

Industrial Valuation of Hotels' Operation in Pagadian City, Philippines

Grace Famor-Empalmado
Mindanao State University in Buug, Philippines

Abstract. This study was conducted to determine the hotel industry in Pagadian City, Philippines, based on the hotels' five functional areas of operation: front office department, food and beverage department, housekeeping, banquet/catering department, production/kitchen area. A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including bathrooms and air conditioning or climate control. One of the most defining aspects of this industry is that it focuses on customer satisfaction. While this is true of nearly every business, this industry relies entirely on customers' being happy. This is because these businesses are based on providing luxury services. Very few hospitality businesses provide a basic service that people need, like food or clothing. Another defining aspect of this industry is its reliance on disposable income and leisure time. The descriptive design was utilized in this research with respondents who were the managers, supervisors and staff of the ten selected hotels in Pagadian City, forty-eight hoteliers were asked to answer the survey questionnaire to be able to come up with data needed on the study. Frequency counts, percentages, weighted and composite means and standard deviation were the statistical tools used. Findings revealed the following composite mean of the five functional areas of hotel operation: Front Office - 3.47 (Good), Food and Beverage - 3.35 (Good), Housekeeping - 3.40 (Good), Banquet/Catering - 3.38 (Good) and Production/Kitchen Area - 3.56 (Very Good). Recommendations include the following: The four functional areas of operations which includes front office, food and beverage, housekeeping and banquet/catering department should continue in improving their services from "Good" ratings into the "Very Good" criteria in order to efficiently and effectively render better customer services. The following are the specific recommendations: that the marketing strategies should be enhanced such as using social media to welcome online check in for local and foreign nationals. Hotels should be engaged in social media as a powerful tool for creating hotel brand awareness and engaging with customers, that the hotels should provide more rooms and beds so as to encourage more clients both local and foreign tourists for raising an increase in room occupancy, choices of different wines must be provided and measures are available, that the ten (10) hotels must enhance in improving their Butler services 24/7 so as to cater guests need excellently, that the hotels should coordinate with the City Tourism Office to enhance the requirements of their facility from a "Good" grade to an "Outstanding" one.

Keywords: Banquets, Customer satisfaction, Food and Beverage department, Hospitality Industry, Hotel Operations

Introduction

"There is only one boss. The Guest. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else". If you are from the hotel industry, you are more than aware of this fact. One complaint can lead to a shutdown of the whole business at times. You might have heard that a Boss is always right. In the hospitality industry, Guest is the boss" (Meyer, 2011).

A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms

with modern facilities, including en-suite bathrooms and air conditioning or climate control (Tewari, 2009).

One of the most defining aspects of this industry is that it focuses on customer satisfaction. While this is true of nearly every business, this industry relies entirely on customers' being happy. This is because these businesses are based on providing luxury services. Very few hospitality businesses provide a basic service that people need, like food or clothing. Another defining aspect of this industry is its reliance on disposable income and leisure time.

In Mindanao, a total of 239 hotels and similar types of accommodation were reported in the Survey of Tourism Establishments in the Philippines 2014 by the Philippine Statistics Authority. The Northern Mindanao Region exhibited the most number of tourism establishments at 73, followed by the Davao Region at 61 and ARMM with the least number of establishments at 3. In the same survey the total revenue generated by these establishments amounted to 2.61 billion Philippine Pesos. The Davao Region although second only to the Northern Mindanao Region in terms of number of establishments, registered a higher revenue generated at 1.28 billion. (www.psa.gov.ph).

Pagadian City, the capital of the Province of Zamboanga del Sur is a province in Region IX. The total number of hotels has grown to 22 with a combined capacity of 1200 heads. (Pagadian City Socio-Economic Profile 2016). The growth of the hotel industry in the city can be attributed not only to the expansion of the country's tourism industry but also due to the designation of the city as the seat of the regional government for Region IX. The mushrooming hotel industries engender the proponent to account, as well, the growing number of hotels in her local area – the city of Pagadian. What must be the reason why hotels in general keep on sprouting? It could be understood that no business ever grows when denied of profit, thus, hotels continue to surge in number because of remarkable profit.

Hotel industries continue to exist as they ensure profit. Profit is best attained through industrious and knowledgeable workers and employees of the hotel. In short, work efficiency is one prevailing reason of hotel profit since profit must be the share of hotel owners.

This research sought to investigate "The Hotel Industry in Pagadian City, Zamboanga Del Sur, Mindanao". It aims to determine the hotel industry in relation to the state of hotels' functional areas of operation in the City of Pagadian, Zamboanga del Sur, Mindanao.

With the experience working in different hotels, the researcher found it necessary to determine the status of hotel industry in Pagadian City, Zamboanga Del Sur, Mindanao. It also assessed the state of the hotels' operation in the functional areas of operations in hotels that require immediate improvement.

Methodology

Research Design

To achieve the purpose of the study, the researcher used the descriptive type of research in which the self made survey questionnaire was the main data-gathering instrument. This method describes the nature of the prevailing situation at the duration of the study using available resources. Personal Interviews were also conducted to the selected respondents to further validate the results.

