



THE HINDSIGHT, INSIGHT, AND FORESIGHT OF PARENTS IN HOSPITALITY MANAGEMENT STUDENTS– A COSTLY INVESTMENT OR A WORTHWHILE PURSUIT: A NON-SEQUENTIAL MIXED-METHOD RESEARCH

Authors: Princess Mae Adonay*, Kyla D. Daarol, MJ Y. Duerme, Cris Diane L. Endona, Mary Jane C. Flores, Sharlene Jane C. Odever, Jay-ann S. Pocong, Angelie Marie S. Sandoval, Kierrea B. Tampipi, Cyril A. Cabello, Elisheba S. Padillo, Gemma R. Dionaldo, Dyna R. Soliva

Email: princessmaeadonay@gmail.com

Affiliation: *Cebu Technological University - Moalboal Campus – Philippines*

Abstract

This study explored the parents' hindsight, insight, and foresight in Hospitality Management considering if the program is costly or worthwhile for their children. This study anchored on Human Capital Theory, Family Systems Theory, and Coping Theory. The legal basis of the study is rooted from Republic Act No. 11908. This study used a non-sequential research design called Triangulation. 23 parents' participated the study. This study used the adapted instrument, which went through face and content validity. The research environment of the study is concentrated in Moalboal. Appropriate statistical tools were used to treat the data. The average weighted mean of 4.77 (SD=0.73) suggests that parents are always involved in their children's whereabouts in college. There were six emerging themes found after analyzing the data. These are (1) Professional Advancement, (2) Additional Financial Burden, (3) Rendered Knowledge, (4) Expected Job, (5) Non-stop Motivation, and (6) Tangerine Effect. These themes provide a clear picture of the parents' hindsight, insight, and foresight. It is highly recommended to utilize the proposed output of the study which is an action plan.

Keywords: *Slum Tourism, Tondo Manila, Sustainable Tourism, and Cultural significance, family system theory*

Introduction

Parents play a key role in shaping their children's educational and career choices, especially in specialized fields that require significant financial investment. This research explores the factors that influence their views on the value of hospitality education amid rising costs and uncertain job markets (Anthony et al., 2023). By examining their experiences and expectations, the study aims to provide insights into parental perspectives on the hospitality industry. The goal is to help students, educators, and policymakers better understand these viewpoints and make informed decisions in this context. Parents believe that education in hospitality management opens a big opportunities for their children's success (Ivančić et al., 2022), but their decision to support their children's education often depends on their financial capacity and trust in the industry's growth.

Investing in hospitality management education is both a costly investment and a worthwhile pursuit, especially in Moalboal, Cebu, where the hospitality industry plays a key role in the economy and tourism. Parents in Moalboal may consider these factors when deciding whether to support their children's pursuit of hospitality management. Given Moalboal's reliance on tourism, this implies that some parents find it to be a worthy endeavor, while others may consider the high expense to be risky, particularly if their children need to relocate in search of better employment opportunities. In Moalboal, parents hold varying perspectives on pursuing a degree in Hospitality Management. Some view it as a significant financial burden, citing tuition fees, uniform costs, and practical training expenses, particularly in families with limited financial resources (Ho & Law, 2021). Additionally, concerns have been raised regarding the competitive nature of the job market, which may hinder graduates from securing high-paying positions immediately after completing their studies. The CTU Moalboal Gender and Development (GAD) calculated that the percentage of employed graduates from the Bachelor of Science in Hospitality Management program from 2020 to 2021 stands at 39.38%, indicating that nearly 40% of graduates secured employment, while graduates from 2021 to 2022 surged to 79.49%, demonstrating a significant increase in employment

outcomes for this program.

Conversely, other parents recognize the potential benefits of this educational path, particularly in light of the burgeoning tourism industry. They believe that students can access local employment opportunities in hotels, resorts, and other tourism-related sectors, which may facilitate career advancement both locally and internationally. Ultimately, the decision is influenced by factors such as the family's financial situation, perceived job prospects, and confidence in the long-term advantages associated with a career in hospitality (Fraser, 2020). Parents are deeply committed to their children's education and growth. They take great pride in their children's accomplishments and guide them to help them reach their full potential (Barger et al., 2019). Understanding that every child learns differently, parents strive to create a nurturing environment that empowers their children to overcome challenges (Barger, 2019). Schools must ensure that the quality of education meets the highest standards, as quality education is essential for children's future success (Wati & Sahid, 2022). This commitment motivates parents to support their children's educational journeys, and receiving regular feedback on progress further encourages informed decision-making about their academic paths. Given the significant influence parents have on their children's decision-making, it is imperative to investigate their viewpoints regarding the pursuit of a degree in hospitality management.

Research Questions

This research explored the parents' hindsight, insight, and foresight in Hospitality Management, considering if the program is costly or worthwhile for their children at Cebu Technological University- Moalboal Campus for S.Y. 2024-2025, as basis for an action plan. Specifically, this study answered the following questions:

1. The level of Parent's Involvement in terms of:
 - 1.1. involvement in school;
 - 1.2. quality of parent-teacher relationship; and
 - 1.3. parent endorsement of school?
2. What is the lived experience of parents in sending their children in Hospitality Management Program?
3. Based on the findings of the study, what action plan can be created?

Literature Review

Parental involvement plays a crucial role in their children's academic journey, helping them make the most of educational opportunities, especially in college when students choose their preferred programs. Hospitality Management is often one of the options for completing a four-year degree. The following articles are essential in supporting the claim about the role of parents in sending their children to school.

Hospitality Management is often considered an expensive course due to various factors. These include the costs of practical training, internships, and industry-related experiences, which are essential to the program. Additionally, students may need to participate in events, field trips, and specialized workshops, all of which contribute to the overall cost. The need for well-equipped facilities, such as training kitchens, hotels, or travel experiences, can also increase tuition fees and other expenses, making it a costlier option compared to other programs.

Various studies, especially in the modern context, support this idea. The research and literature below provide valuable insights into how parental involvement can significantly affect their children's lives and academic success. In Moalboal, the local hospitality industry plays a crucial role in the economy and tourism sector, making it a potentially worthwhile endeavor. While some parents view the high expenses as risky, – especially if relocation is required for better job prospects – others acknowledge the educational benefits tied to the growing tourism industry. Ho and Law (2021) stated that parents' commitment to supporting their children's education and making informed decisions about their academic trajectories is essential

Studies show that parents have strong desires for their children's education, and this desire directly influences their children. Due to this influence, children perceive their parents' ambitions, which is why as children; they strive to study hard to graduate. According to Trinidad (2019), we need to understand the difference between 'aspirations,' which refer to the level of education parents desire for their children, and 'expectations,' which refer to the level of education students believe is within their reach. Understanding the difference between the two is important because there can be negative effects when parents' desires are too high compared to what students believe they can achieve, as this can create pressure on the students. Therefore, a good relationship between parents and children is necessary to express these frustrations, which could lead to a balance between aspirations and expectations, allowing students to stay motivated and perform well in school.

Parents who are actively involved in their children's education, like encouraging their learning, and talking about school with them, tend to do better academically (Şengönül, 2022). However, the study also found that family financial situation and educational background could make a difference. Families with more resources often have children who are better prepared to benefit from their parent's involvement in their education. However, even for families with fewer resources, parental involvement is still very important because it can help children overcome challenges and prevent them from struggling in school. In fact, for children from less privileged families, parental involvement can have a greater impact, helping them achieve more in their education.

Parental involvement always helps students do well in school; no matter how much money their family has (Tan et al., 2019). The study found that while parental involvement, like setting high expectations, supporting learning, discussing school, and participating in school

events, generally helps students succeed, the benefits are not the same for everyone. Parents with more resources and education tends to have a higher positive impact on their children's academic performance. However, even for families with fewer resources, parental involvement is still important, as it can help them overcome some of the challenges they face. This research shows that we need to think about the different situations of families when we try to help students and their parents.

Parents see obtaining a college degree as important for their child's future (Harper et al., 2020). As children go through college, the relationship they have with their parents evolves. This could include shifts in how they communicate, interact, or support each other, and these changes could affect the parents' involvement in their children's education and in the college institution. This study suggested that the institution, specifically the teachers, must reach out to parents in different ways to provide information about their children's academic performances.

