



# **Innovative Strategies in Teaching Tourism and Management: Impact to Students Performance**

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**Abstract**— The study aims to determine the level of effectiveness of integration of innovative strategies in teaching Tourism and Management. The respondents are the 21 Instructors and 185 students, and were selected using total enumeration purposive sampling method. Based on the findings of the study, personalized learning and flip classroom were the most commonly used innovative strategies in teaching.

**Keywords**— Innovative Strategies, Tourism and Management.

## **I. INTRODUCTION**

Innovative strategies in teaching is the process of introducing new teaching methods and strategies into classroom to improve students' outcomes and address learning problems and difficulties. Educators play a vital role in developing skills and increasing the students' understanding of the known learning competencies thereby ensuring the satisfaction and meeting high standard of teaching for the study.

One of the common problems arising in teaching Tourism and Management is having enough knowledge and understanding on how to plan, organize and manage programs and activities in more creative, unique and sustainable outcomes. Educators find ways to support strategies by innovating strategies that could lead them towards better performance of the students.

Tourism and Management subjects needs an appropriate pedagogy that can help to deliver the different learning methods that can easily be understood by learners. According to Triacca, Petti & Rivotella (2019) designing and redesigning teaching and learning innovative strategies in the classroom require great professionalism for the teacher, where learning is fully mediated by technology, the scenario of the didactic action is more complex and it requires an even more precise design.

In today's generation, innovative strategies in teaching Tourism and Management has a big factor to improve students' learning performance because it will help the students' to be more engaged, participated and motivated to learn in all forms of learning delivery modality whether face-to-face and distance learning.

Teachers need an extensive knowledge on the used and applied of innovative teaching strategies so that they can select appropriate strategies that will satisfy the diverse learning in accordance to the learning competencies in Tourism and Management.



Teachers need to be specific in integration of innovative teaching strategies that could lead and have the opportunities of the learners to develop professionally in terms of developing effective communication, learning assessment, individualized instructions, fostering students' engagement and participation and establishing higher order thinking skills.

To this notion, the researcher wants to determine the effectiveness and impact of innovative strategies in teaching Tourism and Management on students' performance.

## **II. OBJECTIVES OF THE STUDY**

The main objectives of the study were to determine the level of digital and life skills of CMBT Instructors in teaching tourism and management as basis for the enhance development plan.

Specifically, aims to:

1. Identify the innovative strategies of Instructors applied in teaching Tourism and Management.
2. What is the performance of the students in Tourism and Management with innovative teaching strategies applied by Instructors?
3. Determine the level of effectiveness of innovative strategies of Instructors in teaching Tourism and Management in terms of developing effective communication, learning assessment, individualized instructions, fostering students' engagement and participation and establishing higher order thinking skills.
4. Determine the significant relationship between innovative strategies applied by teachers and students' performance in Tourism and Management.

## **III. RESEARCH METHOD**

The researchers used descriptive correlational research design to determine the correlation between innovative teaching strategies and impact to the students' performance in Tourism and Management. The respondents were composed of 21 CMBT Instructors and 185 students at NEUST and they were selected using total enumeration sampling method.

The researcher was personally developed survey questionnaire tool using different references related to the variables of the study for final development. Since the research instrument was personally developed, the researcher was conducted pilot testing to test the validity and reliability of the instrument. The validity and reliability results had 0.89 and interpreted as "valid and reliable".

Before conducting the survey, the researcher asked permission first to the respondents of the study and he discussed the importance of the study before he administered survey questions.

The survey questionnaire consisted of Likert scale with verbal descriptions for the respondents can easily responded based on the choices as shown below:



And finally, the data gathered were tested and analyzed through the statistical data analysis tools like weighted mean and Pearson r correlation.

**Table 1: Range of scores and its verbal interpretation is shown below.**

Point	Range	Verbal Description	Interpretation
4	3.25 – 4.00	Very Effective	High Impact
3	2.50 – 3.24	Effective	Moderate Impact
2	1.75 – 2.49	Fairly Effective	Low Impact
1	1.00 – 1.74	Not Effective	No Impact

#### IV. RESULTS AND DISCUSSION

##### 1. Innovative Strategies of Instructors applied in teaching Tourism and Management

**Table 2: Innovative Strategies in Teaching Tourism and Management**

Innovative Strategies	Ranked
1. Personalized Learning	1
2. Flip Classroom	2
3. Peer Teaching	3
4. Project-Based Learning	4
5. Inquiry-Based Learning	5

To identify the innovative strategies applied in teaching Tourism and management, the researcher utilized ranking system. As shown in table 2, personalized learning ranked number 1 among all the identified innovative strategies in teaching. Flip classroom were ranked number 2 and inquiry-based learning were ranked number 5.