Research Environment

This study was conducted in Pagadian City, Zamboanga del Sur, Mindanao. Pagadian City is one of the first class cities in the Philippines. It is considered as the regional centre of Zamboanga Peninsula region. Figure 1 shows the map of Pagadian City.

Pagadian City is the capital of the province of Zamboanga del Sur and the regional center of Zamboanga Peninsula. Pagadian City is the second largest city in the region, after the independent city of Zamboanga. Its beginnings started when the place was regarded as a stop-over for traders who ply the road between the old Spanish fort-town of Zamboanga on the southwestern tip of the Zamboanga peninsula and other bigger towns to the north of the old Zamboanga Province and apart from its sheltered bay and good fishing grounds. It was not a place where anyone imagined that a city would be founded on, as it is situated on steeply rolling terrain. In the course of its local history, waves of different kinds of people came to stay and eventually called among themselves "Pagadianons." The iconic symbol of Pagadian is its uniquely designed tricycle built to adopt to the city's hilly terrain. It is the only place in the Philippines with a public transport inclined at about 25-40° angle.



Figure 1. Map of Pagadian City

Research Respondents

The respondents of the study were forty eight (48) employees from the ten (10) selected Hotels in Pagadian City. The respondents were selected from the hotel's five departments. This included housekeeping department, food and beverage service department, front office management, security services department, human resource department, sales and marketing department will be chosen. They were provided with a self - made questionnaire. A personal interview was also conducted.

Research Instrument

The instrument used in the gathering of data and information is mainly the questionnaire-checklist. It was formulated with the assistance of her adviser based on ideas lifted from books, brochures and approved theses considering that no standardized instrument was ready for use in this kind of investigation.

The questionnaire-checklist was composed of the following:

Part I. Profile of the hotels according to: 1.1 number of respondents per hotel; 1.2 number of beds per hotel; 1.3 number of rooms per hotel; 1.4 occupancy rate of hotels; 1.5 year of registration; 1.6 type of business organization; 1.7 hotel classification; and 1.8 website address?

Part II. Focused on the status of hotel operators in the following functional areas: 2.1 Front Office Department; 2.2 Food and Beverage Department; 2.3 Housekeeping Department; 2.4 Banquet/Catering Department; and 2.5 Production/Kitchen Department?

Part III. Department of the hotels; and

Part IV. Specific items in the functional areas of operations.

Data Gathering Procedure

Permission to conduct the study was secured from the Dean of the Graduate School of Business, St Paul University Dumaguete. The researcher also sought the permission of Hotel's management for the actual conduct of the administration of survey questionnaire to its employees. The self made questionnaire was given a pre tested among ten (10) selected hotels in Dipolog City from January 29 to 30, 2018; namely: Ariana Hotel, Camila 1, Camila 2, D'Hotel and Suites, C & L Sea Vie etc. The results of the pre test was to check the reliability of the self made questionnaire as the main data-gathering instrument.

The researcher personally distributed the questionnaires to the respondents and conducted interview for validation. The data gathered from the retrieved questionnaire were tabulated, computed, and analyzed in accordance with the specific problem of the study.

Statistical Treatment of Data

The study used of the following statistical treatment; the frequency percentage, weighted mean and standard deviation of the weighted mean. Data and the resulting statistical calculations was kept with strict confidentiality.

Frequency. This was used to determine the distribution of the respondents' responses in each category.

Percentage. It was used to determine the proportion of the respondents' responses out of the total number of responses utilized in the study.

To determine the respondents' evaluation of the hotels' operation in five operational areas, responses were categorized into four with their corresponding weight:

Weighted Mean. This was used to analyze every numerical response of the questionnaire which describes the opinion of the respondents on the hotels' operation in five operational areas.

Formula:

$$WM = \frac{(SA \times 4) + (A \times 3) + (D \times 2) + (SD \times 1)}{N} \quad (1)$$

Where: WM is the weighted mean; N is the number of cases.

Standard Deviation of the Weighted Mean. This was used to analyze the dispersion of the responses to the questionnaire to show the degree of disparity of the opinion of the respondents on the hotels' operation in five operational areas.

Formula:

$$SDWM = \sqrt{\frac{\sum(WM-OWM)^2}{N-1}} \quad (2)$$

Where: SDWM is the Standard Deviation of the Weighted Means

OWM is the Over-all Weighted Mean

WM is the Weighted Mean

N is the number of cases

In order to determine the average weighted mean, the different answer categories were computed and assigned the following scoring scale employed by Mercado (1985:145).

Scoring Procedure

The questionnaire was based on specific questions on the statement of the problem. It was administered to selected respondents. The questionnaires were collected, tallied and interpreted using the given scoring tool.