Parents' involvement shows results that is either good or bad for the children depending to how parents involve themselves to their children (Barger et al., 2019). When parents engage in the student's schooling, it not only boosts their academic success but also promotes the interaction relations between parents and child. Parents must find a balance between offering support and fostering independence in their children's academic activities. Parents' participation in career guidance sessions- and discussion of the career aspirations of the student can add motivation and clarity about the student's professional goal. Parental involvement is an effective strategy for supporting their children's academic success, regardless of background or social context.

Parents want their children to succeed in their studies and go to college. However, some parents struggling financially may not have the same opportunities to support their children's education. A study by Fischer et al. (2019) explores ways to help these parents better support their children's educational goals. The paper examines programs that successfully engage parents in their children's education, especially those facing financial challenges. It uses both research and real-life examples to determine what works best. The goal is to create a tool that helps universities plan and evaluate programs that empower parents from low-income families to support their children's college aspirations. This tool will ensure the programs are effective and reach as many families as possible.

Parents are realizing the importance of education for their children's future. They want their children to have the best education possible, not just for their success, but also for their children's future. A study by Wati and Sahid (2022) looked at what makes parents decide to invest in their children's education. They found that things like the cost of school, how much money families lose while their children are studying, and the benefits of getting a good education all play an important part. Both government and parents need to work together to make sure everyone has access to good quality education, so we can all have a brighter future.

Some people think that giving parents the freedom to choose for their children's schools would make education better. This idea seems simple and good, but studies have shown that it is not always clear if giving parents the freedom to choose their children's school leads to better education (MacLeod & Urquiola, 2019). Some studies show positive results, while others show mixed results. Many parents choose schools based on how well they do overall, rather than how much they help students improve. This makes sense because education is like an investment in their children's future. Good schools can lead to better jobs and higher pay. However, just giving parents more choices isn't enough to make sure their children get a good education. We need to consider other things, like how close schools are and how well prepare students for specific jobs. This will help make sure that all children have access to quality education.

Low-income students are said to struggle in earning their bachelor's degree than those who belong in the middle-income and higher-income families (Roksa & Kinsley, 2019). While numerous studies have explored the factors influencing student success, some are dedicated on the impact of parental involvement that is one of the factors. According to Roksa and Kinsley, parental support can be categorized into two types: emotional and financial. Emotional support from parents plays a crucial role in helping students achieve better academic results. A strong emotional connection with parents can enhance students' mental well-being, enabling them to express their problems and frustrations. Although financial support may not seem directly linked to academic outcomes, it still influences students' motivation to succeed in their studies.

Students are more likely to be influenced by the people around them when choosing Hospitality Management. According to Ho and Law (2021), three groups have the most significant influence on them. First are their classmates and friends. Since students are closest to their peers, they are often the ones who influence each other the most in selecting courses. Second is the family. Due to the family's strong influence, some students choose their courses based on their family's preferences. Lastly, there are the teachers. With their firsthand experience in the field, teachers have the advantage of guiding and influencing students in course selection. However, among these three groups, friends and classmates have the most influence on students when choosing their courses in college, specifically in Hong Kong. Confucianism and collectivism may also play a role in the student's decision-making process. Ultimately, the decision lies with the students themselves, but peer promotion of certain programs can attract more students and lead to higher enrollment rates.

Many students choose Hospitality Management as a course due to the great job opportunities it offers. However, despite this, there are still many complaints about the lack of experts in this industry. There are four reasons why many opt for Hospitality Management (Anthony et al., 2023). First, many students want to start their own business after graduating. This is one of the easiest ways to earn money even while working from home. Second, the interest in Hospitality careers. Many students also aspire to work abroad due to higher salaries and better opportunities for their future. Third is having a personality suited for a career in this industry. Many energetic young people today find that this career aligns well with their personalities. Lastly, the influence of others, as students are inspired to enroll in this course after observing other Hospitality Management students.

It is essential for parents to have grasp of understanding, what a hospitality management course is. The parents' involvement and support

can influence to the student's career path (Fraser, 2020). The student not only equip with the skills they been thought that they can bring to the sought industry but also the position that can be competitive candidates in the job market. When parents learn the structure of the course, the skills being developed and the industry's expectation, they can provide encouragement that aligns with the student's professional aspirations.

Although students can make their own future career decisions, some students' decisions are not aligned with their parents' ideals for them, which is why most of the students doesn't chose the path that they wanted to take. The decision-making processes of students who take hospitality management program lies on the support of the parents, which plays a big part in shaping the student's choices (Lee et al., 2019). Guidance from parents, faculty members, and industry mentors still has a stronger impact on students' career decisions than social media. Social media plays the role of providing career information and shaping students' perceptions of the career they have in mind. Hospitality management programs should adopt a balanced strategy that combines both standard and digital mode online to support students' professional development effectively.

Interference and lack of engagement plays an important part on students' reflection on themselves and their ability to learn about their professional interests (Kanten et al., 2021). Parental career behavior is very important since parent's actions, attitudes, and commitment in their children's academic needs plays a significant role in shaping the children's perception of future career paths. Parental career behavior relates to students' career self-efficacy, which means parent's behavior will also help the student discover the skills and talents that they need to succeed. Students with higher self-control are more likely to take proactive steps in their careers. On the other hand, those who have lower self-efficacy may experience anxiety and doubt.

Special attention is given to parental expectations, as past studies have shown that they are often the most important aspect of parental involvement (Jeynes, 2024). The parent's expectations toward their child's educations are strongly linked to academic success. Parental expectations shape students' perceptions of their ability and influence their motivation, behavior, and attitude towards learning. Parents set high yet attainable expectations; they express confidence in their child's abilities and future success. Both educators and parents should work together to give a source of motivation and support for the students in a way of helping them reach their full potential.

Li et al. (2022) suggested that the parent-child relationship affects not only the students' performance but also their gratitude and psychological capital. Gratitude enhances the students' sense of appreciation, which is fostered by positive parental relationships. This positive relationship improves students' academic outcomes. The psychological capital, which includes confidence, resilience, and optimism, also plays a vital role. The stronger bonds between parents and children could promote these psychological traits and could lead to better education. The study suggests that colleges should focus on nurturing students' gratitude and psychological resources as part of a holistic approach to improving academic success.

Students perform better academically when school leaders provide support to teachers and encourage parents to take part in their children (Özdemir et al., 2023). This highlights the importance of strong leadership in schools, particularly in non-Western countries. Promoting parental involvement fosters a stronger bond between parents and their children. As both teachers and parents significantly influence students, they should actively engage in the educational process. This collaborative effort can help students navigate challenges and minimize the risk of academic failure.

A positive teacher-student relationship enhances the effect of parental involvement on motivating students to do well academically (Kausar et al., 2020). Both the parents and teachers can affect the motivation of the students. If the students have a strong bond with their parents, they are motivated to achieve their academic goals. In addition, if the students have a positive interaction with the teachers may affect the motivation of the students. These motivations can greatly affect their academic performances.

While the teacher-student relationship is important for motivation and academic success, the roles of parents and friends are as important (Sethi & Scales, 2020). They are significant in shaping students' perceptions of the school environment, grades, and motivation levels. Parents and friends provides emotional support, helps reduce stress and anxiety, and can enhance the motivation of a student. Positive influence can motivate students to adopt better study habits, stay organized, and aim for higher academic achievement. However, the influence of parents and friends can also be negative if they distract from studies, making balance important.

Universities in Greece particularly in Hospitality and Tourism Industry take practical training seriously (Christou & Chatzigeorgiou, 2019). They create a "sandwich" course that combines academic study and practical work experience. It helps students apply what they learn in their classroom to the real world. This training makes students more industry-ready and be experienced workers in their field. All hospitality and tourism industry courses in the world should practice this training because this will not only benefit college students but also the university. Practical training serves as an asset in our future careers because a well-trained student makes a well-equipped worker.

Parents prefer schools with high-achieving students and schools that can help students perform better both short and long term (Abdulkadiroğlu et al., 2020). Parents' choices regarding schools do not correspond to how effective their chosen schools are in teaching and making students succeed. School ranking also matters in parental decision-making because the higher the school achievements are, the higher the chance that parents choose this school. Parents perceived that if the school has more achieving students, there is a higher chance that their children will perform better. Schools that have good reputations can be a target school of parents that want to have quality education for their children. High achieving students means that the school has quality education and can be an asset for the success of a student.