The findings meant that Tourism and Management Instructors were utilized varied innovation strategies in teaching. They all integrated personalized learning because they believed that this strategy helped the learners to have a better performance in the subject. The personalization strategies are intended to address the distinct learning needs, interest, aspirations, or cultural backgrounds of the individual learners. They encourage learners to see themselves as learners to follow their passion and curiosity upon learning.

##### 2. Performance of the Students in Tourism and Management

**Table 3: Students' Performance in Tourism and Management**

Grade	frequency	percentage	Verbal Interpretation
97-100	29	15.68	Outstanding
95-96	37	20	Very Satisfactory
87-94	45	24.32	Satisfactory
80-86	38	20.54	Fairly Satisfactory

<b>75-79</b>	26	14.05	Need Improvement
<b>Below 75</b>	10	5.41	Failed
<b>Total</b>	185	100	
<b>Mean Grade</b>	88.17		Satisfactory

Table 3 shows the data on the performance of the students in Tourism and Management based on the records of the Instructors itself. As shown, the mean grade got 88.17 with verbal interpretation of "Satisfactory". Out 45 out of 185 students obtained grade between 87 to 94 and interpreted as "Satisfactory". There are 26 or 14.05 percent who needs improvement and only 10 students were failed in the subjects.

The meant that students have good learning performance in Tourism and Management. The innovative strategies applied by Instructor in teaching have impact to the performance of the students.

### ***3. Level of Effectiveness of Innovative strategies of Instructors in teaching Tourism and Management***

**Table 4: Level of Effectiveness of Innovative Strategies**

<b>Innovative Strategies</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
<b>Developing Effective Communication</b>	3.25	Very Effective
<b>Learning Assessment</b>	3.17	Effective
<b>Individualized Instructions</b>	3.56	Very Effective
<b>Fostering Students' Engagement and participation</b>	3.72	Very Effective
<b>Establishing Higher Order Thinking Skills</b>	3.10	Effective
<b>Overall Weighted Mean</b>	3.36	Very Effective

Table 4 presents the data on the level of effectiveness of innovative strategies in teaching Tourism and Management. Based on the findings, the overall mean got 3.36 which mean "Very Effective". Innovative strategies in teaching Tourism and Management rated highest mean of 3.72 in fostering students' engagement and participation while lowest mean of 3.10 in establishing Higher Order Thinking Skills.

The results meant that innovative strategies applied in teaching Tourism and Management such as personalized learning, flip classroom and so on and so forth have high impact in fostering motivation and learning engagement, individualized instructions as well as developing of effective communication towards better performance.

### ***4. Relationship between Innovative Strategies applied by Instructors and students' performance in Tourism and Management***

**Table 5: Correlation between Innovative Strategies and Students' Performance in Tourism and Management**

		<b>Students' Performance</b>
<b>Developing Effective Communication</b>	Correlation Coefficient	0.131
	Sig. (2-tailed)	0.085
	N	185
<b>Learning Assessment</b>	Correlation Coefficient	.222**
	Sig. (2-tailed)	0.003
	N	185
<b>Individualized Instructions</b>	Correlation Coefficient	0.136
	Sig. (2-tailed)	0.075
	N	185
<b>Fostering Student' Engagement and Participation</b>	Correlation Coefficient	.155*
	Sig. (2-tailed)	0.041
	N	185
<b>Establishing Higher Order Thinking Skills</b>	Correlation Coefficient	0.137
	Sig. (2-tailed)	0.077
	N	185

Table 5 shows the relationship between the innovative strategies applied by Instructors and students' performance in Tourism and Management. As shown, innovative strategies as to learning assessment and fostering students' engagement and participation found positive correlation with students' performance ( $r = .222$ , and  $r = .155$ ), respectively.

The findings revealed that with the integration of innovative teaching strategies in Tourism and Management, the students are more likely to engage in learning and learning assessment. Students are more participative and more motivated and competitive to learn. The findings also revealed that innovative strategies had found high impact to students' performance.

## **V. CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusions***

Based on the on the findings of the study, the following conclusions were drawn:

1. Tourism and Management Instructors were utilized varied innovative strategies in teaching. They all integrated personalized learning because they believed that this strategy helped the learners to have a better performance in the subject
2. Students have good learning performance in Tourism and Management. The innovative strategies applied by Instructor in teaching have impact to the performance of the students.

3. The innovative strategies applied in teaching Tourism and Management such as personalized learning, flip classroom ad etc. have high impact in fostering motivation and learning engagement, individualized instructions as well as developing of effective communication towards better performance.
4. The innovative strategies as to learning assessment and fostering students' engagement and participation found positive correlation with students' performance.

### **Recommendations**

Based on the findings of the study, the researcher may recommend to continue to integrate innovative strategies in teaching so that it will arouse the interest of the students to learn towards better academic achievement.

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