Range value	Range interval	Verbal descriptions
4	3.5 – 4.0	Very Good
3	2.5 – 3.49	Good
2	1.5 – 2.49	Moderate
1	1.0 – 1,49	Fair

Figure 2. Scoring procedure

Results and Discussion

Profile of the Hotels

Table 1.1. Hotels and the number of respondents

Hotel	No. of respondents	Percentage (%)
Hotel Alindahaw	10	20.83
Mardale Hotel	7	14.60
Hotel Camila	7	14.60
Hotel Guillermo	6	12.50
Bay Plaza Hotel	6	12.50
Executive Suites	4	8.33
Chandler Hotel	2	4.16
JV Hotel	2	4.16
New Roxane Hotel	3	6.25
JRC Hotel	1	2.08
TOTAL	48	100

Table 1.1 shows the number of respondents and percentage corresponding to the hotels used in the study. There were forty eight (48) respondents, the highest number of respondents were employees of Hotel Alindahaw, there were ten (10) respondents or twenty point eighty three percent (20.83 %) and the lowest number of respondent was an employee from JRC Hotel; there was only one (1) respondent or two point zero eight percent (2.08%)

The data implies that there were more respondents selected from Hotel Alindahaw compared with other hotels, and the lowest number of respondent was JRC Hotel with only one respondent.

Table 1.2. Hotels and the number of beds

Hotel	Number of beds	Percentage (%)
Bay Plaza Hotel	132	16
Mardale Hotel	127	15
Hotel Camila	110	13
Chandler Hotel	97	11
New Roxane Hotel	86	10
JV Hotel	81	10

Hotel Guillermo	78	09
Hotel Alindahaw	65	08
JRC Hotel	48	06
Executive Suites	22	03
TOTAL	846	100

Table 1.2 shows the number of beds and percentage of the hotels used in the study. There were eight hundred forty-six (846) total beds in the 10 hotels, the highest number of beds is Bay Plaza Hotel with one hundred thirty-two (132) beds or sixteen percent (16 %) while Executive Suites Hotel has the lowest number of beds which is twenty-two (22) or three percent (3 %).

Table 1.3. Hotels and the number of rooms

Hotels	Number of rooms	Percentage (%)
Bay Plaza Hotel	76	15.42
Mardale Hotel	65	13.18
Chandler Hotel	63	12.78
JV Hotel	56	11.36
Hotel Camila	55	11.16
New Roxane Hotel	44	08.92
Hotel Alindahaw	41	08.32
Hotel Guillermo	41	08.32
JRC Hotel	34	06.90
Executive Suites	18	03.65
TOTAL	493	100

Table 1.3 shows the number of rooms and percentage per hotel used in the study. There were four hundred ninety-three (493) rooms in the 10 hotels, the highest number of rooms is Bay Plaza Hotel with seventy six rooms (76) which is equivalent to fifteen point forty two percent (15.42 %) and Executive Suites Hotel has the lowest number of rooms which is equivalent to three point sixty five percent (3.65 %).

Table 1.4. Occupancy rate of hotels

Hotel	Number of beds		Occupancy rate (%)
	<i>Capacity</i>	<i>Sold per day</i>	
Executive Suites	22	20	91 %
Chandler Hotel	97	85	88 %
Hotel Camila	110	92	84 %
New Roxane Hotel	86	70	81 %
Hotel Alindahaw	65	48	74 %
Bay Plaza Hotel	132	95	72 %
Mardale Hotel	127	90	71 %
Hotel Guillermo	78	55	71 %
JV Hotel	81	56	69 %
JRC Hotel	48	32	67 %
TOTAL	846	643	77 %

Table 1.4 shows the occupancy rates of the hotels in Pagadian City. The total capacity of the ten (10) hotels was eight hundred forty six (846) beds, an average of six hundred forty three (643) beds or seventy seven percent (77 %) were sold daily. The highest number of occupancy rate is Executives Suites Hotel with twenty two beds (20) and twenty (20) beds are sold daily which is equivalent to 91 %. The lowest number of occupancy rate is JRC Hotel with forty eight (48) beds and thirty two beds are sold daily which is equivalent to sixty seven Percent (67 %).

Table 1.5. Year of registration of hotels

Hotel	Year of registration
Chandler Hotel	2012
Executive Suites	2012
JRC Hotel	2012
Mardale Hotel	2011
JV Hotel	2011
Bay Plaza Hotel	2007
Hotel Alindahaw	2007
Hotel Guillermo	2007
Hotel Camila	2006
New Roxane Hotel	1985

Table 1.5 shows the year of registration of the hotels in Pagadian City. There were ten (10) hotels used in the study, one was registered in 1985 which is New Roxan Hotel; Hotel Camila was registered in 2006; Hotel Alindahaw, Hotel Guillermo and Bay Plaza Hotel were registered in 2007; Mardale Hotel and JV Hotel were registered in 2011; and Chandler Hotel, Hotel Executive Suites and JRC Hotel were registered in 2012.

The data implies that the growth and establishment of hotels in Pagadian City occurred in the first two decades of the year 2000. It indicates an absence of a stiff barrier to the entry of new players or investors in the hotel industry.

