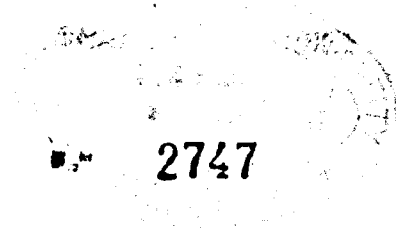


**TRAVEL PREFERENCES OF STUDENTS, FACULTY AND STAFF AT
CENTRAL PHILIPPINE UNIVERSITY**



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**ELY S. LAZARO
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by

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ABSTRACT

This study was conducted to determine the travel preference of students, faculty and staff at Central Philippine University. Descriptive-relational research design was used in this study. The target population of the study was 3,223 students for the first semester, academic year 2010-2011, 289 full time faculty and 239 staff of Central Philippine University (CPU). Data were collected using a questionnaire that were gathered from March 15 to April 15, 2010.

Results show that the respondents prefer to travel in Luzon and in countries in Asia. In-land resort, museum and beaches/marine are the preferred tourist destination, while events such as festivals are the most preferred tourist attractions. Majority of them preferred to travel by land and prefer to spend more than fifteen thousand (Php15,000.00).

Respondents age, educational attainment is associated with their preference for places to visit specifically in Luzon, Visayas and Asia but sex is not associated with their preference. Age educational attainment and type are associated with respondents preference for tourism places to visit, tourism attraction, length of stay and budget but sex is not associated with their preference.