK P. CREDO

Noted by:

(Sgd) JERVILIZA A. ITEM
 Thesis Adviser

Recommending Approval:

(Sgd) ARLEN B. GUDMALIN, PhD
 Dean

Approved by:

(Sgd) MARIETTA C. MACALOLOT, PhD

Campus Director

APPENDIX C

Oral Communication Skills	VI	MI	NI	I	NI	Weighted Mean	Description
1.Following Instructions	5	4	3	2	1		
	28	11	1	0	0	3.75	Fairly Important
2.Listening Skills	18	16	5	1	0	2.97	Important
3.Conversational Skills	12	20	7	1	0	2.47	Slightly Important
4.Giving Feedback	11	20	8	1	0	2.42	Slightly Important
5.Communicating With the Public	10	19	10	1	0	2.42	Slightly Important
6.Facilitation During a Meeting	12	17	7	3	1	2.52	Slightly Important
7.Presentation Skills	10	18	10	2	0	2.45	Slightly Important
8. Handling Customer Complaints	11	20	7	2	0	2.40	Slightly Important
9.Conflict Resolution Skills	10	20	9	1	0	2.37	Slightly Important
10.Negotiation Skills	9	24	5	2	0	2.10	Slightly Important
11.Taking Customer Orders	17	18	5	0	0	2.85	Important
12.Interview Skills	11	21	7	1	0	2.37	Slightly Important
13.Training Skills	13	16	11	0	0	2.75	Important
Category Weighted Mean						2.60	Slightly Important
Written Communication Skills							
1.Spelling Skills	10	22	8	0	0	2.30	Slightly Important
2.Grammar Skills	4	23	13	0	0	1.95	Slightly Important
3.Writing Skills	10	21	8	1	0	2.33	Slightly Important
4.Use of Email	16	15	9	0	0	2.95	Important
5.Using Words Effectively	9	21	9	1	0	2.28	Slightly Important
6.Using Techniques of Style Correctly	6	21	11	2	0	2.10	Slightly Important
7.Writing Routine and Pleasant Letters and Memos	4	18	15	3	0	2.13	Slightly Important
8.Writing Unpleasant Letters and Memos	4	12	12	8	4	2.10	Slightly Important
9.Writing to Persuade	3	12	19	6	0	2.30	Slightly Important
10.Writing Short Reports	2	14	20	4	0	2.20	Slightly Important
11.Writing Formal Reports	4	18	14	4	0	2.10	Slightly Important
12.Writing Agendas for Meetings	5	14	12	7	2	2.18	Slightly Important
13.Writing Minutes of a Meeting	7	12	9	9	3	2.28	Slightly Important
Category Weighted Mean						2.24	Slightly Important
Diversity/Multicultural Communication							
1.Cultural Awareness	10	20	10	2	0	4.00	Fairly Important
2.Foreign Language Skills	4	17	15	4	0	3.53	Fairly Important
3.Non-Verbal Communication Across Genders	3	21	12	3	1	3.55	Fairly Important
4.Non-Verbal Communication Across Genders	6	17	12	4	1	3.58	Fairly Important
5.Verbal Communication Across Culture	7	17	13	2	1	3.68	Fairly Important
6.Verbal Communication Across Gender	6	18	13	3	0	3.68	Fairly Important
7.Communicating Ideas Clearly to Diverse Audiences	8	20	11	1	0	3.88	Fairly Important
Category Weighted Mean						3.70	Fairly Important
Electronic Communication							
1.Proper Use of Email	19	14	7	0	0	4.30	Fairly Important
2.Email Etiquette	9	20	11	0	0	3.95	Fairly Important
3.Writing and responding to email messages	9	18	12	1	0	3.88	Fairly Important
4.Video Conferencing Skills	8	15	14	3	0	3.70	Fairly Important
5.Desktop Conferencing skills	6	15	17	1	1	3.60	Fairly Important
Category Weighted Mean						3.89	Fairly Important
Communication Climate							
1.Self Prompter	5	26	9	0	0	3.75	Fairly Important
2.Interpersonal Skills	5	26	9	0	0	3.90	Fairly Important
3.Decision Making Skills	12	18	9	1	0	4.03	Much Important
Category Weighted Mean						3.89	Fairly Important