Table 1.6. Type of business organization

Hotel	Type of business organization
Hotel Alindahaw	Stock Corporation
Hotel Guillermo	Stock Corporation
Bay Plaza Hotel	Stock Corporation
Hotel Camila	Stock Corporation
Executive Suites	Family Corporation
New Roxane Hotel	Family Corporation
Mardale Hotel	Family Corporation
Chandler Hotel	Family Corporation
JRC Hotel	Family Corporation
JV Hotel	Family Corporation

Table 1.6 shows the type of business organizations operating the ten (10) hotels used in this study. There were ten (10) hotels, six (6) or sixty percent (60 %) were operated by Family Corporations these are Mardale Hotel, Chandler Hotel, Executive Suites, New Roxane Hotel, JRC Hotel and JV Hotel; while four (4) or forty percent (40 %) were operated by Stock Corporations these are Hotel Alindahaw, Hotel Guillermo, Bay Plaza Hotel and Hotel Camila.

The data implies that most hotels were operated by family corporations compared with stock corporations.

Table 1.7. Hotel classification

Name of hotel	Classification
Hotel Alindahaw	Standard
Hotel Guillermo	Standard
Mardale Hotel	Standard
Chandler Hotel	Standard
Bay Plaza Hotel	Standard
Hotel Camila	Standard
Executive Suites	Economy
New Roxane Hotel	Economy
JRC Hotel	Economy
JV Hotel	Economy

Source: Department of Tourism Classification of Hotels, 2016

Table 1.7 shows the classification of the hotel according to the standards of the Department of Tourism. There were ten (10) hotels used in the study. Six (6) hotels or sixty percent (60 %) are classified as standard hotels these are Hotel Alindahaw, Hotel Guillermo, Mardale Hotel, Chandler Hotel, Bay Plaza Hotel, Hotel Camila; while four (4) hotels or forty percent (40 %) are classified as economy hotels these are Executive Suites, New Roxane Hotel, JRC Hotel, and JV Hotel. The data implies that there were more standard hotels compared with economy hotels.

Table 1.8. Hotel and website address

Name of hotel	Website Address Availability	Website
Hotel Alindahaw	Available	https://www.facebook.com/pg/hotelalindahaw
Hotel Guillermo	Available	https://www.google.com.ph/&oq=Hotel+Guillermo
Mardale Hotel	Available	https://www.google.com.ph/search?q=Mardale+Hotel
Chandler Hotel	Available	https://www.google.com.ph/search?q=Chandler+Hotel&rlz
Bay Plaza Hotel	Available	https://www.google.com.ph/search?q=Bay+Plaza+Hote
Hotel Camila	Available	https://www.google.com.ph/search?q=Hotel+Camila&rlz
Executive Suites	Available	https://www.google.com.ph/search?q=Executive+Suites&rlz
New Roxane Hotel	Available	https://www.google.com.ph/search?q=New+Roxane+Hotel&rlz
JRC Hotel	Available	https://www.google.com.ph/search?q=JRC+Hotel&rlz
JV Hotel	Available	https://www.google.com.ph/search?q=JV+Hotel&rlz

Table 1.8 shows the availability of website address of the hotels. There were ten (10) hotels or one hundred percent (100 %) who have available website addresses where clients and customers can transact business on-line. The data implies that all the hotels used in the study have available website addresses for advertisement purposes.

Description with UML Hotel Reservation System & developed a hotel management system that can be used online. The system allows the guests to do their booking online by

themselves some of task that the system can do are providing a query for arriving date and the length of staying.

The Five Functional Areas of Operation of the Hotels in Pagadian City

Table 2.1. Front Office Department

Statements	F	M	G	VG	Sum	WM	Verbal interpretation
	1	2	3	4			
1. The reception area is spacious, well-ventilated and well lighted.	0	0	17	31	48	3.65	Very Good
2. The reception area has a nearby sitting area.	0	0	20	28	48	3.58	Very Good
3. The sitting area is provided with sufficient comfortable seating, and available throughout the day.	0	0	18	30	48	3.63	Very Good
4. The reception area is provided with sufficient furniture and fixtures.	0	0	25	23	48	3.48	Good
5. The reception area is clean and well-maintained.	0	2	31	15	48	3.27	Good
6. The furniture, fixtures and amenities in the reception area are always clean, new and smell good.	0	2	25	21	48	3.40	Good
7. In-house telephone available in a designated area of the reception/lobby area.	0	1	16	31	48	3.63	Very Good
8. Signages and directions are displayed vividly in the reception area.	0	2	17	29	48	3.56	Very Good
9. Schedule of room rates and other hotel fees are visible or are made immediately available on demand.	0	5	16	27	48	3.46	Good
10. Online booking option is available.	0	0	21	27	48	3.56	Very Good
11. Online check-in and check-out options are available.	5	2	21	20	48	3.17	Good
12. Check-in and checkout procedures are straightforward, fast and efficient.	0	0	19	29	48	3.60	Very Good
13. Guests escort to rooms upon check-in and request is readily available.	0	4	19	25	48	3.44	Good
14. The reception staff are qualified and well-trained.	0	1	21	26	48	3.52	Very Good
15. A reception staff is available 24 hours.	0	0	19	29	48	3.60	Very Good
16. The reception staff is dressed neatly and elegantly.	0	1	19	28	48	3.56	Very Good
17. The reception staff's attention can be easily called by a bell or a buzzer.	0	2	22	24	48	3.46	Good
18. The reception staff can speak other foreign languages and dialects.	0	4	25	19	48	3.31	Good
19. There is a functioning concierge service.	0	7	23	18	48	3.23	Good
20. Porter services are available.	0	5	24	19	48	3.29	Good
Total Weighted Mean						3.47	Good
Standard Deviation of WMs						0.15	

