

CURRICULUM ENHANCEMENT: AN INTEGRATION AND PERCEPTION OF AMADEUS RESERVATION SYSTEM AS A COURSE OF THE INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT PROGRAM OF LPU–LAGUNA

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Abstract

This study aimed to determine the perception of the students of the International Travel and Tourism Management Program, who took Travel and Tour Operations and Travel Agency Practicum about the idea of integrating the Amadeus Reservation System (ARS) in the curriculum as well as their perception towards the characteristics of the ARS as a system. The researchers used a descriptive design. The results showed the respondents were open to the idea of integrating the system to the curriculum. They lack knowledge and experience on the ARS and a common academic problem was the alignment of the courses in their present curriculum. Generally, the respondents agreed on the cost of the ARS that will be added to their tuition fee if the system will be integrated. It is recommended that the College of International Tourism and Hospitality Management (CITHM) consider integrating the system for the benefit of the present and future students of the Lyceum of the Philippines–Laguna under the College of International Tourism and Hospitality Management.

Keywords: Amadeus, Reservation, System, International Travel and Tourism Management, Lyceum of the Philippines–Laguna

INTRODUCTION

Education is a continuous process, a process that must, if it is to be effective and socially beneficial, seek to develop all the God-given faculties and the talents of the individual to their highest unfolding form in order to make him an asset to this country and to the world community of which he is a part, former President Dr. Jose P. Laurel. True to the ideals and philosophy of Dr. Jose P. Laurel, Lyceum of the Philippines University (LPU) boasts of quality education and service that transcends the boundaries of traditional universities. The students can delve into their academic interests; prepare them for their career objectives and to ascertain their full potentials in working towards the fulfillment of their professional goals (Ylagan, et al., 2013).

That focuses the aim of Lyceum of the Philippines-Laguna which is to provide quality education through excellent instruction and to give the best facilities and resources with high standard that the students should be able to compete locally and internationally. The College of International Tourism and Hospitality Management (CITHM), one of the pioneers in having academic excellence in international tourism and hospitality education in the areas of tourism, hotel, restaurant, culinary arts, and cruise line operations, imbibes the college's mission which is to provide local and international tourism and hospitality industry with quality formed integral professionals and/or entrepreneurs who are knowledgeable, skillful, and value-laden

According to the Commission on Higher Education (CHEd), the tourism industry is a vast system consisting of several sectors with airlines, hotels, resorts, travel agencies, and tour operators constituting the greater bulk. The countless number of smaller entities that thrive and wane with

tourism's upswings and downturns include souvenir shops, restaurants, bars, and the like. The industry also goes beyond its business realm; it covers government and non-government organizations as well as educational institutions.

The tourism curriculum, in partnership with Dusit Thani International in Thailand, intend to equip Lyceans with the vast ability to be skilled naturally with a wide range of industry-based training which in the future will pursuit them being excellent employees of their generation.

Future careers waiting for them are: tour operators; travel consultants; front desk officers; flight attendants; tour guides; professors; public servants; restaurant crew; entrepreneurs; foreign consultants; etc. All of the jobs in relation to hospitality computer applications need computer courses such as Basic Computer Introduction to Information Technology, Computer Application in Hospitality with Laboratory, and Business Computer and Management Information System.

Nowadays, Bachelor of Science in International Travel and Tourism Management (ITTM) is becoming in demand due to tourism growth especially in the Philippines and since technological advancement has always been a part of every industry (Rodriguez, et al., 2014). In order to prepare tourism students of the Lyceum of the Philippines University-Laguna in pursuing their dream profession in hotels, travel agencies, airlines, and other related fields, the researchers urged themselves to come up with a study which focuses on the perception of Tourism Management Students in the adopting a reservation system. Equipping the students with the knowledge and skills in information technology is a must for them to be competitive in their chosen career. Furthermore, findings of the study would be an excellent input in the enhancement of the IT courses of the ITTM

curriculum. It can merely be cited back to the past when airline businesses come up with too much urge because of the need to process a lot of reservations from time to time.

The reservation system of American Airlines and United Airlines have helped make carriers like Sabre become major forces in the air travel distribution chain. These systems have become popular examples of the use of information technology for competitive advantage. Less well known is precisely how these carriers came to preempt competitors. From their inception of the manually maintained seat availability system to a firsthand experience on developing a distinct system for well-organized operations.

This opened up the gate for the Computer Reservation System (CRS) that is a big help to enhance the current system from automated to online in the university. This may also be beneficial to the students of the College of International Travel and Hospitality Management for their study in the field of hotel reservation and management (De Leon, et al., 2010). IT applications in ITTM curriculum courses are being utilized in different areas like travel agencies, airlines, and hotels. IT courses are highly utilized in travel agencies for booking and reservation followed by other clerical works, confirmation, and cancellation of flights. Thus, all IT courses are often used in the airlines and hotel industries (Abante, 2009).

Thus, reservation systems are one of the essentials that focuses on the aim to provide an efficient and practical model for the delivery of vocational training which can be expected to prove popular with industry, students, and training providers (ESRT program). These reservation systems are used to link different sectors to each other. They are widely used in airlines and hotels. One of these reservation systems is the Amadeus Reservation System.

Amadeus, founded in 1987, has the most extensive distribution network with most international bookings in the world (Andrews, 2007). The system was evoked by professionals and instructors to students, especially to tourism students, to expand their knowledge in reservation systems. Amadeus is now a trend in many schools as part of their curriculum to prepare their learners in the world of technology and reservation.

Travelers want hassle-free services that are efficient. In the world of travel and tourism, one of the developments in the industry was the computerized reservation system that eased the problem of slow service in agencies and airlines, it is a big help not just for travel agents but also for the travelers because in just a few clicks, they can already have their bookings with or without the help of a travel agent.

Considerable discrepancies between the respective views of industry professionals and tourism education providers in Australia on the relative value of tertiary degrees for tourism and on the relative merits of various subjects taught at the university. Their research indicates a gap between education provision and the needs of industry. An industry-education cooperation curriculum framework needs to be well established to ensure a closer relationship between the academe and industry in order to address this perceived gap (Wang, et al., 2012).

Companies in the industry require certain skills and knowledge among employees that enables them to work efficiently. These skills and knowledge can be acquired through education at school, seminars, trainings and the like. In the academic setting like in Lyceum of the Philippines-Laguna which imparts the outcomes-based education (OBE) in their curriculum, they are aiming for the students to be competitive enough in the industry when they graduate.