Parents' marital satisfaction does not directly affect their children's academic performance; however, it has an indirect effect through two pathways (Lui et al., 2020). The first pathway is that the parents' marital satisfaction influences their psycho-pathological symptoms which can affect the children's internalizing behavior, which then can affect their school engagement. The second pathway is that the parents' marital satisfaction can affect their involvement in their children's academic performance. The higher the school engagement to better academic performance. Parents who are happy in their marriage tend to have fewer psychological problems and are said to be more involved in their children's education that would lead to their academic success.

Upholding positive relationships with parents are very important for children to have an emotional strength that could help them throughout their transition from childhood to adolescent (Lindell et al., 2021). The transition of adolescent, college students is particularly weak when it comes to emotional adjustment challenges like anxiety and depression. The amount of financial support by the parents and whether parental financial support can influence the relationship between the quality of the relationship and the emotional adjustment. Understanding the complexity of financial and emotional support the students from their parents can address better for their mental health. Fostering a positive parent-student relationship can help the student to walk through any obstacles.

This study looks at how parents without a college degree, but with some college experience, influence their child's chances of enrolling in college (Chan & Hu, 2023). Even without degrees, parents can still help their children prepare for college by staying involved and focused on college readiness, as the child gets closer to high school graduation. Chan and Hu (2023) focused on two key forms of parental involvement. First is the school- and home-based involvement wherein the parents attend school events and help with homework during their 9th grade. The other one is college socialization wherein parents communicate with children about college plans and setting expectations when the child is in the 11th grade. These forms of involvement serve as a bridge between early parental involvement and the child's actual college enrollment.

Parenting practices can shape college students' academic experiences and there are two types of parenting practices, which are helicopter parenting and autonomy, support (Hwang & Jung, 2021). Autonomy Support refers to the supportive approach where parents encourage their children to be independent and make their own choices. On the other hand, Helicopter Parenting refers to parents who are too much involved in their children's lives that they became too controlling in their activities and decision-making. Hwang and Jung suggested that, between the two parenting practices, autonomy support is the most essential. Parents should focus on fostering independence in their college-aged children rather than being overly controlling. The research highlights the importance of understanding these dynamics to help parents adopt more effective practices that support their children's development, especially during the transition to college.

College students encounter numerous paths that can shape the course of their future lives (Wasarhelyi et al., 2019). The bond they have with their parents affects their decision-making, as this bond can create a sense of security or insecurity. There are many different ways of raising children, and each of these influences the youth. Students who have a strong attachment to their parents tend to perform better in school, while those with weaker attachments are more likely to avoid their parents and may be associated with violent behavior. A parent's connection with their child can either positively or negatively influence the student.

There are several reasons why students stick with their respective courses and why others drop out. Among these reasons, one, which is the most common finding, was the relationship between the parents and the children. Bartle-Haring et al. (2023) suggested that the quality of the relationship between students and their parents had a bigger effect on whether they dropped out than whether they were first-generation students. This means that students who have poor relationship with their parents, they have greater chances of not being able to continue their academic journey. It is important to involve parents in a supportive way throughout the students' college experience to increase the chances of them completing their degrees.

The income level of parents did not significantly affect their involvement in their children's education (Naite, 2021). What affects the parents' involvement in the student's education are the parents' educational level, age, employment status, and as well as their marital status. These factors do influence how involved they are with their children and those children with parents involved in their education have better academic performance and higher scores in tests and exams. This suggests that encouraging parents' engagement can lead to better educational outcomes for their children. Being active in their children's education can foster them to have better academic performances. It is very crucial to examine the responsibility of parental involvement in the college application of low-income students (Simmons, 2022). Parental support influences the students' ability to navigate the complex application process to college. Those students with positive support from family gain confidence and success throughout the application. Low-income families encounter challenges such as financial constraints and limited knowledge of the college system, which can interfere with effective parental guidance. It is very important to educate parents to know the complexities of college enrollment; in this way, parents would be able to support their children in a way that they could gain confidence throughout the application. With this support, students could gain the strength to face the result, whatever it may be.

Parents' knowledge of the educational system could help bridge gaps in educational success (Forster & Van de Werfhorst, 2020). Parents' knowledge about education is very important because, in this way, they can understand the difference between the two types of transitions. The first transition is the upward transition, which means the students move to an advanced academic track that could offer better career opportunities. The other one is the downward transition where the student moves to a less advanced track, which may limit future opportunities. These transitions are very important as they show how parental knowledge could affect a child remains on or advances within their educational track. Parents' knowledge may be important, but it is also important to look at other factors that could affect the children's academic performance like cultural capital and aspirations for better educational outcomes.

In conclusion, the studies above indicate that parental involvement plays a very important role in shaping children's educational and career choices, with both positive and complex effects. Parents contribute not only by providing financial support but also by sharing their values, aspirations, and knowledge, which can help children navigate educational pathways and career options. However, parental influence can be a double-edged sword, as parents' educational backgrounds, socio-economic status, and expectations may limit or steer the children's choices in ways that do not align with the child's interests. Understanding the child's personal goal and -combining it with parental support can maximize career satisfaction and success. The studies suggested that balance is important, and considers both personal and parents' goals.

Methodology

Research Design

This study used a non-sequential research design called Triangulation. This design is non-sequential which means that there is no specific arrangement of gathering the quantitative and qualitative data. This design is essential in knowing the different sides of the parents' perspectives and reasons why they are sending their children to a hospitality management program and have this quantified through numerical assignment. With this, a clear picture of the parent's involvement will be seen as a reference for future endeavors.

Respondents

The respondents were the parents of students who are enrolled in the Hospitality Management program/course at Cebu Technological University – Moalboal Campus. The parents should have students who are graduating this year 2024-2025. The parents were selected using purposive sampling technique and voluntarily participated in the conduct of the study. The parents are the ones who send the children to school. For the parents to be qualified in the study as participants, they should have sent their children to school from first year to fourth year without any dropouts. Their children should be neither a returnee nor a transferee.

Instruments

This study used an adapted instrument from Kohl et al. (2000), for gathering the quantitative data. A researcher-made instrument was also used for the qualitative data. The questionnaires to survey the parents of hospitality management students regarding the Hindsight, Insight, and Foresight of Parents in Hospitality Management Students- A Costly Investment or a Worthwhile Pursuit for their Children went through face validity and content validation, as some items were changed and added. Three experts in the field of Hospitality Management were invited to provide their comments and suggestions to improve the instrument. The questionnaire was developed based on the objectives of the study. The questionnaire included twenty-three (23) items, which included fifteen (15) quantitative questions and eight (8) qualitative questions. The first part of the questionnaire included fifteen (15) questions about the levels of parents' involvement concerning parent-teacher contact, involvement in school, quality of parent-teacher relationship, and parent endorsement of school. The parents' answered these questions using the following 5-point Likert scale: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, which allows them to express their levels of agreement or disagreement on various statements about their experiences and expectations.

The semi-structured instrument was crafted to explore the participants' lived experiences about sending their children to school. The questions were also validated by four experts in the field of Hospitality Management, Psychology, Research and Evaluation, and Education. These experts are essential in making the 8 questions to describe the lived experiences of the participants. The 8 questions were able to understand the struggles and milestones of the parents in knowing the hindsight, insight, and foresight of investing their children to go to school.

Procedure

To conduct the study on the parents of students studying hospitality management, researchers formally asked the campus Director of Cebu Technological University Moalboal Campus for permission to conduct the study on the parents of students pursuing hotel management. After securing the necessary approvals, an orientation session was conducted for the selected respondents, who are the parents of students pursuing hospitality management. During the orientation, the researchers presented the purpose of the project, which is to examine parents' awareness, foresight, and hindsight regarding their children's pursuit of a degree in hospitality management. The parents' voluntary participation, the study's methodology, and the privacy of the information they would provide were all explained to them.

Quantitative Data Collection: The parents of students studying hospitality management received surveys from the researchers. The purpose of these surveys was to collect data on the long-term emotional and financial effects of parents' educational investment. Both close-ended questions that focused on the investment's cost and open-ended questions that offered more information, and insights were included in the questionnaire so parents could share their thoughts and personal experiences.

Qualitative Data Collection: The individual participated in in-depth, semi-structured interviews. These interviews aimed to understand the hopes of their children who studying hospitality management, their current thoughts on the degree, and their reflections on the decisions. With their permission, the interview will be recorded for later review. The letter for approval was given to all the barangay captains in the municipality of Moalboal.