Legend: 4 – Very Good (VG); 3 – Good (G); 2 – Moderate (M); 1 – Fair (F)

Table 2.1 presents information regarding front office department operations as perceived by the employees and management respondents. For the Front Office Department; the survey shows that the reception area is spacious, well-ventilated and well lighted has the highest weighted mean of (3.65) with a verbal interpretation of “Very Good” while Online check-in and check-out options are available has the lowest weighted mean of (3.17).

This implies that the front office operations of the hotels in Pagadian City are consistent with prevailing industry practices, demonstrating awareness of the respondents on contemporary front office operations. The standard deviation of the weighted means of 0.15 reflects the very slight variation of the responses on the front office operations situation were some responses were leaning towards the verbal interpretation of “Very Good”. This means that the respondents are unanimous in their positive opinion.

According to Yang Alcocer (2015), The Front Office function of a Hotel is to act as the public face of the hotel, primarily by greeting hotel patrons and checking in guests. It also provides assistance to guests during their stay, completes their accommodation, food and beverage, accounts and receives payment from guests. Front Office - is the "nerve center" in the entire hotel operations. All the transaction passes through within this department. The Front Office Department comprise of the Reception, Guest Service Offices, Bell Services, Reservation, Operators, Executive Club, Health and Recreation Center and Business Center.

Table 2.2. Food and Beverage Department

Statements	F	M	G	VG	Sum	WM	Verbal interpretation
	1	2	3	4			
1. The buffet area, the restaurant and bar are separate from each other.	1	3	24	20	48	3.31	Good
2. The buffet area, the restaurant and bar are immaculately clean.	3	1	20	24	48	3.35	Good
3. The buffet area, the restaurant and bar are well-maintained and provided with sufficient furniture and fixtures.	2	1	21	24	48	3.40	Good
4. A cooked and continental breakfast provided in a designated eating area on the premises and advertised as such.	1	3	24	20	48	3.31	Good
5. A clean and well-presented menu is provided for breakfasts served from the kitchen.	1	2	22	23	48	3.40	Good
6. Where there is a buffet, any items available but not included on the buffet are detailed on a menu.	0	4	22	22	48	3.38	Good
7. Guests offered a choice of how their eggs are cooked to include fried, poached, boiled and scrambled.	1	3	22	22	48	3.35	Good
8. Clean and well presented wine list, clearly and accurately listed.	2	3	24	19	48	3.25	Good
9. Choices of wines and measure available, are provided.	3	2	28	15	48	3.15	Good
10. Staff demonstrating good knowledge of the wines available.	1	3	24	20	48	3.31	Good
11. Alcoholic drinks served throughout the day and evening to residents and their guests.	0	4	24	20	48	3.33	Good
12. All meals, including any room service, prepared with a good level of skill, care and	0	4	22	22	48	3.38	Good

presentation and served at the correct temperature.							
13. Food service attendants are well groomed and elegantly dressed.	1	0	24	23	48	3.44	Good
14. Food service attendants are speedy and accurate	1	3	23	21	48	3.33	Good
15. Food service attendants are qualified and well-trained.	0	3	22	23	48	3.42	Good
16. Food service attendants are trustworthy and reliable.	0	3	17	28	48	3.52	Very Good
17. Food service attendants can speak other foreign languages and dialects.	2	4	25	17	48	3.19	Good
18. A Food service attendant is readily available upon request.	1	3	22	22	48	3.35	Good
19. Room service is available 24 hours.	1	4	19	24	48	3.38	Good
Total Weighted Mean						3.35	Good
Standard Deviation of WMs						0.08	

Legend: 4 – Very Good (VG); 3 – Good (G); 2 – Moderate (M); 1 – Fair (F)

Table 2.2 presents important information regarding front office department operations as perceived by the employees and management. The survey shows that Food service attendants are trustworthy and reliable has highest weighted mean of (3.52) with a verbal interpretation of “Very Good”; while choices of wines and measure available, has the lowest weighted mean of (3.15) with a verbal interpretation of “Good”.

This shows that the Food and Beverage Departments’ operations of the hotels in Pagadian City are consistent with prevailing industry practices, demonstrating awareness of the respondents on contemporary Food and Beverage Departments’ operations of the industry. The standard deviation of the weighted mean of 0.08 reflects the very slim variation of the respondents’ opinion on the situation. This means that the respondents are unanimous in their positive opinion that Food and Beverage Department’s operations are acceptable by industry standards.

Soekresno and Pendit (1998, p.4) food and beverage department is part of the hotel that has job and responsible for food and beverage services and other related needs, from guests staying or not staying in the hotel and managed commercially and professionally.