Thus, this study is conducted to know the perception of Tourism Students in incorporating the Amadeus Reservation System in the curriculum of International Travel and Tourism Management in Lyceum of the Philippines-Laguna. If they are willing to adopt it or not, being able to cope with possibilities which can apply some changes as regards to an innovative one. Being ready to have the experience in having an outcomes-based education, not limited with a short range of time but with perfect timing; congruently, a semester of discussion and hands on operation equipped with professional trainers for the system. This study is also a breaking point for the researchers to share their experiences on travel agencies that truly need a specific kind of knowledge in computer reservation systems. All of those aspects must be first thought basically in the institution before coping with the industry proper. Those benefit the next batch of tourism students who will take their internship at travel agencies. The researchers aim to let the management know the importance of incorporating the system in the curriculum as well as the advantage to the students of having the knowledge about it before they undergo the industry-based training.

Review of Related Literature

Globalization of economies brings in the mobility of knowledge workers and seekers across the world unprecedented in history. If a particular country cannot produce the graduates with the skills that employers want, especially in areas like tourism and hospitality, then employers in that country may seek employees from wherever they are available. This need does not necessarily mean an influx of skilled labor into a country. There are already examples of employment in knowledge based industries moving to workers rather than the workers moving to the employers. Whether the employer moves or the potential employee

moves, the mobility will be dependent on the quality and standards of the qualifications offered by educational institutions. Ensuring the quality and standards of the educational offering will constitute the first step towards internationalization of higher education (Calinao, et al., 2013).

Industry

According to AGCAS editors (2012), the tourism sector has such breadth and diversity it means there are numerous opportunities for graduates. The sector can be divided into two parts: the travel industry and the tourism services industry. These include transport services, accommodation, food and drink establishments, travel agencies, transport rental, and cultural, sports and recreation services.

Curriculum

As what the industry now is requiring, the curriculum of different institutions must be congruent to each other that must be according to Commission on Higher Education (CHED) Memorandum Order No. 30, Article V, Section 10, Series of 2006, the program of Bachelor of Science in Tourism Management (BSTM) curriculum shall have General Education Courses (51 units), Business Core Courses (21 units), Tourism Core Course (22 units), Specialized Courses (36 units), Practicum/Work-Integrated Learning (6 units), PE and NSTP (14 units) with a total of 136 units. General courses are legislated courses that include the Humanities Cluster which contains Communication Arts 1 and 2, Filipino 1 and 2, Literature, Humanities and Logic; Math, Computer, and Natural Science Cluster which contains Business Math, Basic Statistics, Environmental Science, Principles of Safety, Hygiene and Sanitation, and Basic Computer; Social Science Cluster which covers Philippine History, Government and Constitution, Basic Economics, General Psychology, and Cultural

Anthropology; and the mandated subject which is the Life and Works of Rizal. Business Core Courses include Principles of Management, Principles of Marketing, Basic Accounting, Basic Finance, Human Behavior in Organization, Business Communication, and Management Information System. Tourism Core Courses provide fundamental concepts and operational competencies for the tourism industry and/or hospitality that covers Principles of Tourism 1 and 2, Tourism Planning and Development, Total Quality Management, Culinary Arts and Sciences, Entrepreneurship and Business Planning, and Events Management. Practicum/Work- Integrated Learning provides opportunities to apply classroom learning to actual work in a commercial establishment, government, or non-government agencies on the field laboratory and it includes tourism, hotel, and restaurant management and travel and tour. Required Major Subjects of BSTM consists of World Tourism, Philippine Tourism or Domestic Tourism, Ecotourism, Tourism Marketing, Tourism Research Methods and Techniques, and Tourism Impacts and Sustainability. Suggested Professional Electives include Information Technology in Tourism, Transportation Management, Travel Agency Management and Operations, Resort Management, Cruise Sales and Management, Entrepreneurship in Tourism, Environmental Conservation for Tourism, and Heritage Tourism.

In the study of Dimalibot, et al. (2013), graduates of tourism are molded in terms of communication skills and they are ready to face and to talk to other people. Also, they learn how to interact with the behavior of the people around them. The LPU Dusit Thani curricula meets the CHED requirements as indicated in CHED Memorandum Order (CMO) 30, series 2003. Specializations were created in the 18 units free electives which were designed to provide students with unique subjects that will develop their

competencies in the specific areas of their interests. Aside from the LPU institutional requirements, students are also provided with additional courses that are common for all tourism and hospitality management programs. As a result, the specialized pre electives go beyond the required units of CHED. Competencies identified in the TESDA relevant trades of tourism as well as the competencies in ASEAN Common Competency Standards for Tourism Professionals (ACCSTP) have been integrated to provide the LPU graduates preparation for the ASEAN GATS by 2015.

Being a member of the ASEAN 2015 Community, curriculum must be based on its members' professionals that can be seen on the Common ASEAN Tourism Curriculum (CATC) which is the approved common curriculum for ASEAN Tourism Professionals as mutually agreed upon by the ASEAN Tourism Ministers upon recommendation by the ASEAN NTOs. The concept is founded upon a number of initiatives, including the Vientiane Action Plan (VAP), ASEAN Tourism Agreement (ATA) and the Roadmap for Integration of Tourism Sector (RITS). The CATC is linked to the Regional Qualifications Framework and Skills Recognition System (RQFSRS). The curriculum was designed to be industry based, well-structured, and flexible in order to meet varying local requirements of the member states. It is based on the agreed competencies adopted by all countries in ASEAN, and using the agreed ACCSTP units of competence aims at making qualifications relevant and useful to both students and the tourism industry.

The CATC is founded upon six labor divisions: Front Office; Housekeeping; Food Production; Food and Beverage Service; Travel Agencies; and Tour Operations.

CATC & RQFSRS go hand in hand. CATC supports and contributes to the development of a harmonized tourism education and training framework within the ASEAN region, while the RQFSRS supports and contributes to the implementation of the MRA-TP which ultimately will facilitate skilled labor mobility, contributing to economic integration of the region. CATC is founded on the Competency Based Training (CBT) approach that is recognized worldwide as being the most effective means of delivering vocational training. CBT is training that provides trainees with skills, knowledge, and attitudes necessary to demonstrate competence against prescribed and endorsed Industry Competency Standards. This concept is especially applicable to tourism where 'attitude' is an extremely vital element of all customer-contact and service situations.

According to the study of Rodriguez, et al. (2014), schools and universities in the present generation are requiring their tourism students to take online courses for Global Distribution System, mostly Amadeus, Galileo, and Sabre and other online reservation systems. This system entails to lift the higher learning of each and every student regarding technological aspects of reservation. For future travel agents, universities seek to bestow the assurance of knowledge to their students. Giving the pledge to students that they had all the learning in their hand before entering the real world is a great accomplishment. BS Tourism aims to equip students with the ability to start their own entrepreneurial pursuit in the field of tourism and hospitality as well as work as excellent employees in these industries.

