

## **ABSTRACT**

The descriptive study was used to determine the job opportunities of Tourism and HRM graduates in tourism and hospitality establishments in Roxas City. This study was conducted during the 2nd semester of Academic Year 2016-2017. The respondents of the study were the managers and human resource officers of the different tourism and hospitality establishments in Roxas City. The data in this study were gathered using the survey questionnaire. The statistical tools used in this study were the frequency count and ranking.

Findings of the study reveal that in airlines, the job opportunities are flight attendant, ticket agent, reservation agents clerk, airline food service, flight dispatcher, operator agents, station ramp agents, sales manager/district sales manager, airline lounge receptionist, flight attendant supervisor, ramp flight attendant, crew scheduler, flight-crew-time clerk, flight reservation manager, gate agent, gate service supervisor, ground host/hostess, passenger service representative, reservation agent, senior reservation agent, ticketing clerk, aircraft log clerk, airport attendant, flight information expediter, airport manager, station manager, chief airport guide and traffic agent; in hotel and motel, hotel/motel manager, lodging facilities manager, hotel Clerk and sales representative, concierges, front office; in restaurant, waiter/ waitress, kitchen helper, chef; in travel agencies, travel agent, travel information center supervisor, tourist information assistant, tour guide; in resorts, groundskeeper, lifeguard, room controller, marketing manager, resort manager. In terms of qualification of applicant in tourism and hospitality establishment in Roxas City, the top 10 needed are team player, commercial awareness, communication skill, teamwork, negotiation and persuasion, problem solving, leadership, organization, perseverance and motivation, ability to work under pressure and confidence. In terms of recruitment strategies in the tourism and hospitality establishment in Roxas City that they possess are online recruiting, campus recruiting and job fairs, employment and recruiting agencies, internal bulletins and personal recommendations, job advertisement, social media, and government job centers.