Table 2.3. Housekeeping Department

Statements	F	M	G	VG	Sum	WM	Verbal interpretation
	1	2	3	4			
1. Interior fixtures and buildings are well maintained and are in a clean condition.	0	4	19	25	48	3.44	Good
2. Maintenance service available 16 hours per day.	1	2	24	21	48	3.35	Good
3. All bedrooms are cleaned daily.	0	3	17	28	48	3.52	Very Good
4. The bed linens are changed daily.	0	0	21	27	48	3.56	Very Good
5. A bedside table is provided for each person (or one bedside table between two beds). The bedside table should match the design of the room and be in good condition.	0	1	30	17	48	3.33	Good
6. Each door has a primary lock and a secondary lock and door chain.	0	0	25	23	48	3.48	Good

7. Valet services are available.	0	2	30	16	48	3.29	Good
8. The room attendants are qualified and well-trained.	0	3	23	22	48	3.40	Good
9. The room attendants are dressed neatly and elegantly.	0	2	27	19	48	3.35	Good
10. The room attendants are trustworthy and reliable.	0	2	23	23	48	3.44	Good
11. The room attendants can speak other foreign languages and dialects.	1	2	28	17	48	3.27	Good
12. A room attendant is available 24 hours.	1	3	24	20	48	3.31	Good
13. A room attendant is readily available upon request.	0	4	21	23	48	3.40	Good
14. A butler service is available.	3	3	24	18	48	3.19	Good
15. Laundry service for guests' clothes is available.	0	3	24	21	48	3.38	Good
16. Public area, facilities and equipment are always clean.	0	2	24	22	48	3.42	Good
17. Guests rooms are always clean and ready for check-in.	0	0	22	26	48	3.54	Very Good
18. Housekeeping materials and equipment are new and of good quality	2	1	20	25	48	3.42	Good
19. Housekeeping materials and equipment are arranged and kept in a specific storage area not visible to the guests.	0	2	22	24	48	3.46	Good
Total Weighted Mean						3.40	Good
Standard Deviation of WMs						0.09	

Legend: 4 – Very Good (VG); 3 – Good (G); 2 – Moderate (M); 1 – Fair (F)

Table 2.3 presents important information regarding the housekeeping department operations as evaluated by the employees and management. The survey shows the bed linens are changed daily has the highest weighted mean of (3.56) with a verbal interpretation of “Very Good”; while a butler service is available has the lowest weighted mean of (3.19) with a verbal interpretation of “Good”. The overall results presented by respondents' evaluations is reflected by a Total Weighted Mean of 3.40 with a verbal interpretation of “Good”. This shows that the housekeeping department of the hotels in Pagadian City are functioning within boundaries of the hotel industry practices.

The responses indicate that the employees and management have considerable knowledge about industry standards on housekeeping operations. The standard deviation of the weighted means of 0.09 reflects the very slight variation of the responses on housekeeping operations. This means that the respondents are unanimous in their positive opinion.

Table 2.4. Banquet /Catering Department

Statements	F	M	G	VG	Sum	WM	Verbal interpretation
	1	2	3	4			
1. The hotel has a banquet department.	2	1	16	29	48	3.50	Very Good
2. The hotel has a dedicated function/ social/event/banquet hall.	1	2	18	27	48	3.48	Good
3. The function hall is spacious, well lighted and well ventilated.	0	4	18	26	48	3.46	Good

4. The function hall is equipped with sufficient furniture, fixtures and other amenities.	0	4	22	22	48	3.38	Good
5. The function hall is equipped with audio, video devices and computers.	0	3	21	24	48	3.44	Good
6. The function hall is always clean and prepared or use at a short time's notice	0	4	23	21	48	3.35	Good
7. The function hall is flexible and can be retrofitted for customized arrangement, set-up, and make-over and decorating.	0	3	24	21	48	3.38	Good
8. The function hall and its furniture, fixtures, equipment and other amenities are well-maintained and always upgraded.	0	4	23	21	48	3.35	Good
9. The hotel's banquet department caters to business banquets, social banquets and single event banquets.	1	2	25	20	48	3.33	Good
10. The hotel's banquet department can provided customized catering services.	0	2	24	22	48	3.42	Good
11. The banquet department has a variety of sets of glass wares, cutlery, dining wares and dining linens.	0	2	23	23	48	3.44	Good
12. The banquet department has a separate set of staff.	2	2	21	23	48	3.35	Good
13. The staff of the banquet department are qualified and well trained.	2	1	27	18	48	3.27	Good
14. The staff of the banquet department are quick and accurate.	1	2	25	20	48	3.33	Good
15. The staff of the banquet department can speak various dialects.	1	5	25	17	48	3.21	Good
16. The staff of the banquet department are reliable and trustworthy well trained.	1	2	24	21	48	3.35	Good
17. The staff of the banquet department are well-groomed and elegant.	1	3	22	22	48	3.35	Good
18. The staff of the banquet department are dressed differently for easy identification.	1	2	24	21	48	3.35	Good
19. The staff of the banquet department are acquainted with their duties.	1	2	25	20	48	3.33	Good
20. The banquet department has a good level of customer satisfaction.	0	3	22	23	48	3.42	Good
Total Weighted Mean						3.38	Good
Standard Deviation of WMs						0.07	