Future careers are tour guide, tour operator, travel agent, front desk clerk, flight attendant, reservation officer, teacher, restaurant crew, entrepreneur, foreign consultant, etc. In relation to hospitality computer application, it offers computer courses such as Basic Computer

Introduction to Information Technology, Computer Application in Hospitality with Laboratory, and Business Computer and Management Information System. Nowadays, Bachelor of Science in Tourism Management is becoming in demand due to tourism growth especially in the Philippines and since technological advancement has always been a part of every industry. In order to prepare the Tourism students of the Lyceum of the Philippines University in having a career in hotels, travel agencies, airlines, and other related fields, the researchers urge themselves to come up with a research which focuses on Information Technology. Equipping the students with the knowledge and skills in IT is a must for them to be competitive in their chosen career. Furthermore, findings of the study would be an excellent input in the enhancement of the IT courses of the Tourism curriculum. Hence, the present generation is in a more technological and practical living, travelers are more reliable towards their travel mostly in assuring their tickets and its cost. Tourism students should be knowledgeable and competitive enough mostly in reservation systems. Reservation practices are taken in their secondary year in college. Before graduating and entering the career field, senior students do not have the assurance in reservation systems. The study of tourism and hospitality also provides opportunities for students to develop their general intellectual capacities for life-long learning (Rodriguez, et al., 2014).

According to Felicen (2014), Lyceum of the Philippines University graduates ranks among the best in the world in terms of productivity, career, attitude, and technical skills. The school educates and trains students to be competitive by providing them with applied learning opportunities that require talented workers. The College of International Tourism and Hospitality Management (CITHM) provides quality education based on international curriculum with its partnership with Dusit

Thani International. As part of the curriculum, CITHM provides training to students through memorandum of agreements with different travel agencies. During this training, students can apply their knowledge and skills in Travel Agency Operations. Before students of International Travel and Tourism Management, both for those who are taking the Bachelor's Degree and Associate degree, can be deployed for internship, they have to pass the different professional courses required for the program. Such courses are Principles of Tourism 1 and 2 (Tour 1 and 2), Philippine Tourism (Tour 3), Travel and Tour Operations (Tour 4), World Tourism (Tour 5), and Tour Guiding Services (Tour 6). Tour 4 is the course that integrates Amadeus, the known Computer Reservation System used by travel agencies worldwide. As part of this course, students have to pass the examination or certification given by AMADEUS Philippines Limited, the technology partner of CITHM of Lyceum of the Philippines University–Batangas.

According to Laguador (2013), the LPU academic community must support extra-curricular activities related to computer technology that would help the students realize the value of having high functional computer literacy without sacrificing the health of the end-users. Students enrolled in board programs must be given enough motivation to increase their standards of getting higher grades than be satisfied with just obtaining passing marks through developing study habits with the use of computer aided materials. More enrichment activities must be given to students enrolled in non-board programs to lessen their time spent in using the computer accessing the Internet without any educational output. Parents and guardians are convinced reasonably to have computer units at home and some laptops to be used in school for educational purposes but they must be vigilant of the virtual entertainment activities of their children and

they must advise their children to consider the bad health effects of spending long hours of computer usage.

Integrating Information and Communication Technology in the curricula would advance the learning of the students both in managing technology and study habits. Using e-learning would enhance the interest of both students from board and non-board programs to participate in the online group discussion with aid downloadable study materials. Computer attitudes not only play an influential role in determining the extent to which students accept the computer as a learning tool but also future behaviors towards the computer such as using it for further study and vocational purposes.

Dressler (2011) said that the issue of relevant education has been a growing concern in higher education for at least the past two decades. Numerous countries produced government documents outlining workplace necessary skills as guidelines for education and training. A growing awareness by employers that students were graduating from college without the necessary skills to begin full-time professional work without inordinate and expensive additional training that employers were at that time providing. This assertion was that educational institutions should be more accountable for this skill development. The largest companies (including those in Romania) use the PC Reservation Systems (CRS—computer reservation systems, Galileo International, Sabre, Amadeus, World Span, System One, Abacus), which are characterized to unify the information systems, reservations, and sales systems. The tourist who appeals to an agency which uses such kind of system benefits from a tour of safe, high quality, and optimal rate. Due to the development of information technology, many of these systems have changed their native form. As a consequence, new technological tools have developed to use

arising advantages in management, communication, marketing, and promotion of products and offerings. The fast expansion of the Global Distribution System (GDS) and the reservation via PC (CRS), are the reflection of today's advanced technology. Unlike other tourism-related services where a physical presence is required, GDS and CRS are characterized by a bid-based international service.

Internship

Internship is the way to help students get acquainted with what they had done in their school days. Internship can be very useful to utilize time and get practical knowledge. Additionally, this study was directed towards following specific objectives: to analyze the effectiveness of the involvement of hotel management education in the hotel operation during the study period.

Trainees can be adults interested in trying out a new career. Many polytechnic students do internships to gain relevant experience in a particular career field as well as to get exposure to determine if they have a genuine interest in the field. Internships are an excellent way to begin building those all-important connections that are invaluable in developing and maintaining the personal career. An internship is a work-related learning experience for individuals who wish to develop hands-on work experience in a certain occupational field. Most internship are temporary assignments that last approximately three months up to a year (Vaasa University of Applied Sciences, 2012 as cited by Sharma, 2012).

Previous researchers have suggested that in order to be successful in the hospitality industry, students need to obtain work experience in addition to completing their degrees. Although the benefit of gaining such experience from the industry viewpoint has been well

documented, few studies have assessed the benefits and challenges faced by students (Scoffstall, 2013).

Skills

Wang, et al. (2009) held that suitable skills and attributes have always been an important part of effective and successful participation in tourism workplaces. This study aimed to explore tourism managers' perceptions on the skills and attributes required in the tourism industry in Australia. The method involved a content analysis of tourism skill sets and a survey to identify the required skill sets sought by employers. Importance–Performance Analysis revealed differences between graduate attributes and skills and manager's perceptions of their importance and level of performance. These results provided industry-based information about skills and attributes for the improvement of curriculum design. It will enhance the abilities of tourism education to provide job-ready graduates for the future global tourism industry. In such a way, it was first discovered and practiced in the airline industry which opened the gate of awareness and innovation for the betterment of reservations.