Data Analysis

This study used the Mean to provide the central tendency of the numerical data gathered. The Standard deviation will be used to know the variability of the data.

For the Qualitative data, this study used the Thematic Analysis by Braun and Clarke. These are the steps to be followed;

The first step was to familiarize yourself with the data, reading it several times to understand what it's all about. This helps researchers understand the content thoroughly. Second, was to start labeling the data by marking important parts that relate to the research questions that seem important. With this, it will help to organize and understand the information. Third was searching for themes that involve reviewing and clarifying the themes reflecting that represent the broader of ideas and data. Next, was to review the themes in which the researcher takes a closer look at the identified themes to make sure they truly capture the meaning of the data. This means going back to the coded extracts and the full dataset to see if the themes make sense and align with the overall findings and checking how well the themes fit with the coded sections and the data as a whole. After clarifying the themes, the researcher must come up with clear definitions and names for each theme. This involves finding the main idea of each theme and its scope, making sure it matches the patterns and trends found in the data. The next step was writing the report that provides an analysis of the theme. This process involves connecting the findings to the research questions and previous studies. Lastly, was the final analysis and interpretation that involved interpreting the themes and figuring out what they mean, like how they are important, how they can be used, and what new questions they raise for future research.

Overall, Thematic Analysis helps researchers to understand information from interviews or stories. It gives researchers a clear plan to follow, but also let researchers use their own ideas and insights to make sense of what they find.

Ethical Considerations

Ethical Considerations are one of the most important parts of research, especially in data gathering procedure. It is set of rules that ensures the researcher's study is fair, and honest, and doesn't harm anyone.

According to Bryman and Bell (2007), there are 10 rules to follow when doing a research study. First, the researchers should not put the research participants at risk or cause them any trouble during the research. Second, the researchers should treat the research participants with respect and kindness. Third, the researchers should always ask the research participants if they are okay with being part of their research before starting. Fourth, the researchers must keep the research participants' personal information confidential. Fifth, the researchers should make sure the information collected from the research participants is kept private and secure. Sixth, the researchers should not reveal the names of the research participants or organizations involved in their research unless they give the permission to do so. Seventh, the researchers should be honest about researching and don't fool people about their goals. Eighth, the researchers should be open to who they are working with, who is funding their research and any potential conflict of interest. Ninth, the researchers should be truthful and must ensure that the research does not exploit vulnerable groups and must be avoided in any form of deceptions or exaggeration. Lastly, the researchers should not present their research findings in a way that makes them seem worse than they really are. Just be fair and accurate.

By following these ethical guidelines, researchers can ensure their research is conducted responsibly and earns the trust of those who are involved. Overall, ethics are crucial for making sure the research study is reliable and trustworthy.

Results and Discussion

Level of Parents' Involvement

Parent's involvement in their children's education is not just about simply attending to school events or meetings but it is also reflects about the hindsight, insight, and foresight parents have regarding to their children's education, specially in a field like hospitality industry. The hindsight provides parents reflection about their past experience and make it as a guide to ensure that their child future to be prepared. Insight, on the other hand, they engage in the present by encouraging, directly supporting, and motivating their child's academic journey. Finally the foresight, they prepare their child for the future, parents believe that investing their time and effort on their child's education will pay off in the future. This combination helps students create a strong foundation for the child to be successful not just in education but in life as well.

Table 1. *Parents' Involvement*

<i>Involvement in School</i>	<i>Mean</i>	<i>SD</i>	<i>Description</i>
I actively support my child in honing his/her skills like teamwork, communication, and time management that they can be used for the hospitality management program.	4.83	0.65	Always
I understand how important my role is in my child's education and future profession.	4.96	0.21	Always
I believe my involvement in school activities makes a difference in my child's success.	4.78	0.60	Always
I have the level of confidence that my child is receiving the quality education at CTU-Moalboal Campus.	4.61	0.72	Always
I communicate the instructors and professors of my child whenever I have concerns regarding his/her studies.	4.26	1.18	Always
WM	4.69	0.67	Always
Quality of Parent-Teacher Relationship			
I believe that teachers have consistently shown understanding and support for my child's	4.78	0.42	Always

academic and personal growth in hospitality management.			
I'm included to the process of deciding my child's education and career in hospitality management.	4.39	0.99	Always
I believe that the investment of time and effort in building parent-teacher relationship is not worthwhile in ensuring my child's success in hospitality management.	4.57	1.12	Always
I maintain a great relationship towards my child's teachers will ensure their success in the field of hospitality management.	4.70	0.76	Always
The effectiveness of shared effort between parents and teachers meets my expectations for supporting my child's education in hospitality management.	4.52	1.16	Always
WM	4.59	0.89	Always
Parent Endorsement in School			
I am satisfied with my child's education in hospitality management at CTU Moalboal Campus.	4.87	0.46	Always
I would recommend CTU Moalboal's hospitality management program to other parents as a worthwhile investment for their children.	4.48	1.20	Always
I believe that the CTU Moalboal provides valuable resources for students interested in hospitality careers.	4.78	0.60	Always
I am satisfied with the education my child receives in hospitality management at CTU Moalboal Campus.	4.87	0.46	Always
I am confident that investing in my child's education at CTU Moalboal will benefit their future career prospects in hospitality management.	4.83	0.49	Always
WM	4.77	0.64	Always
AWM	4.77	0.73	Always

Legend: 1.0-1.80 (Never), 1.81-2.60 (Rarely), 2.61-3.40 (Sometimes), 3.41-4.20 (Frequently), 4.21-5.0 (Always)

The result under the “Involvement in School” with a Weighted Mean(WM) of 4.69 and a Standard Deviation(SD) of 0.67 suggest that parents are actively involve in their children’s journey in school. Parents actively support their children’s skills in teamwork, communication and time management which is very important (M=4.83, SD=0.65). Parents understand how important their roles are towards their children’s educational journey and future profession (M=4.96, SD=0.21). In addition, the belief that their involvement contributes towards their children’s success is highly testified (M=4.78, SD=0.60), which shows a positive attitude towards being active in engaging in school activities. While there are many parents who trust the quality of education distribute by CTU-Moalboal Campus (M=4.61, SD=0.72), there are some parents who appear to be slightly doubtful of confidence. The only area of concern is the communication with instructors and professors (M=4.26, SD=1.18), some parents may be active in reaching out with the faculty, others finds it hard due to lack of time and awareness of communication channels.

A study by Bradley et al. (2021) stated that children with constant support from parents are more likely to achieved positive academic performance. This aligns with result under the “Involvement in School” with a Weighted Mean(WM) of 4.69 and a Standard Deviation(SD) of 0.67 suggest that parents are actively involve in their children’s journey in school. Parents actively support their children’s skills in teamwork, communication and time management which is very important (M=4.83, SD=0.65). Parents understand how important their roles are towards their children’s educational journey and future profession (M=4.96, SD=0.21). In addition, the belief that their involvement contributes towards their children’s success is highly testified (M=4.78, SD=0.60), which shows a positive attitude towards being active in engaging in school activities (Naite, 2021). While there are many parents who trust the quality of education distribute by CTU-Moalboal Campus (M=4.61, SD=0.72), there are some parents who appear to be slightly doubtful of confidence. The only area of concern is the communication with instructors and professors (M=4.26, SD=1.18), some parents may be active in reaching out with the faculty, others finds it hard due to lack of time and awareness of communication channels (Stamatis & Chatzinikola, 2021).

The indicator under “Quality of Parents-Teacher Relationship” shows strong and positive feedback when it comes to helping the students (WM= 4.59, SD=0.89). Most of the parents agree that the teachers understand and support their child’s educational performance and personal development (M=4.78, SD=0.42). Parents also feel included in their child’s decisions for their education and future career (M=4.39, SD=0.99), indicates that some of the things are not equally involved of their child’s education. One statement shows that investing time and effort in parent- teacher relationship is not worth it (M=4.57, SD=1.12), this means most of the parents disagree with it, and they believed that establishing strong relationship is important. Parents also agree that having a good relationship with the teachers will help their child achieve success in hospitality management industry with (M=4.70, SD= 0.76). Parents feel the cooperating with the teachers meets their expectations in regards with supporting their educations with (M=4.52, SD=1.16).