Legend: 4 – Very Good (VG); 3 – Good (G); 2 – Moderate (M); 1 – Fair (F)

Table 2.4 presents important information regarding banquet/catering department operations as perceived by the employees and management respondents. The survey shows the hotel has a banquet department has the highest weighted mean of (3.50) with a verbal interpretation of “Very Good”; while the staff of the banquet department are quick and accurate has the lowest weighted mean of (3.21) with a verbal interpretation of “Good”. The total weighted mean for the responses by the employee and management respondents is 3.38 with a verbal interpretation of “Good”. This shows that the banquet/catering department of hotels in Pagadian City are operating consistent with the prevailing industry practices. The standard deviation of the weighted means of 0.07 reflects the very slight variation of the responses on

the banquet/catering departments operations situation. This means that the respondents are unanimous on their positive opinion.

Table 2.5. Production/Kitchen Department

Statements	F	M	G	VG	Sum	WM	Verbal interpretation
	1	2	3	4			
1. The Kitchen is immaculately clean.	0	0	32	16	48	3.33	Good
2. The Kitchen is spacious and the working facilities are well arranged.	0	0	20	28	48	3.58	Very Good
3. The Kitchen is equipped with standard cooking equipment and utensils.	0	0	20	28	48	3.58	Very Good
4. The Kitchen is provided with the necessary storage and chilling facilities and equipment.	0	0	19	29	48	3.60	Very Good
5. The Kitchen is equipped with waste and garbage collection and disposal devices.	0	0	21	27	48	3.56	Very Good
6. The Kitchen is equipped with fire safety protection and prevention devices.	0	0	19	29	48	3.60	Very Good
7. The Kitchen staff are qualified and well-trained.	0	0	19	29	48	3.60	Very Good
8. The Kitchen staff are certified to be of good health by the City Health Office of Pagadian City.	0	0	20	28	48	3.58	Very Good
9. The Kitchen staff are provided with safety gears and personal protective equipment such as apron, mask, and gloves.	0	0	21	27	48	3.56	Very Good
10. The Kitchen staff are required to observe the prescribed dress code while working in the kitchen and related premises.	0	0	26	22	48	3.46	Good
11. The Kitchen staff are dressed neatly and elegantly.	0	0	26	22	48	3.46	Good
12. The Kitchen staff are trustworthy and reliable.	0	0	19	29	48	3.60	Very Good
13. A Kitchen staff is readily available upon request.	0	0	18	30	48	3.63	Very Good
14. All kitchen staff participate in the cleaning of the kitchen, utensils, tools and equipment after every job, 24/7.	0	0	19	29	48	3.60	Very Good
15. All food offered in the menu has a corresponding recipe and cooking guide in the kitchen.	0	0	25	23	48	3.48	Good
16. Food preparation is done in strict observance to the usage and expiry dates reflected in the label.	0	0	17	31	48	3.65	Very Good
17. Only fresh or FDA certified ingredients are allowed for use in the kitchen.	0	0	19	29	48	3.60	Very Good
18. The Kitchen premises are appropriately sealed from dust and other particulates.	0	0	19	29	48	3.60	Very Good
19. The Kitchen premises are protected from pests and other types of contaminants.	0	0	17	31	48	3.65	Very Good
Total Weighted Mean						3.56	Very Good
Standard Deviation of WMs						0.09	

Legend: 4 – Very Good (VG); 3 – Good (G); 2 – Moderate (M); 1 – Fair (F)

Table 2.5 presents important information regarding front office department operations as perceived by the employees and management. The food preparation is done in strict observance to the usage and expiry dates reflected in the label has the highest weighted mean of (3.65) with a verbal interpretation of “Very Good”; while the kitchen is immaculately clean has the lowest weighted mean of (3.33) with a verbal interpretation of “Good”.

This shows that the production/kitchen department’s operations of the hotels in Pagadian City are consistent with prevailing industry practices, demonstrating awareness of the respondents on contemporary production/kitchen departments’ operations of the industry. The standard deviation of the weighted means of 0.08 reflects the very slight variation of the responses on the production/kitchen operations situation. The respondents are unanimous opinion on production kitchen operations of hotels in Pagadian City are in fact higher than the other functional areas of operations, the total weighted mean is (3.56) with a verbal interpretation of “Very Good”.

Table 3. Which of the following hotels were graded “Very Good”?