Airline Business

In the recent past, digital revolution inspired new managerial applications to strengthen positions within market arenas. In the case of airlines, early web applications were in the form of asynchronous sites, where customers could get little more than the same information on timetables and fares provided by travel agents albeit in new formats. Later, carriers started selling tickets on the web to make use of the cheaper distribution channel than the standard Computer Reservation Systems (CRS). Today, Internet potentially permits carriers to get significant economic and competitive benefits beyond those simply coming from e-

commerce. A wider e-business perspective may assure a one-to-one relationship with target customers, with a consequential fine tuning of a firm's system offer. At the same time, carriers may exploit the significant cost savings from their procurement processes (Jarach, 2009).

Computer Reservation Systems (CRS)

A Computer Reservation System is essentially a database that enables a tourism organization to manage its inventory and improve accessibility to information within and between its partners (Ivory Research, 2009). There are different systems that are used in the tourism industry like the Micros Opera, Sabre, Galileo, Abacus, Amadeus, and the like.

Amadeus Reservation System

Amadeus was formed by an alliance between Air France, Lufthansa, Iberian Airlines, and Scandinavian Airlines System (SAS) specializing in IT solution to manage airline, train, cruise ship, rental car, and hotel and travel bookings. Amadeus offers travel agents the largest community of carriers and markets with electronic ticketing around the world (Andrews, 2007).

Dublois (2013) said that Amadeus provides Customer Service Management (CMS) for airlines, sales, reservations and e-ticketing systems, and corporate self- booking tools for major world leading airlines and travel suppliers. Amadeus also offers services for trains, cars, cruises, and hotel reservations. There are many benefits for airlines which use Amadeus. The system of Amadeus is quite fast and efficient. Amadeus also allows airlines to change their existing bookings or request new time limits. Amadeus is able to offer free technical support and this can be matched by the partner institution offering a scholarship plan for

students with no resources. Indeed, education projects are then seamlessly integrated into alliances with either local authorities or educational institutions. Lastly, Amadeus will also send automatic recognition or acknowledgement to their partner airlines once all updates are finished.

Amadeus covers a more extensive range of learning outcomes through employing a wider range of assessment practices that are not necessarily possible in written examinations, practical work is central to teaching and learning reservation systems and good, quality, practical work helps develop students' understanding in computer reservation systems (Dillon, 2008 as cited by Rodriguez, et al., 2014).

Different schools have engaged in taking Amadeus Reservation System as part of their curriculum. Schools currently adopting this system are STI and Southville International School. According to the management of STI, "the Amadeus GDS will be helpful for students who will be taking the said programs. This will allow the students to explore the world of ticketing and reservation. Aside from these, the added services of the system such as non-air reservation in hotel, car, and cruise line will equip the students in their field especially as this is used worldwide. After taking a series of courses, the students will have to take a certification test that will allow them to be easily accepted in travel agencies and airline companies as one of their strict requirements is a knowledge of the system. The certificate that Amadeus will be issuing is recognized worldwide which means better opportunity in any part of the globe with the same system being used. The experience that students will get with the tie up of STI and Amadeus will surely help them in their employability in the hospitality and tourism industry."

Evidence of their partnership can be seen on their website news article that says: Amadeus, the world's top Global Distribution System (GDS) and travel industry provider, recently signed a memorandum of agreement (MOA) with STI to focus on further improving the extensive hands-on training of STI students in the field of Hospitality and Tourism on May 24, 2010 at the STI Academic Center in Bonifacio Global City, Taguig. As part of the MOA, Amadeus will provide STI its recently launched Amadeus Learning City, an e-learning website which offers users a variety of self-paced courses. It provides an opportunity to increase knowledge and skills on the use of the Amadeus System—computerized travel information and distribution system which contains information about schedules, availability, fares, and related services through which reservations can be made and/or tickets issued.

The Amadeus certification program is an internationally recognized certification course training students to become proficient with the Amadeus Reservation System. Amadeus is currently the world leader in terms of market share (49.2 percent US market share) and using the Amadeus System is the *de facto* standard for travel agencies worldwide.

The Amadeus Reservation System is used by:

- Over 500 individual airlines;
- Over 120 individual airline websites;
- Over 99,000 travel agencies in more than 195 countries;
- Over 34,000 airline sales offices;
- Over 86,000 hotels; and
- Over 24 rental car brands serving 36,000 locations.

Students who achieve this certification will be recognized internationally as being able to use the Amadeus Reservation System (Southville International School and Colleges).

Theoretical Framework

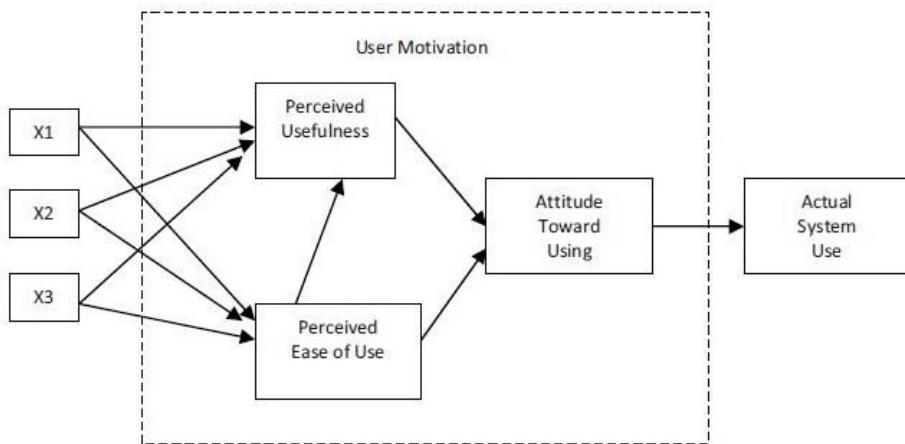


Figure 1. Original Technological Acceptance Model

In this model proposed by Fred Davis (1986) suggested that user's motivation can be explained by three factors: perceived ease of use; perceived usefulness; and attitude toward using the system. He hypothesized that the attitude of a user toward system was a major determinant of whether the user will actually use or reject the system. The attitude of the user, in turn, was considered to be influenced by two major beliefs: perceived usefulness and perceived ease of use with perceived ease of use having a direct influence on perceived usefulness. Finally, both of these beliefs were hypothesized to be directly influenced by system design characteristics, represented by X1, X2, and X3 in Figure 1 (Davis, 1986, p.24).