A study by Werang et al. (2024) emphasized that both parental support and the school environment have a significant impact towards the children’s academic achievement. This also aligns with the indicator under “Quality of Parents-Teacher Relationship” that showed strong and positive feedback when it comes to helping the students (WM= 4.59, SD=0.89). Most of the parents agreed that the teachers understand and support their child’s educational performance and personal development (M=4.78, SD=0.42). Parents also feel included in their child’s decisions for their education and future career (M=4.39, SD=0.99), indicates that some of the things are not equally involved of their child’s education. One statement shows that investing time and effort in parent- teacher relationship is not worth it (M=4.57, SD=1.12), this means most of the parents disagree with it, and they believed that establishing strong relationship is important

(Atkin & Bastiani, 2025). Parents also agree that having a good relationship with the teachers will help their child achieve success in hospitality management industry ($M=4.70$, $SD= 0.76$). Parents feel that cooperating with the teachers meets.

The result under “Parent endorsement in School”, with a Weighted Mean of 4.77 and a Standard Deviation of 0.64, the overall rating is “Always” which means parents agree or strongly agree with the given statements. Parents are very satisfied with their children’s education in Hospitality Management at CTU-Moalboal Campus ($M = 4.87$, $SD = 0.46$), and they also feel confident that this education will help their children’s future career prospect ($M = 4.83$, $SD = 0.49$), indicating that parents are assured that investing in their children’s education in CTU-Moalboal is worthwhile. One of the lower, but still have a good result, is about endorsing the program to other parents ($M= 4.48$, $SD= 1.20$), this shows that most parents would like to tell with other parents about the program in a good way, however there are some parents that have different opinion and experiences.

The result under “Parent Endorsement in School”, with a Weighted Mean of 4.77 and a Standard Deviation of 0.64, which means parents agree or strongly agree with the given statements. Parents are very satisfied with their children’s education in Hospitality Management at CTU-Moalboal Campus ($M = 4.87$, $SD = 0.46$), and they also feel confident that this education will help their children’s future career prospect ($M = 4.83$, $SD = 0.49$), indicating that parents are assured that investing in their children’s education in CTU-Moalboal is worthwhile. This aligns with the study of Ho and Law (2021), which showed that parents acted as the strong influencers of children in choosing hospitality management. This showed a positive reflection of parents being satisfied with that educational pathway. One of the lower, but still have a good result, is about endorsing the program to other parents ($M= 4.48$, $SD= 1.20$), this shows that most parents would like to tell with other parents about the program in a good way (Liu et al., 2022), however there are some parents that have different opinion and experiences.

The Lived Experiences of Parents

This section presents the lived experiences of the parents and their narrative accounts regarding their hindsight, insights, and foresights in sending their children to school.

The Hindsight, Insight, and Foresight of Parents in Hospitality Management Students – The Themes and Their Narratives

There are six emerging themes found after analyzing the data. These are (1) Professional Advancement, (2) Additional Financial Burden, (3) Rendered Knowledge, (4) Expected Job, (5) Non-stop Motivation, and (6) Tangerine Effect. These themes are the reflection of the parents’ hindsight, insight, and foresight about their children studying Hospitality Management. These themes are based on the perspective and experiences shared by parents whose children are currently pursuing a course in Hospitality Management. The themes presented can serve as valuable input in crafting an action plan that sustains and protects the thriving tourism environment of Moalboal. At the same time, they offer a deeper understanding of the lived experiences of parents supporting their children in Hospitality Management education—helping assess whether this journey is a costly investment or a worthwhile pursuits.

Theme 1: Professional Advancement

Professional Advancement is defined as the process of improving one's career through skills, development, and experiences. In the hospitality management program, students learn new skills, gain experience, and build connections. It helps them achieve their career goals especially with the support of their parents. Also, it allows students to be more efficient and effective in their chosen career. Nicholas (2021) stated that the easiest way for the students to gain knowledge is through professional advancement that let’s student succeed in their career choice and makes a positive impact by workshops or a course or program in college.

According to P1, “Nagpasalamat ko kay maksulod jud cya sa ctu moalboal campus. (I'm thankful because his/her child got accepted into CTU Moalboal)”. This means studying in CTU is a big step for their child's future career. The parent is happy because this acceptance opens the door for their child to have better job opportunities. P7 added “With the help of this institution nga nag provide og sakto nga trainings, knowledge and skills that equip my child to become a skillful individual to her chosen career. And through your guidance to help them more knowledgeable in every skills that need to know i strongly believe that they can achieve and fulfill their dreams in the near future. Definitely yes. (With the help of this institution that provides enough training, knowledge and skills that equip my child to become a skillful individual to her chosen career.

And through your guidance to help them more knowledgeable in every skills that need to know i strongly believe that they can achieve and fulfill their dreams in the near future)”. This means the parent have high hopes for their child studying in CTU that it will give good training and knowledge to help their child become skilled in their chosen job. The parent believe that with their support, their child will achieve their goals and have a successful career.

P7 mentioned, “What I’ve seen in my child is that the course she chose is not easy, but it will be a great help to her in the future. This is because it shows the qualities of a person, where not only one skill is needed, but there are so many other things she needs to know, learn, and master. That’s why I am grateful that this is the course she took. It will open many opportunities for her in the future because of the various skills she has learned”. This means the parent is proud that through the career choice of their child, they can assure that their child will gain more skills that will help them get a good job and a successful career. P13 added, “Usa sa iyang na share ang mga kalihokan nga iyang naapilan sa ma sa Miss ctu ug diha usa nana ka improvement ug confidence para niya. (One thing she shared was joining events like Miss CTU, and that was a big step in her personal growth and confidence).” This means it help their child grow personally and gain more confidence, which is important for her future career.