APPENDIX D

PHOTO DOCUMENTATION

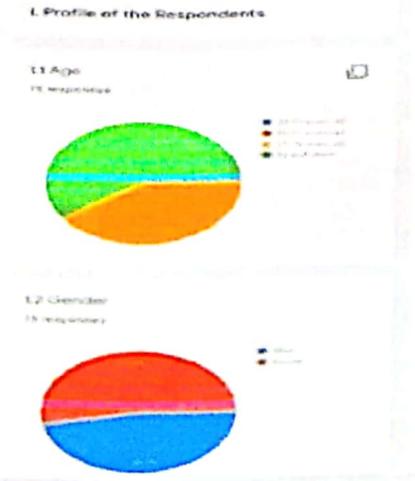
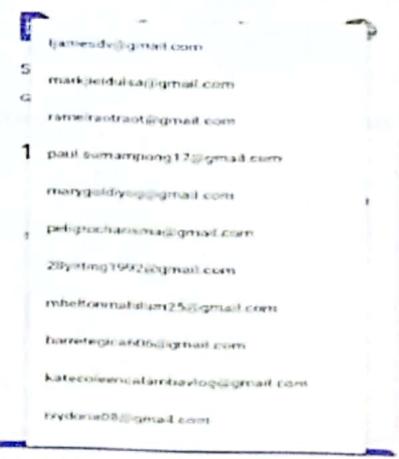
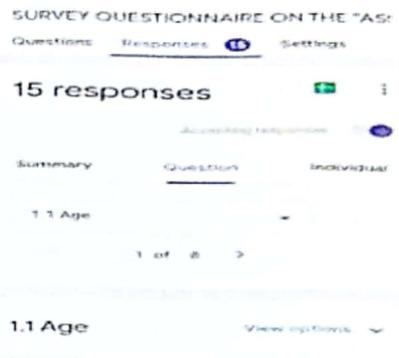
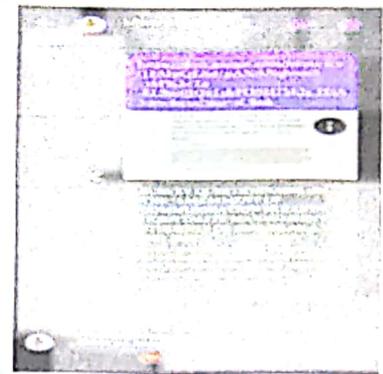
SURVEY QUESTIONNAIRE ON THE "ASSESSMENT OF COMMUNICATION SKILLS IN HOSPITALITY MANAGEMENT STUDENTS OF BISU-BILAR A.Y. 2021-2022"

To Our Dear Respondents,

The researchers are the college students of Bohol Island State University, Bilir Campus taking up Bachelor of Science in Hospitality Management. The objective of this study is to gather data from the Batch 2021-2021 Graduates to determine the assessment of communication skills. We kindly ask your approval to give your honest skills using the criteria below. The researchers recognize the value of your time and sincerely appreciate your effort in our behalf. Rest assured that your answer will be treated with at most confidentiality.

Thank you so much for bearing with us!

Respectfully yours,
 Aldjessa, Genezel L.
 Researcher, Bilar Area 1



	A	B	C
1	Age	No. of Response	
2	18-19		0
3	20-21		0
4	22-23		6
5	24 above		9
6			
7	Gender		
8	Female		7
9	Male		8
10			
11	Sexual		
12	Single		14
13	Married		1
14			

RESEARCHERS BIO DATA

PERSONAL BACKGROUND

Name : Geniezel L. Aldojesa
 Citizenship : Filipino
 Civil Status : Single
 Age : 22
 Address : Buenavista, Carmen Bohol
 Date of Birth : July 29, 1999
 Father's Name : Renato Aldojesa
 Mother's Name : Teresita Aldojesa



EDUCATIONAL BACKGROUND

Elementary : Buenavista Elementary School
 : Buenavista, Carmen, Bohol2
 : S.Y. 2011-2012
 Secondary Junior : Katipunan National High School
 : Katipunan Carmen, Bohol
 : S.Y. 2015-2016
 Secondary Senior : Katipunan National High School
 : Katipunan, Carmen Bohol
 : S.Y. 2017-2018
 College : Bohol Island State University-Bilar Campus
 Zamora Bilar Bohol
 Achievement : NCII COOKERY
 NCII HOUSEKEEPING

PERSONAL BACKGROUND



Name : Julie Ann J. Cagoco
 Citizenship : Filipino
 Civil Status : Single
 Age : 22
 Address : Gov. Boyles, Ubay, Bohol
 Date of Birth : July 05, 1999
 Father's Name : Jesus Cagoco
 Mother's Name : Jessica Cagoco

EDUCATIONAL BACKGROUND

Elementary : Gov. Boyles Elementary School
 : Gov. Boyles Ubay, Bohol
 : S.Y. 2011-2012
 Secondary Junior : San Isidro Technical Vocational High School
 : San Isidro Pilar, Bohol
 : S.Y. 2015-2016
 Secondary Senior : San Isidro Technical Vocational High School
 : San Isidro Pilar, Bohol
 : S.Y. 2017-2018
 College : Bohol Island State University-Bilar Campus
 Zamora Bilar Bohol
 Achievement : NCII COOKERY
 NCII HOUSEKEEPING
 NCII BREAD AND PASTRY

PERSONAL BACKGROUND

Name : Jayrick P. Credo
 Citizenship : Filipino
 Civil Status : Single
 Age : 23
 Address : Zamora, Bilar, Bohol
 Date of Birth : August 15, 1998
 Father's Name : Juanito Credo
 Mother's Name : Lorena Credo



EDUCATIONAL BACKGROUND

Elementary : Zamora Elementary School
 : Zamora Bilar, Bohol
 : S.Y. 2011-2012

Secondary Junior : Bilar National High School
 : Yanaya Bilar, Bohol
 : S.Y. 2015-2016

Secondary Senior : Bohol Island State University Bilar-Campus
 : Zamora Bilar, Bohol
 : S.Y. 2017-2018

College : Bohol Island State University-Bilar Campus
 Zamora Bilar Bohol

Achievement : NCII COOKERY
 NCII HOUSEKEEPING
 NCII AGRI CROP PRODUCTION