CONCEPTUAL FRAMEWORK

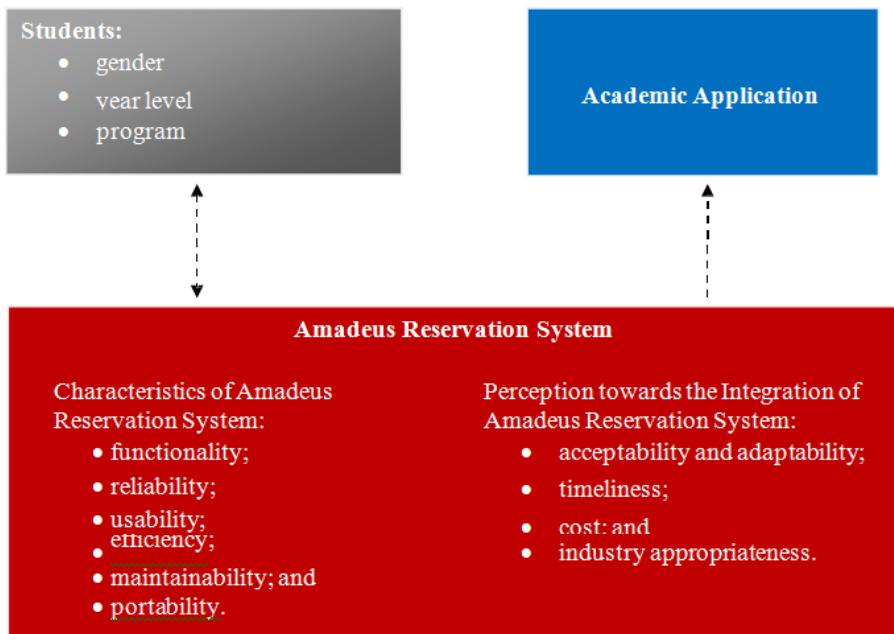


Figure 2. Perception on ARS Based on System Characteristics and Integration Model

Figure 2 discusses how the independent variable, students with their distinct gender, course, and year level will affect their three motives based on Davis' model which are functionality, reliability, usability, efficiency, maintainability, and portability will continuously be directed towards their acceptance of the probability of having a new system that can be learned through the academe and can be later applied to their work in the tourism industry.

Statement of the Problem

The study aims to assess the perception of tourism students in incorporating the Amadeus Reservation System in the curriculum in the Lyceum of the Philippines- Laguna. The study specifically aims to answer the following questions:

1. What is the demographic profile of the respondents in terms of: gender; year level; and program?
2. What is the perception of the respondents towards the use of the Amadeus Reservation System to their studies in terms of:
 - a. Functionality
 - b. reliability;
 - c. usability;
 - d. efficiency
 - e. maintainability; and
 - f. portability?
3. What is the respondent's perception in integrating the Amadeus Reservation System in the curriculum of International Travel and Tourism Management in terms of:
 - a. acceptability and adaptability;
 - b. timeliness;
 - c. cost; and
 - d. industry appropriateness?

4. Is there a significant relationship between the respondent's demographic profile and their perception on the use of the Amadeus Reservation System?

METHOD

Research Design

A descriptive design was used to identify the perception of the students towards the characteristics of the Amadeus Reservation System in terms of functionality, reliability, usability, efficiency, maintainability, and portability and their view towards the idea of incorporating the system to the curriculum of Tourism students. It will also determine the relationship between the respondent's demographic profile in terms of gender, year level, and program to their perceptions.

Respondents of the Study

The respondents of the study were tourism students from second year to fourth year who took TOUN01H (Travel and Tour Operations) and PRCN11H (Travel Agency Practicum). This is because they are the ones who already had a brief background with regard to reservation systems that were tackled in the TOUN01H course. Also, most students have encountered the system on their previous internship. The G*Power version 3.1.9 was used to determine the sample size. G*Power is a tool to compute statistical power analyses for many different t tests, F tests, χ^2 tests, z tests, and some exact tests. G*Power can also be used to compute effect sizes and to display graphically the results of power analyses (Heinrich Heine, 2013). A total of 82 students served as the respondents of the study.

Data Gathering Tool

The researchers used a questionnaire as an instrument of the research to acquire the data needed for it is the most effective way to evaluate the respondent's perception with regard the subject. The first part of the questionnaire asked about of the demographic profile of the respondents specifically the gender, year level, and program. The second part inquired about the perception of the respondents towards the characteristics of the Amadeus Reservation System. This part will be adapted from the ISO 9126, which is the international standard for the evaluation of a software. Survey helped in attaining accurate answers from the respondents. Although the statements under each category were also modified based on the use of the study. The last part is composed of the questions about the perception of the respondents on integrating the Amadeus Reservation System in terms of acceptability and adaptability, timeliness, cost, and industry appropriateness.

Research Locale

The researchers chose Lyceum of the Philippines University-Laguna as their research locale located at Km. 54, National Highway, Makiling, Calamba City, Laguna.

Data Gathering Procedure

The researchers distributed the questionnaires to tourism students in different areas in the school vicinity. The respondents answered individually the questionnaires that were given and it they were collected after the respondents were done answering. The information gathered is strictly confidential and was only used for the purpose of research.

Data Analysis

In this study, frequency, percent, weighted mean, and Pearson-r was used to analyze the data gathered. To determine the demographic profile of the respondents, percent and frequency was utilized. To know the perception of the respondents in the characteristics of the Amadeus Reservation System as a software, the researchers used the mean. Furthermore, Pearson-r was used to identify if there is a significant relationship between the respondents' perceptions and their demographic profile.

RESULTS AND DISCUSSION

The following table represents the results gathered from the surveys conducted by the researchers.

Table 1. Demographic profile in terms of gender

	Frequency	Percent
Female	70	85.37
Male	12	14.63
Total	82	100.00

Table 1 represents the gender of the respondents involved in the study. The female respondents with 70 out of 82 of the respondents is equivalent to 85.37 percent and the male respondents consist of 12 respondents which is equivalent to 14.63 percent. This shows that most of the respondents were female.

Table 2. Demographic profile in terms of year level

	Frequency	Percent
4th Year	34	41.46
3rd Year	25	30.49
2nd Year	23	28.05
Total	82	100.00

Table 2 illustrates the number of respondents for each year level. The fourth year respondents had the most number with a frequency of 34 out of 82 that is equivalent to 41.46 percent.

Table 3. Demographic profile in terms of program

	Frequency	Percent
BSITTM	78	95.12
AITTM	4	4.88
Total	82	100.00

Table 3 shows that majority of the respondents were Bachelor of Science in International Travel and Tourism Management students with a frequency of 78 that is 95.12 percent of the total number of respondents while remaining four consist of Associate in International Travel and Tourism Management students.