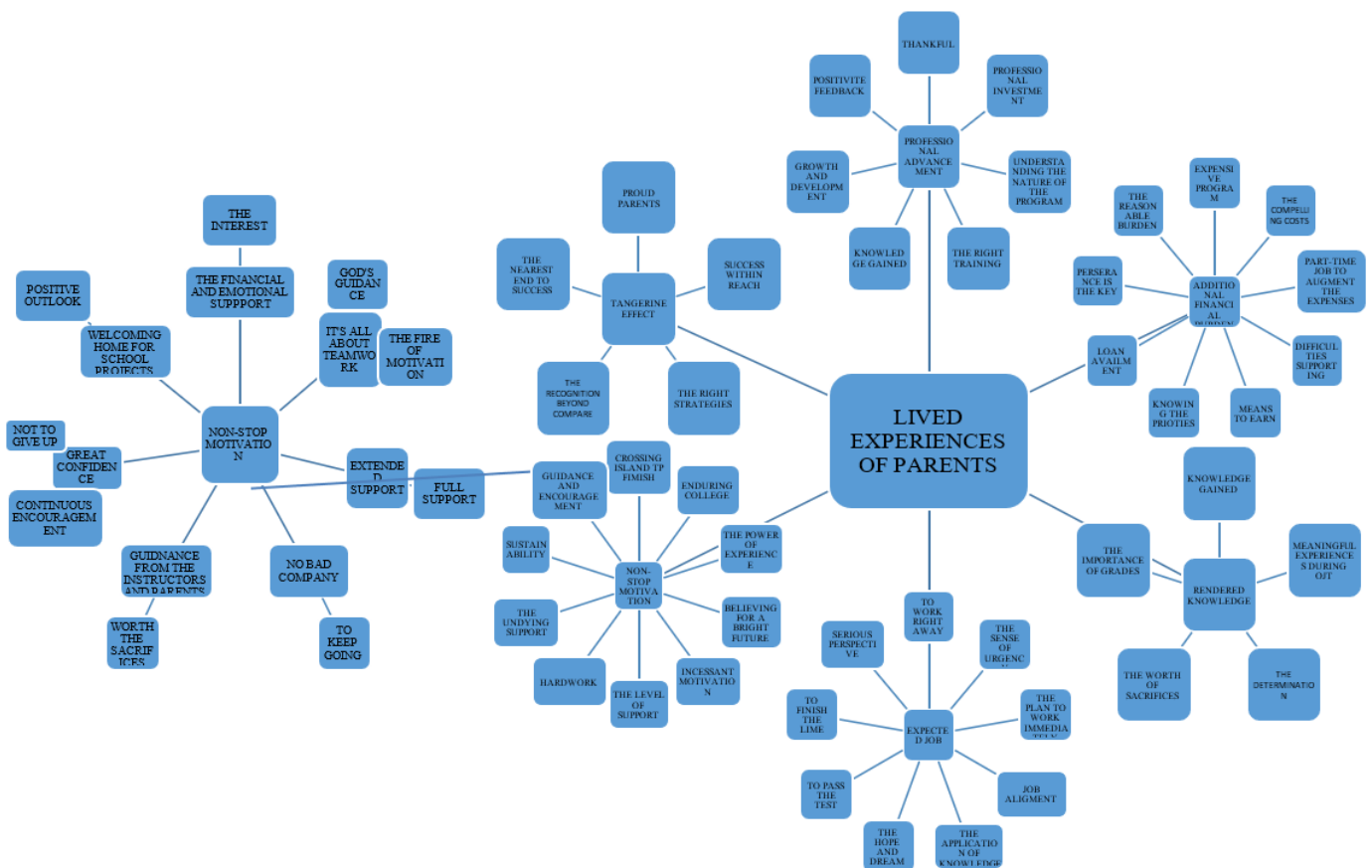


Figure 1. *The Lived Experiences of Parents*

According to P11, “I felt the proudest when my child completed their first semester internship and received positive feedback from their mentors. Another moment that made me proud was they applied what they learned at home, such as preparing well-presented meals or organizing small family gathering with a professional touch”. This means as parents they are proud for their child when it finished their first internship and got good feedbacks, showing they can apply their skills in any situation especially in getting a good job. P11 shared, “I have learned that this program requires patience, dedication, and a lot of hands on experience. Seeing my child grow in confidence and professionalism makes all sacrifices worth it”. This means their child's growing confidence and professionalism in this program shows the hard work is worth the sacrifices they have. P11 also added “my biggest hope is for my child to gain the knowledge, skills, an experiences necessary to build a successful career in the hospitality industry”. This means the parent is really hoping that their child learns everything needed for a great career in the hospitality management and succeed in the near future.

Theme 2: Additional Financial Burden

An additional financial burden refers to extra expenses beyond school fees. For parents of Hospitality Management students, these may include costs for uniforms and practical exam materials. On-the-Job and training programs often require spending on transportation, accommodations, and daily needs. There are also fees for events and other course-related activities. These added expenses can put significant pressure on family’s financial resources. Nolan et al. (2021) expressed that in order for the country to have an economic stability and prosperity, the population must increase their educational level to tertiary level, however with the financial burden associated with this process making it hard for the students and to their parents as well.

According to P3, “Lisud gyud kay gasto man kaayo daghan ug amotan labi na sa uniform. (It was really hard because it was so expensive; there were so many things we had to chip in for, especially the uniform)”. Parents are worried if they can give the support their child needed due to their financial status. P7 added, “My challenge since day one has been whether I can manage to provide for my child's school projects and contributions. With the rising cost of commodities and the added expense of their daily allowance, it hasn’t been easy. There are times when I worry about how to make ends meet; but despite the difficulties, I remain grateful. every single day that my child goes to school, I see it as a blessing. God has continuously provided for us and for that, I am truly thankful.” Even with the financial burden on their back they still thanked the lord to provide even though it is just a small amount. They have the same problem but different perspective on how they view it.

According to P9, “Ang akong na sinati sa akong pag pa eskuela sa akong anak maningkamot mi ug pangita ug kuwarta basta makalampos lang ang among mga anak. Pero gusto man niya nga mag working. (What I’ve experienced while sending my child to school is that we

really worked hard to find money, just so our children can graduate. But my child wants to work part-time).” They have experienced the hardship of finding ways to earn money just to keep the child in school. P19 added, “Naglisud gyud ug maayo kay ako raman nag suporta niya na lola kay gibuyaan naman na siya iyang mama. (It was really difficult because I was the only one supporting them, their grandmother, since their mother had already left)”. Despite these struggles, the guardian continues to support the child's choice, even if it was just the grandmother who provides the expenses. The grandmother's main hope is to see her grandchild succeed and have a better future.

According to P9, “Bisag unsa lang ang among buhaton para lang maka kuwarta mana mo mi ug mga gulay ug mais para makabaligya. (We'll do whatever we can just to earn money even planting vegetables and corn so we can sell them).” They will do a side job just to have an extra income to provide for their child's school expenses. P11 added, “To support my child, we carefully budget our finances, prioritizing school-related expenses over unnecessary spending”. With the low income, they always prioritized the child's school's needs to insure the child's education. P16 mentioned, “Nangloan para makaamot sa mga amutan kay dili kaigo ang inadlaw na kita. (I took out a loan to contribute to the expenses because our daily income is not enough).” Because of the daily income is not enough, they had to take out a loan just to support the needed expenses.

According to P13, they work hard so they can support their child's needs. “Nasayod ug nakat-unan nakong magporsige sa pagpanarbaho ug kugi sa negosyo para masuportahan nako ang mga panginahanglanon sa akong anak. (I have learned and realized the importance of persevering in work and being diligent in business to support my child's needs).” P16 added, “Wala masayang ang among gigastuhan kay siya mismo naningkamot para ani. (Our expenses were not wasted because she herself worked hard for it).” The Parent expresses their relief because not all of the expenses is wasted because their child also makes effort for herself. P2 mentions “Mag storyahanay mi tungod ana iyang mga amotan, usahay kana mga lutoonon niya kay gasto kaayo daghang amotan. (We will talk about that because of her expenses. Sometimes, the food she prepares is so expensive due to the many ingredients).” So the parent expresses concern about the high cost of the food their child prepares, which is affecting their overall expenses.

According to P7, it reflects the shared reality of many families that education comes with financial and emotional challenges. “Majorite natong tanan niagi sa pag eskwela ug dili sayon sa usa ka estudyante ilabina naay project or amotan nga kinahanglan na anang panahuna ilabina ang ginikanan ang problemado affected jud ang anak/estudyante among gipakita niya ang nga bisan sa kalisod sa situation among paningkamotan isip mga ginikanan ang pagprovide sa mga kinahanglan sa iyang pagtuon og abagan pod sa pagtinaron sa iyang pagtuon. (Most of us have gone through school, and it's not easy for a student, especially when there are projects or contributions needed at the time. (Parents feel the burden, and it also affects the student. We showed our child that even if life is hard, as parents, we will do our best to provide for their needs in school and guide them to study well)”). Despite of the challenges they choose to remain strong, showing their child that even in times of hardship they are committed to support their education.

Theme 3: Rendered Knowledge

Rendered knowledge refers to learning that is memorized for a short time but not fully understood or applied. In the field of Hospitality Management, this often happens when students study just to pass exams without gaining real skills. Parents who invest in their child's education may worry if the knowledge gained is only temporary. They hope their support leads to true learning that can be used in future careers. This makes it important to understand if the education is truly valuable or just a short-term gain. Sen et al. (2020) shared that students have two different learning approaches, which are the deep learning, and surface learning approach. The surface learning approach connects to the idea of Rendered Knowledge wherein students may look like they were learning but are actually just memorizing for the short period of time.

According to P1, “Ang akong pagpaagi alang sa pagtubang sa skwelahan ng hinaot ko nga makapadayon jud og skwela aron naay makatonan. (My way of dealing with school is to continue studying to gain knowledge).” This reflects the borrowed belief that school alone guarantees learning, without questioning its actual effectiveness. P8 stated, “Pursigido akong anak muskuyla, mao ni ang dili nako malimtan kay bisag dili jud siya bright, ganahan jud siya makahuman. (My child is determined to go to school. This is something I will never forget because even though they're not naturally academically gifted, they are truly eager to graduate).” This shows the deep-rooted mindset that graduation is more important than capability or learning. P15 also added, “I always remind na ayaw sayanga ang sakripesyo namo kay tagsa ra nga naay mo supporta ninyo ug opportunity nana nga naay mo supporta ninyo sa pagpaskwela. (I always remind them not to waste our sacrifices, because it's rare to have someone who supports you—and being supported in your education is already a big opportunity).” This is driven by the traditional value that schooling is a once-in-a-lifetime opportunity reinforcing a handed-down narrative.