Name of Hotel	Front Office Area	Food and Beverage department	Housekeeping Department	Banquet Area	Production Unit/ Kitchen Area	Total Very Good
Hotel A	97	56	77	113	117	460
Hotel B	31	20	27	19	43	140
Hotel C	33	18	37	18	35	141
Hotel D	44	41	53	63	46	247
Hotel E	127	112	115	118	146	668
Hotel F	66	49	54	80	60	362
Hotel G	22	18	18	31	19	108
Hotel H	110	97	130	105	96	538
Hotel I	4	4	3	4	1	16
Hotel J	19	23	22	20	19	103

Table 3 shows the following hotels which were graded very good. Hotel E obtained the highest points of six hundred sixty eight (668) points from among the ten selected hotels in Pagadian City. Followed by Hotel H with a total points of five hundred thirty eight (538) points, Hotel A with four hundred sixty (460) points, Hotel F with three hundred sixty two (362) points, Hotel D with two hundred forty seven (247) points, Hotel C with one hundred forty one (141) points, Hotel B with one hundred forty (140) points, Hotel G with one hundred eight (108) points, Hotel J with one hundred three (103) points and Hotel I obtained the lowest with sixteen (16) points.

This implies that the ten selected hotels in Pagadian City has provided “Very Good” service of the Five Functional Areas of Hotel Operation.

When it comes to service quality and satisfaction, positive customer experiences are vitally important, because a positive experience will cause the customer to wish to return or stay longer and to recommend the establishment to others (Nasution and Mavondo, 2008). In general, the hotels’ strength lies in the following: the ability to innovate, a pool of competent potential workers/professionals, and technology development. Pressure on hotel prices, on the other hand, comes from the drive “for value for money”. Increased operating efficiency obtained through the computerization has helped to reduce costly waste in the supply chain. However, higher labour, raw materials, and utility costs continue to push operating costs up (Edralin, 2001).

Conclusions

Based on the findings of the study, the following conclusions are drawn to answer the specific questions cited in the statement of the problem.

1. Majority of the respondents were selected from Hotel E compared with other hotels, and the lowest number of respondent was Hotel J with only one respondent.
2. Hotel A has the highest number of beds which is one hundred thirty two beds or fifteen point sixty percent. The total number of beds from the ten (10) hotels were eight hundred forty six or 110 %.
3. The total number of rooms in ten hotels were four hundred ninety three or 100%.
4. There were ten hotels used in the study, six hundred forty three beds were sold per day with a total capacity of eight hundred forty six beds and an occupancy rate of 77 %.
5. The growth and establishment of hotels in Pagadian City occurred in the first two decades of the year 2000. It indicates an absence of a stiff barrier to the entry of new players or investors in the hotel industry.
6. Most hotels were operated by family corporations compared with stock corporations.
7. There were more standard hotels compared with economy hotels.
8. All the hotels used in the study had available website addresses for advertisement purposes.
9. The front office operations of the hotels in Pagadian City were consistent with prevailing industry practices, demonstrating awareness of the respondents on contemporary front office operations.
10. The Food and Beverage Departments' operations of the hotels in Pagadian City were consistent with prevailing industry practices, demonstrating awareness of the respondents on contemporary Food and Beverage Departments' operations of the industry.
11. The housekeeping department of the hotels in Pagadian City were functioning within boundaries of the hotel industry practices. The responses indicate that the employees and management had considerable knowledge about industry standards on housekeeping operations.
12. The banquet/catering department of hotels in Pagadian City were operating consistent with the prevailing industry practices. This means that the respondents were unanimous on their positive opinion.
13. The production/kitchen department's operations of the hotels in Pagadian City were consistent with prevailing industry practices, demonstrating awareness of the respondents on contemporary production/kitchen departments' operations of the industry. The respondents had unanimous opinion on production kitchen operations of hotels in Pagadian City.
14. Hotel E obtained the highest points of six hundred sixty eight points from among the ten selected hotels which were graded "Very Good" in Pagadian City. This implies that the ten selected hotels in Pagadian City had provided "Very Good" service of the Five Functional Areas of Hotel Operation.

Recommendations

Based on the findings and conclusions of this study, the following are recommended:

1. The four functional areas of operations which includes front office department, food and beverage department, housekeeping department and banquet/catering department should continue in improving their services from "Good" ratings into the "Very Good" criteria in order to efficiently and effectively render better customer services. The following are the specific recommendations:

On Front Office Department

- That the marketing strategies should be enhanced such as using social media to welcome online check in for local and foreign nationals. Hotels should be engaged in social media as a powerful tool for creating hotel brand awareness and engaging with customers.
- That the hotels should provide more rooms and beds so as to encourage more clients both local and foreign tourists for raising an increase in room occupancy.

Food and Beverage Department

- Choices of different wines must be provided and measures are available.

Housekeeping Department

- That the ten (10) hotels must enhance in improving their Butler services 24/7 so as to cater guests need excellently.

Banquet/Catering Department

- Provide enhancement seminars and training skills particularly on foreign languages among hotel staff to cater foreign tourists.
 - Continue to upgrade the acquisition of modernized banquet/catering facilities and amenities to make them globally competitive with other hotels in the Philippines.
2. That the production/kitchen department must enhance their facility from a “Very Good” rating into an “Outstanding” criteria to compete with other hotels in the Philippines.
 3. That the hotels should coordinate with the City Tourism Office to enhance the requirements of their facility from a “Good” grade to an “Outstanding” one.

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