Table 4. Perception of respondents to Amadeus Reservation System in terms of functionality

Statements	Weighted Mean	Verbal Interpretation
Security – Can the system assure the credibility and personal information of the clients?	3.4024	Agree
Compliance – Is it appropriate with the tourism industry's laws and guidelines?	3.3293	Agree
Accurateness – Does Amadeus comply with the accurateness of its functions?	3.2927	Agree
Suitability – Does the system have appropriate functions as a software?	3.2439	Agree
Interoperable – Can the system software component be used to interact with other reservation systems?	3.2317	Agree
Composite Mean	3.3000	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

Table 4 presents the perception on the use of the Amadeus Reservation System in terms of functionality. It was found out that the overall assessment was 3.3000 and rated as agree. Among the items enumerated, interoperability ranked first with a mean value of 3.2317. Being able to interact with other reservation systems is one of the characteristics needed by a system for it to provide good service for the clients. Having this characteristic can cater to a vast amount of information that can help to reach wide range of services needed by the clients. It was followed by suitability and accurateness, with the mean of 3.2439 and 3.2927 respectively.

However, according to Travel and Tourism students' perception, compliance (3.3293) and security (3.4024) were least of the characteristics to have agreed on. According to Winter, et al. (2011), competitors are forced to achieve higher flexibility and faster time-to-market in order to

survive. For this reason, companies are looking for flexible software concepts supporting fast adaptability to business changes.

Thus Tourism students, based on their internship, *agreed* that the Amadeus Reservation System is interoperable. The system is used merely to interact with different sectors in the tourism industry to supply their needs for customer satisfaction. Ranging with the least rank is the element of having security when it comes to the assurance of the costumer's personal profile because it will certainly be transferred to different systems to assure the credibility of information gathered.

Table 5. Perception of respondents to Amadeus Reservation System in terms of reliability

Statements	Weighted Mean	Verbal Interpretation
Maturity – Is the Amadeus proven by lots of travel agencies?	3.3293	Agree
Recoverable – Is it possible for the system to bring back to full operation and restore files?	3.1098	Agree
Fault Tolerance – Does the system have the ability to withstand environment failure?	3.0732	Agree
Composite Mean	3.1707	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

According to Table 5, with a composite mean of 3.1707, the respondents *agreed* in terms of reliability. Fault tolerance had the highest mean of 3.0732. Respondents *agreed* that the Amadeus Reservation System has the ability to withstand environment failures. It was followed by the recoverable characteristic which can bring back full operation and restore files with a mean of 3.1098 and maturity got the least mean with 3.3293.

Amadeus Reservation System as a computer reservation system was truly a reliable one based on the study of Sismanidou, et al. (2009). They deliver secure systems with a 99.9 percent assurance of connectivity, response time of a fraction of a second and allows them to offer highly accurate and comprehensive fares and pricing systems worldwide and process billions of travel transactions monthly.

So that is the result based on table, respondents *agree* that the system's ability to withstand environmental failure which is fault tolerance based on ISO 9126, which is the international standard for the evaluation of a software. It is a big help to the tourism industry to think that we can handle possibilities.

Table 6. Perception of respondents to Amadeus Reservation System in terms of usability

Statements	Weighted Mean	Verbal Interpretation
Understandability – Can Amadeus functions be easily understood?	3.0732	Agree
Operability – Can it freely be understood by a new travel consultant?	3.0366	Agree
Learnability – Can users learn it in a short period of time?	2.9512	Agree
Composite Mean	3.0203	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

It was found out from the Table 6 that the learnability of the system got the lowest rank with a mean of 2.9512, followed by its operability with mean of 3.0366, and understandability with a mean of 3.0732. Overall, the respondents *agreed* to its usability with a composite mean of 3.0203.

How the system performance is when it comes to usability, researchers found out that based on the table above, respondents *agree* that it should be easy to understand, can be learned in a short span of time, and be used by any person in a travel agency.

One proof is that it was mainly used by airlines to develop and manage their business model as well as to monitor the external environment and competition, undertake revenue analysis, forecasting, maintain historical data, predict demand, and design desirable products (Sismanidou, et al., 2009).

Table 7. Perception of respondents to Amadeus Reservation System in terms efficiency

Statements	Weighted Mean	Verbal Interpretation
Time behavior – Can it be used readily for different transactions?	3.0488	Agree
Resource behavior – Can the system be used without Internet connection?	2.5366	Agree
Composite Mean	2.7927	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

Based on the table, the respondents *agreed* with the system's resource behavior with a mean of 2.5366 as well as its time behavior with a mean of 3.0488. In general, the efficiency of the system was *agreed upon* with a composite mean of 2.7927.

Table 8. Perception of respondents to Amadeus Reservation System in terms of maintainability

Statements	Weighted Mean	Verbal Interpretation
Testability – Is it verified and approved by different tourism practices?	3.2317	Agree
Changeability – Is the system open for some development?	3.1707	Agree
Stability – Does the Amadeus maintain its quality of not being sensitive to damages?	2.9268	Agree
Analyzability – Can the system be fixed easily?	2.7927	Agree
Composite Mean	3.0305	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

Being efficient in every way allows for work to be done in time without sacrificing the quality of service. The strategy is of maximum performance, trying to obtain the best position in quality through maximum performance of products and services, the company being an exclusive leader (Madar, et al., 2012).

Table 9 Perception of respondents to Amadeus Reservation System in terms of portability

Statements	Weighted Mean	Verbal Interpretation
Adaptability – Can the Amadeus Reservation System be improved and have new specifications or operating environment?	3.2683	Agree
Installability – Can it be installed to any environment where it is needed?	2.9512	Agree
Conformance – Is the Amadeus Reservation System portable to any kind of operating system?	2.9024	Agree
Replaceability – Is the system easy to be plugged or to be exchanged with any software?	2.7683	Agree
Composite Mean	2.9726	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

According to the perception of the respondents, as seen in the above table, they *agreed* that the system can be fixed easily (2.7927), it maintains its quality of not being sensitive to damages (2.9268), it is open for some developments (3.1707), and it is verified and approved by different tourism practices (3.2317).

Data shows that replaceability was ranked as the lowest with a mean of 2.7683 followed by conformance (2.9024), installability (2.9512), and adaptability (3.2683). Overall, the respondents *agreed* on the portability characteristic with a composite mean of 2.9726.

The respondents agreed that the system can be improved and have new specifications or operating environment, it can be installed to any environment needed, it can be portable to any kind of operating system and it can be plugged or to be exchanged with any software.

The present invention relates to integrated travel industry systems and methods for facilitating transactions relating to time-sensitive services where information regarding available services may be displayed, transactions involving such available services may be facilitated, the inventory of available services may be updated, and commissions relating to such transactions may be distributed (Winterton, et al., 2009).