P8 expressed, “Makatrabaho dayun kay aron makatabang siyag luwas sa among kalisod. (We want them to find a job soon so they can help us with our hard life).” This reflects the idea that education directly results in financial relief, which is often assumed but not always realistic. P5 shared, “Ang dili nako makalimtan sa iyang pag ojt karon kay ang pag absorb niya karon. (What I can't forget about her OJT (On-the-Job Training) right now is how she's getting hired as a full-time).” This emphasizes the result over the learning process, echoing the societal focus on quick employment outcomes. Lastly, P1 added, “Nagatuo ako nga makakita kay ang uban nga owner sa trabahaon kay diha mag base sa grado. (I thought that some employers see that work is based on grades).” This reveals a surface-level belief that academic performance alone determines job opportunities — often repeatedly, rarely questioned.

Theme 4: Expected Job

Expected job is the type of employment or career that a person or in this case, the parents of Hospitality Management students anticipate, hopes for, or assumes their child will obtain after completing their degree. It is based on the student's skills, interests, and what they study in school. Some people choose jobs they dream about from a young age. Parents often support their children by giving advice, encouragement, or sharing their own job experiences. Lee et al. (2019) shared that the career choice of the students are influenced by factors. The parents and the academic mentors are the ones that had the strongest impact among the students. In many cases, parents influence their child's expected job by setting expectations or guiding them toward stable and successful careers.

According to P2, They hope that their children can find a job soon they stated "Manghinaut nga makakita ra dayon, puhon. (Hopefully he/she will find a job right away)." This shows the parent's clear expectation that their child will gain employment as soon as possible after graduation. P3 stated, "Mas maayo makakita dayun aron makatabang pud siya nako. (It's much better if he/she can land a job immediately so he/she can help me)." The statement reflects not only the desire for employment but also the expectation of financial support from the child. P8 shared, "Oo naa kay may plano akong anak musud sa trabaho dayun. (Yes, my son has a plan to go to work right away)." This clearly emphasizes that the child is already preparing for employment, showing a direct intention to work after school.

P12 also added, "Hopefully he can land a job immediately that suit to his ability and career preference." This highlights the hope that the child finds a job that matches their strengths and goals, reinforcing the expectation of a meaningful career. P7 mentioned, "Our only hope and dream is that everything they learn from this course or career will help them in the future to get a good job and use what they learned from CTU-Moalboal." The focus here is on how education is expected to lead directly to future employment. P10 also expressed, "Ang akong mga paglaum og mga damgo sa akong pagpadala sa akong anak niining kurso nga HM dinhi sa ctu0moalboal nga magmamalampason o magmabungahon nga mka panarbaho gamit ning maong kurso alang sa ilang kaayohan. (I hope that by sending my child to take the HM course at CTU-Moalboal, they will succeed, get a job, and have a better life)." This statement connects academic success with job acquisition and a better future.

P21 shared, "Usa ra jud ang ako dream nga molampos sa ila pag-eskwela ani nga course para puhon di cla maglisod sa ila future. (My only dream is for them to pass this course so they won't have a hard life later)." This explains that education and completing the course are seen as keys to avoiding future difficulties, most likely through stable employment. P22 stated, "Ang ako ra jud paglaum sa iya kay ang matinarong ug eskwela aron makahuman siya sa iyang korso nga napiliug makatrabaho siya puhon. (I just hope they study well, finish their chosen course, and find a job someday)." It shows the parent's hope that education will lead to a job. Lastly, P20 said, "Magtinarong lang siya sa iyang pag skwela kay di man na para ako para niya man na. (She just needs to take her studies seriously because it's not for me—it's for her)." While focused on studying, it still carries the underlying expectation that success in school will lead to future job opportunities.

Theme 5: Non-stop Motivation

Nonstop motivation serves as the steady force that pushes both students and their parents to keep striving, even when the journey becomes difficult. It represents the ongoing commitment to move forward, despite facing financial limitations, emotional pressures, or doubts. For the students, it means continuing to learn and grow even when the path is unclear. For parents, it means standing strong in their support, believing the value of their child's dream. Tanhaye and Hejazi (2021) shared that the support role of the parents actually helps the students boost their drive for success, which led to non-stop motivation, which came from the parent's emotional support and encouragement despite obstacles. The nonstop motivation built on sacrifices, hopes, and persistence, becomes the invisible force that turns hardships into strength and goals into achievements.

According to P7, "Ang pakawad.on especially in financial aspect sa kinabuhi dili kini babag kanamo isip ginikanan sa akong anak. Mao kini gikuhaan og kusog ug pagpanigkamot nga bisan sa among status sa kinabuhi nga among paningkamutan kutob sa among makaya nga makapahaman namo ang among anak sa college. (Lacking in life, especially in the financial aspect, is not a hindrance for us as parents. Instead, it gives us strength and motivation to work hard. Despite our status in life, we will do everything we can to help our child finish college)." Struggling of money is not the reason to give up. Their love and hope give them strength to work hard so their child can finish college. P8 added, "Lisod samot na kay walay budget. Magboat man ra akong anak para makabudget. (It's really hard, especially when there's no budget. My child even has to figure things out on their own just to make it work)." Being poor is not the hindrance in education. The determination of my child still tries their best to manage and find ways to continue studying. P17 Mentioned, "Sustaining my child's education is my top priority, and because of that, I always do my best as a parent to meet all their needs." It means that parents are willing to support their Child's education. They do everything they can to provide their child needs so they can keep studying.

According to P10, "Ang akong paagi sa pag atubang sa maong hagit o kaagi aron maka padayon ang akong anak niining iyang edukasyon, mao ang pag suportar kung unsa ang iyang mga kinahanglanan dili lng sa pinansyal may mga activities nga isangan nila sa mga subjects diin sila nanginhanan usab sa mga pag ampo sa ginoo. (My way of facing this challenge to help my child continue his/her education is by supporting all of his/her needs, not just financially. There are also activities related to his/her subjects where they also need prayers from God)." Parents always support their child not just with money but also emotionally and spiritually. They always help and pray their child to succeed in their studies. P22 stated, "Ang akong paagi sa pag-atubang sa mga kaagi sa akong anak sa iyang pag eskwela kay ang pag guide ug encourage nako sa iyaha nga matinarong ug eskwela kay para sa iyahang kaayohan ug kaugalingon raman jud na niya samot na sa panahon karon lisod na jud kaayo. (My way of dealing with my child's experiences in school is by guiding and

encouraging him/her to study seriously, because it is for his/her own good and future, especially in these difficult times)." It means that parents support and encourage their child and guide them to study well. Education is for the own good of their child.

P15 mentioned, "Daghan paagi na imong mabuhay sa imong anak para lang masupportahan ug mahatagan ug maayong edukasyon maong bisan unsa nga pamaagi basta sa anak. (It's all for my child, to support and provide a good education, which is why I'm willing to do whatever it takes for my child)." Parent is willing to do everything in order to support their child's education. They always believe that there are many ways to help their child no matter what it takes. P6 shared, "Kailangan ang usa ka student sa hospitality management need jud ug financial and emotional support. (A student in hospitality management really needs both financial and emotional support)." HM student need just more than money but also they need understanding, encouragement, and care.

According to P10, "Isip usa ka ginikanan sa akong pag padala sa akong anak dinhi sa ctu sa kurso nga HM. Sukad pa sa unang adlaw ako naka sinati og mga kabalaka kung ma ka lahutay ba kaha pagtungha ang akong anak hilabina sa panahon nga aduna silay mga buluhato nga midyo lisod para nila nga buhaton og inubama pod sa mga pinansya nga panginahanglanon. (As a parent, in sending my child to CTU to take up the HM course, from day one, I've already experienced so many worries—wondering if my child will really be able to push through and endure college. Especially during times when they're faced with tasks that are difficult for them to do, and when it comes to their financial needs)." It means that the parent always worried about their child if they can handle college especially when school work is hard. The parent is concern on their child ability and their needs. P15 mentioned, "Kaagi lang ang basihan daghan pero dili ka kailangan mo give up kay naa pakay anak na kailangan supportahan. (Experience is the basis for everything there are many challenges, but you don't need to give up because you still have a child to support)." As a parent, no matter what happened giving up is not a choice because you have a child who still needs your support. Experiences make you stronger and gives you a reason to keep going.