Table 10. Perception of respondents in integrating Amadeus Reservation System in the International Travel and Tourism Management curriculum in terms of acceptability and adaptability

Statements	Weighted Mean	Verbal Interpretation
Is the system feature appropriate to the course of Tourism students?	3.4390	Agree
Do you have an edge over other graduates if you will take this system as a course?	3.4146	Agree
Will Amadeus boost your confidence when you start looking for a job?	3.3659	Agree
Is it essential to be knowledgeable on the Amadeus Reservation System?	3.2927	Agree
Are the system's functions flexible enough to be utilized by Tourism students?	3.2073	Agree
Is the ARS user friendly?	3.1829	Agree
Composite Mean	3.3171	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

Table 10 shows the respondent's perception on integrating the Amadeus Reservation System in the International Travel and Tourism Management curriculum in terms of acceptability and adaptability as 3.3171 and interpreted as agree. The Amadeus Reservation System being a user-friendly system ranked the lowest with a mean value of 3.1829 and the system's appropriateness to the course of Tourism students being the highest with a mean value of 3.4390.

That is why different schools are engaged in taking the Amadeus Reservation System as part of their curriculum. Schools that are currently adopting this system are STI and Southville International School. According to the management of STI, “The Amadeus GDS will be helpful for students who will be taking the said programs.” This will allow the students to explore the world of ticketing and reservation (Southville International School and Colleges, et al.).

Table 11. Perception of respondents in integrating Amadeus Reservation System in the International Travel and Tourism Management curriculum in terms of timeliness

Statements	Weighted Mean	Verbal Interpretation
Do you think the Amadeus Reservation System can compete with other leading reservation systems <u>available today</u> ?	3.2439	Agree
Do you think Amadeus Reservation System features meet the software requirements worldwide currently?	3.2317	Agree
Composite Mean	3.2378	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

The perception towards the timeliness got a composite mean of 3.2378. As shown on the table above, the respondent's *agreed* that Amadeus Reservation System features meet the software requirements worldwide currently (3.2317) and it can compete with other leading reservation systems available today(3.2439).

Due to the development of information technology, many of these systems have changed their native forms. As a consequence, new technological tools have developed to use arising advantages in management, communication, marketing, and promotion of products and offerings .The fast expansion of the Global Distribution System (GDS) and the reservation via PC (CRS), are the reflection of today's advanced

technology. Unlike other tourism-related services where a physical presence is required, GDS and CRS are characterized by a bid-based international service (Dressler, 2011).

So, Amadeus is the most extensive distribution network today with most of the international bookings in the world specializing in IT solution to manage airline, train, cruise ship, rental car, and hotel and travel bookings. ARS offers travel agents the largest community of carriers and markets with electronic ticketing around the world (Andrews, 2009).

Table 12. Perception of respondents in integrating Amadeus Reservation System in the International Travel and Tourism Management curriculum in terms of cost

Statements	Weighted Mean	Verbal Interpretation
Will you expect an increase in your tuition fees if the ARS will be included as part of your curriculum?	3.3293	Agree
Do you think the payment for the Amadeus Reservation System is worth spending?	3.1341	Agree
Will the cost of the ARS be insignificant?	3.1098	Agree
Composite Mean	3.1911	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

In terms of cost, the respondent's *agreed* that they expect an increase in their tuition fees if it will be included in their curriculum (3.3293), the payment for it is worth spending (3.1341) and the cost of it will be insignificant (3.1098). In general, the statements were all *agreed upon* with a composite mean of 3.1911.

The result was contradicted by study of De Leon, et al. (2010) where he said that Computer Reservation System is a big help to enhance the current system from automated to online in the university. This may

also be beneficial to the students of the College of International Travel and Hospitality Management for their study in the field of hotel reservation and management.

Computer technology would also help the students realize the value of having high functional computer literacy without sacrificing the health of the end-users. Students enrolled in board programs must be given enough motivation to increase their standards of getting higher grades than be satisfied of just obtaining passing marks through developing study habits with the use of computer aided materials. More enrichment activities must be given students enrolled in non-board programs to lessen their time spent with the computer using the Internet without any educational output (Laguador, 2013).

Table 13. Perception of respondents in integrating Amadeus Reservation System in the International Travel and Tourism Management curriculum in terms of industry appropriateness

Statements	Weighted Mean	Verbal Interpretation
When the Amadeus is applied to the curriculum, do you think it will help you exceed your performance during your internship?	3.4634	Agree
Do you think studying the Amadeus Reservation System would give you higher standards as a tourism student?	3.4390	Agree
Will the ARS help you to be more professional and effective tourism students of LPU-L?	3.3171	Agree
Composite Mean	3.4065	AGREE

Legend: (3.50 – 4.00) Strongly Agree, (2.50 – 3.49) Agree, (1.50 – 2.49) Disagree, (1.00 – 1.49) Strongly Disagree

Based on the table above, the respondents *agreed* in terms of industry appropriateness with a composite mean of 3.4065 and interpreted as *agree*. Travel and Tourism students *agreed* that the Amadeus

Reservation System will help them to be more effective tourism students of LPU-L (3.3171), it would give them higher standards as a tourism student after studying it (3.4390), and it will help them exceed performance if ever the system will be applied to their curriculum (3.4634).

The results gathered have also been established with the study of Rodriguez, et al. (2014). Schools and universities in the present generation are requiring their tourism students to take the online courses for Global Distribution System, mostly Amadeus, Galileo, and Sabre and other online reservation systems. This system entails to lift the higher learning of each and every student regarding technological aspects of reservation. For future travel agents, universities seek to bestow the assurance of knowledge to their students. Giving the pledge to students that they had all the learning in their hand before entering the real world is a great accomplishment. BS Tourism aims to equip students with the ability to start their own entrepreneurial pursuit in the field of tourism and hospitality as well as work as excellent employees in these industries.

Table 14. Relationship between demographic profile and the perception on the characteristics of the Amadeus Reservation System (gender)

	Chi-Square Value	P-Value	Interpretation
Efficiency	6.160	-0.096	Not Significant
Reliability	4.145	-0.215	Not Significant
Portability	2.967	-0.126	Not Significant
Maintainability	1.170	-0.094	Not Significant
Functionality	0.781	-0.090	Not Significant
Usability	0.733	-0.074	Not Significant

Legend: Significant at p-value <= 0.05, Not Significant at p-value >= 0.05

As seen in the above table, there is no significant relationship between the students' gender and their perception towards the characteristics of the Amadeus Reservation System. This only means that the respondents' perception does not depend on their gender.

The overall interpretation just only means that gender does not matter in taking their perception as regards the characteristics of the system. In the researchers' point of view, the result's basis was the unequal number of male and female respondents. That is why it happened that only majority of females had taken the correlation.