According to P13, "Giubanan sa pagkugi ug paningkamot para makapadayon sa pagskwela. (Accompanied by hard work and effort to continue with schooling)." The child's effort helps them to stay in school no matter the challenges they face. P22 stated, "Isip usa ka ginikanan ang challenges nga akong na encounter sa pagpa-eskwela nako sa akong anak sa HM adto sa ctu kay ang financial situation namo ug iyahang pagsalig sa iyahang kaugalingon nga mo eskwela siya ug tarong maka human siya anong korso niyang gipili. (As a parent, the challenges I encountered in sending my child to school at CTU for the HM course were our financial situation and their trust in themselves to study well and finish the course they chose)." The main challenges as a parent of HM student is financial but they always support and believe their child. They want their child to stay focused on their study and finish the course they chose.

According to P10, "Ang akong nakatongan nga mga panan-aw sa akong pagdala dinhi sa kurso nga HM dinhi sa ctu-moalboal, nga ang pa-edukar sa anak kinahanglan gyud og suporta, cooperation pagtinambayayongay sa ginikanan og sa mga classmates nila og usab sa mga instructor. (What I have learned from my experience in this Hospitality Management course here at CTU-Moalboal is that educating a child truly requires support, cooperation, and teamwork from both the parents, classmates, and instructors)." It means the parents learned that in order the child to succeed in school takes teamwork. P18 Mentioned, "Sa pag-skwela nako niya diha sa ctu igo ra gyud ko mo suporta niya, na para makalampos sa pag-skwela. (In supporting her studies there at CTU, my role is really just to support her so that she can successfully finish her education)." The parents must give full support so their child can finish college successfully. They always focus on their child throughout their studies.

According to P23, "Pagpahimangno sa mga anak na magtarong ug skwela nga dili madala sa mga barkada. (A reminder to children to take their studies seriously and not be influenced by bad company)." The parents advice is very important for children to focus on school and not let friends lead them to dark path. P2 mentioned, "Tambagan ra gyud nako siya na magtarong, mag-ampo permi na tabangan siya sa Ginoo na makalampos sa iyang pag-skwela. (I always remind him/her to stay focused, keep praying, and ask for God's guidance to succeed in school)." Parent's advice, spiritual, and moral support gives big impact to their children. Parents encourage their child not just always studying but also to pray and trust God for strength and success in their education. P2 added, "Sige nako tambagan na pagtarong kay inyuha rana, molaag man siya pero ibutang pud niya lugar ang iyang limitasyon? (I always advise her to do the right thing because that's her life, but even if she goes out, she should also know her limits)." Parent always wants their child to be responsible and make wise decisions and not go beyond that can destroy their self or life.

P20 expressed, "Nga kanang nakaya ra gyud niya bisag mo reklamo na siya na kapoy pero nagpadayun lang siya. (Even when they're tired and complain, I'm proud they still manage to keep going)." Despite feeling tired or overwhelmed their child continue in study, and their effort is deeply appreciated. P22 added, "Always kong proud sa akong anak nga nagtinarong siyag eskwela ug wala niya usiki ang among sakripisyo para lang maka eskwela siya. (I'm always proud of my child for staying disciplined in school and not wasting all the sacrifices we've made just so they could get an education)." The parent feels fulfilled and proud of their child taking school seriously and made sacrifices to support their child's schooling.

P10 added, " Ang akong gibuhay aron magpabilin nga madasigon perme ang akong anak sa pagpadayon sa pagtuon sa maong kurso nga HM dinhi sa ctu-moolboal mao ang pagsuporta niya sa kung unsa man ang panginahanglanon financial, moral, emotional, guidance og paghatag pirme og mga positive outlook og mga pag-ampo nga maka sugakod siya hangtod maka graduaye pohon og maka panarbaho. (What I do to keep my child motivated to continue the HM course here in CTU-Moalboal is to support them in all their needs financial, moral, emotional, and guidance. I always give positive advice and pray that they can overcome challenges and graduate and get a job someday)." As stated, providing financial, emotional, moral, and spiritual support ensures that the student feels secure and encouraged. These efforts help the student not only to persist but to look forward for their future. Lastly, P11 also stated, "To keep my child motivated I remind them of their goal and why they choose this path in the first place. I encourage them to embrace challenges as learning

opportunities rather than setbacks." Parents want to help his child to stay focused and inspired to continue working toward his goal. Teaching the child to have growth mindset and resilience when facing obstacles.

Theme 6: Tangerine Effect

Tangerine Effect The tangerine effect came from the quote, "When life gives you lemon, Make lemonade.". Egan et al. (2024) stated that mental health is about feeling good and having positive experiences and not just about avoiding mental illness. This idea connects with the Tangerine Effect that is used to encourage to strong optimism and positive attitude when facing difficult or unpleasant situation. It reflects the optimistic mindset of parents toward their children taking Hospitality Management. Parents support their child's freedom to choose the course they want, by showing their trust and encouragement. The tangerine effect helps parents stay positive and proud, which strengthens their bond with their child and boosts the child's confidence to follow their dreams.

According to P18, "Akong mga kaagi na makahuman siya sa skwela sa walay gibati sa iyang lawas. Nalipay gyud kog dako na nga ingana akong anak na nagkuan sa pag-skwela. (My experiences of seeing my child finish school without any issues with their health made me really happy. I'm so proud that my child was able to push through with their education)." Tells the relief and emotional fulfillment of parents of having their children accomplished something in life without getting sick or hurt. P18 added, "Okay ra niya ug siya malampos siya sa iyang kaugalingon nga siya may mangita ug trabaho. (It's okay with him and he's successful in his own right, he'll find a job)". Content and self-assurance, believing that success will enable him to independently secured a job.

P22 mentioned, "Sa korso nga gikuha sa aong anak kabalo ko ngadaghan ug oportunidad nga makuha akong anak ug para nako makakuha jud siyag trabaho kay isip usa ka ginikanan kabalo ko nga kugihan akong anak ug madiskarte siya. (In the course my son took, I know there are many opportunities for my son and I think he will get a job because as a parent I know my son is hardworking and strategic)". Tells that parents should be confident in their son's ability to succeed in his chosen field with his own hard work and resourcefulness, which will lead to job opportunities. P11, mentioned, "Oo ang akong kasinati-an nga naka pahimo nku og sa akong anak nga makalipay og mapasigarbohon mao ang panahaon nga magmalamposon sila sa kung unsa nga may mga activities o mga task nga gisangon nila og sa panahon sa recognition diin unsa sa mga dean's lister ang akong anak nga bisan paman sa mga pagsulay og mga kalisdanan nga ilang nasinati nakalahutay gihapon sila. (Yes, my proudest experiences with my child are when she succeeds in her tasks and activities, and especially during recognition ceremonies where she is part of the Dean's List. Despite the challenges and hardships, she endures)." It means that greatest pride comes from witnessing your child's resilience and success, especially how overcomes hardships and recognized for achievements. Lastly, P17 added, "Naproud ko kay naningkamot siya bisang sa kalisod unya gamay nalang ang kulang para malampos. (I'm proud because she persevered despite the hardships and now she's so close to graduating)." It means that deeply admired determination and hard work through difficulties.

Conclusion

Parents' involvement plays a very important role in their child's academic journey in the Hospitality Management program. This implies students feel motivated, guided, and prepared for their future career. Most of the parents agree that education in hospitality management could give a better future for their children, but sadly, some of them were not able to support their children because of financial burden, and they are not assured that their children can land a job right away after they graduate. This is specified in the theories of Human Capital, Family System, and Coping, which influence the decision-making of parents supporting their children in pursuing a hospitality management program. Parents are struggling to send their children to school, but they see this as an investment and the reason why they are working. Their past (hindsight) should be their motivation to work so hard today (insight) so that their children's future (foresight) is secured. With this, it is vital to provide an action plan for the parents' involvement in their children's education.

Parents' involvement in their children's educational journey has a positive impact on their children's future career choices. This groundwork creates a more collaborative learning environment. This study recommends three important observations from the findings of the study. It is highly recommended that the school improve and maintain the communication channels between the faculty and parents. With good communication channels between the parents and the faculty, this will make it easier to address problems and find solutions. The second recommendation is that parents should be more active and involved in their children in terms academic and career decision-making. This ensures that all parents will be acknowledged and appreciated throughout the journey of their children. The third recommendation is to enable parents to become advocates of the program. Some parents trust the quality of education CTU-Moalboal offers, and this can catch the attention of parents whose children are about to go to college. These efforts could create stronger, more transparent, and more collaborative learning environments for the children. When parents and the faculty work interactively, their children are more likely to succeed in their career path in the Hospitality Industry.

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