Table 15. Relationship between demographic profile and the perception on the characteristics of the Amadeus Reservation System (year level)

	Chi-Square Value	P-Value	Interpretation
Portability	22.539	0.123	Not Significant
Reliability	12.745	0.353	Not Significant
Functionality	11.304	0.356	Not Significant
Usability	7.670	0.238	Not Significant
Efficiency	7.094	0.021	Significant
Maintainability	5.918	0.160	Not Significant

Legend: Significant at p-value <= 0.05, Not Significant at p-value >=0.05

Table 15 shows the relationship between the demographic profile and the perception on the characteristics of the Amadeus Reservation System in terms of year level. Based on the results, efficiency appeared to be significant to their year level that had a p-value of 0.021. Functionality (0.356), reliability (0.353), usability (0.238), maintainability (0.160) and portability (0.123) resulted to have no significant relationship with the respondents' year level.

The high-growth occupations for bachelor degrees are expected to be in education, business, health care, engineering, and environmental sciences. The high-growth occupations for master's degrees are lawyers, pharmacists, physical therapists, physicians, dentists, nurse practitioners, educational counselors, architects, and instructional coordinators (Jackson, et al., 2014).

In such a manner, in the hospitality industry, being efficient every step of the way is an edge in taking the customer's needs and wants, that is why the majority of the respondents which were fourth year students because as we observed they are the ones who are the most senior when it comes to industry experiences because of the internship that they have encountered from first year to third year.

Table 16. Relationship between demographic profile and the perception on the characteristics of the Amadeus Reservation System (program)

	Chi-Square Value	P-Value	Interpretation
Reliability	6.158	-0.172	Not Significant
Maintainability	2.674	-0.170	Not Significant
Functionality	2.566	-0.116	Not Significant
Usability	1.131	0.067	Not Significant
Portability	0.346	-0.017	Significant
Efficiency	0.074	0.000	Significant

Legend: Significant at p-value <= 0.05, Not Significant at p-value >= -0.05

It can be gleaned from the Table 16 that efficiency, with a p-value of 0.00 and portability with a p-value of -0.017, are significant to the program of the respondents. Functionality (-0.116), reliability (0.172), usability (0.067), maintainability (-0.170), and portability (-0.017) of the system is not significant to the program of the respondents.

According to Felicen, et al. (2014), the trend nowadays in terms of tourism education is to provide or equip students with necessary skills or knowledge in Computer Reservation System (CRS). All the members of the Lyceum of the Philippines University system have a tie up with Amadeus Corporate University which provides students with necessary training when it comes to CRS.

Efficiency and portability has a significant relationship when it comes to program. Going back to the number of our respondents, it is composed mostly of bachelor degree program takers. This is why they have a lot of experiences and knowledge based on the previous lessons and they are also exposed to the portability of the system in the industry being appropriate to its usefulness.

Table 17. Key Result Areas

Key Result Area	Strategies
1. The LPU-DTC curriculum has strong linkages, accreditation, and academic approach applying tri-fold function of the institution: research, instruction, and community extension to its students yet some developments and conservation shall apply in different areas or fields of specialization.	1. LPU-DTC programs must ensure and annually check the curriculum outline, new trends, and applications in the modern time incorporating tourism and hospitality industry; and make an academic and industry-based approach to maintain the entire learning outcome of the student.
2. Common academic problem cited was the inadequate alignment of the courses present in the International Travel and Tourism Management curriculum brought by <u>Dusit Thani International</u> .	2. Proper alignment of courses depending on when it is needed and common industry-based reasons.
3. The respondents of the study are not that familiar when it comes to computer reservation system specifically the Amadeus Reservation System.	3. ARS must be taught and elaborated accurately in the distinct course it is included. It can be cited merely from Travel and Tour Operations and also in Fares and Ticketing.

4. It was also found out that the respondents also have limited knowledge and experiences in performing basic reservation. Checking seat availability, checking in and out, and as follows.
5. Common perception of respondents correspond with the cost, expecting an increase in tuition fees when the system is approved and applied in the curriculum as a course.

Thus, the length of time including hands-on practice ~~be~~ required to be prolonged for the tourism student to be exposed. On the other hand, maximize and practice their skills before internship.

5. ~~Reality check~~ there is a need to explicit the importance of the ARS as part of the curriculum. The benefits that each of the students will be getting if they will be having it as part of their curriculum.

The table below shows the results of the study and the corresponding strategies to deal with the problems encountered.

Table 18. Action Plans

Proposed Enhancement Program	Projects	Activities	Persons Involved
Proposal for a Basic Reservation Workshop/Course	Classroom based with practical sessions. There will be very little in the way of lecturing; delegates will be expected to actively contribute during the workshop. Written material will be provided to delegates, this material will not be a textbook but a record of the practical steps followed during the workshop.	Basic Amadeus Course	Amadeus Practitioners, Dean (CITHM), Program Chairperson(CITHM), Tourism Faculty, TM Students
Newly improved facilities	Facility that will enhance the reservation skills of the students giving them a chance to practice and apply the knowledge they had during the basic training course.	Travel Bureau	Dean (CITHM), Program Chairperson(CITHM), Tourism Faculty, TM Students
Industry procedures familiarization	For the students to be familiar with industry practices, the common situations that are happening in the “real world.”	Travel agency familiarization	Industry Partners (travel agencies), Palaestra Consortio, Amadeus Practitioners, Dean (CITHM), Program Chairperson(CITHM), Tourism Faculty, TM Students
Amadeus Integration	The system will be taught as a separate course for the system to be widely practiced in the institution. Integration of the subject will cost less compared to when the students have a training separately.	Curriculum	LPU-DTC management Representative, Campus managers, CITHM Deans for campuses, Program and Department Chairs and Faculties

CONCLUSION AND RECOMMENDATION

Conclusions

The respondents, mostly females and taking up the bachelor's degree, had a positive view on the idea of integrating the Amadeus Reservation System (ARS) as a separate course for the International Travel and Tourism Management Program. Their perception towards the characteristics of ARS and its integration was rated agree. It was found that they were open to the idea of integrating the system in their curriculum. The alignment of the curriculum of the International Travel and Tourism Management Program was found to be one of the common academic problems. The respondents have a little knowledge about the system and they lack experience and background about the system when they were having their on-the-job training for travel agencies. They are expecting for a high cost if ever the system will be integrated into the curriculum.

Recommendations

It is recommended that the College of International Travel and Tourism Management (CITHM) may realign the curriculum of the International Travel and Tourism Management Program and consider integrating the Amadeus Reservation System (ARS) for the benefit of the students when they undergo their trainings outside the school premises. They may integrate the ARS after the Commission on Higher Education (CHED) released the updated curriculum for Tourism Management Programs. However, if the CHED has not released the updated curriculum for Tourism Management Program, it is also recommended that the CITHM department still continue to expose the students to hands-on training but with a longer period of time.

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