

# Trends and Issues of Hotel Industry: Impact to the Influx of Tourists in Batangas, Philippines

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**Abstract** - *The purpose of the study is to identify trends and issues of selected hotels and its impact to the influx of tourist in Batangas, Philippines. More specifically, it answers the following objectives: to describe the profile of the hotel in terms of years in operation, number of employees and average number of tourists per year; to identify the trends and issues being faced by managers and hotel staffs of selected hotels in terms of marketing, human resources, logistics/ operations and consumer affairs; to determine if there is a significant difference on the perceived trends and issues on selected hotels when grouped according to hotel profile variables; finally, the study attempts to determine the significant predictor of the influx of tourists. The researcher used descriptive method which focuses at present condition in the purpose to find new truth. This was used by the researcher to determine the trends and issues of hotel industry and its impact to the influx of tourist. The researcher was able to identify that issue on human resource significantly predicts the influx of tourists. The trends and issues are significantly influenced by the number of years and average number of tourists per year. Based from the results it was found out that trends in logistics/ operations and issues on logistics/ operations and consumer affairs/ safety and security has an impact to the influx of tourists in Batangas province.*

**Keywords:** *human resources, logistics/ operations, consumer affairs*

## INTRODUCTION

For the most part, it is built on leisure or is luxury-based, as opposed to meeting basic needs. Hotels and resorts, cruise lines, airlines and other various forms of travel, tourism, special event planning, and restaurants all generally fall under the realm of the hospitality industry. In recent years, consumer behavior in the hospitality industry has changed dramatically. Easily available information coupled with economic uncertainty has made today's travelers extremely discerning in their choices regarding the hotel properties they book and how they book them. [1]

For several years, hotels have been allowing their guests to check out by reviewing their bill on television screen. Some hotels have electronic "concierges" that provide details and directions to restaurants, night spots and tourist attractions. Now, many hotels are automating the lengthier check-in process as well. Several major hotel chains plan to replace or supplement their front desk with several self-service kiosks. These kiosks allow guest to insert credit cards, key in some information and pick up their room keys. [2]

As a sign of its sweeping popularity, one of the best attended sessions at the recent Lodging Conference in

Phoenix was: "Going Green: Environmentally Profitable Hotels." Some of the pioneers of the green hospitality movement, there were to share their challenges and triumphs in working toward a carbon constrained future. The basis of sustainable hospitality operation is a three-part balance, expressed as "profits, people, and planet." By taking those three elements into account, thus, a sustainable green hospitality development program becomes economically viable, as well as beneficial to the community and environment. [3]

In 2005, labor expenses remained the largest single expense item for hospitality managers, accounting for 44.6 percent of total operating costs. Consequently, any trend or issue that could potentially impact labor costs must be taken seriously by hospitality owners and managers alike. "Due to the magnitude of the expense, labor costs and issues have always consumed a substantial portion of the time and efforts of hospitality managers. Now, with news of union contact negotiations, changes to immigration laws, and proposed legislation to increase the minimum wage, hospitality managers are on edge. [3]

Bringing the far corners of the world together is part and parcel of what the hospitality sector does. Blending

amenities to cater for the needs of the world's different cultures is central to success for large, international hospitality chains. Cultural issues have never before been such a crucial determinant of how a large hospitality should operate. In some Asian cultures, for example, eye contact is not sought, as it can make guests feel uncomfortable, while in Western tradition it is equated with openness and honesty. This could be important in defining how staff addresses themselves to certain Asian guests. [3]

Batangas hotels have complied accommodation, reasonable in cost and are all over the booming towns. [4] Batangas province has different hotels which has different trends and issues namely; Hotel la Corona de Lipa, La Virginia Hotel and Resort, Alpa Hotel, Vistamar Beach Resort and Hotel Pontefino and Residences. The Hotel la Corona de Lipa offers KTC, Band Contests & Concerts, monthly events and many more. [5] La Virginia Hotel and Resort, hotel rooms have satellite TV so the guests will not miss their favourite TV programs or news broadcasts, and they offer hotel rooms which is immediate proximity of the main leisure facilities of the resort and best of all, rooms are positioned to provide a spectacular view of Taal Lake and surrounding mountains. [6] The Alpa Hotel, all guest rooms and suites are Wifi capable, so the guests can surf the internet and do their emailing with utmost convenience. In-room spa services can also be arranged for their pampering requirements. [7] The guest who wants to have extreme experiences visits Vistamar Beach Resort and Hotel because they offer their scuba diving activities with low cost, and especially their marine museum which the guest like to visit. Hotel Pontefino reflects all facets of a fine Filipino home while redefining luxury, grandeur, comfort, and graciousness in style, elegance and service. All rooms are furnished to the finest detail and decorated with a touch of Filipino warmth. A premium room comes furnished with two heavenly single beds, a sofa bed in the living area and a mini bar. Hotel Pontefino Batangas also has an outdoor gym plus a jogging path and an adventure challenge facility. Hotel Pontefino has two infinity pools that will definitely make your retreat a more fun one. Kids and kids at heart will have a blast in an on-site playground and recreational area (indoors). [8] Each hotel faces different issues in its operations.

The reason why the researcher conducted this topic is because he wants to expand his knowledge about the different trends and issues in the hotel industry in Batangas Province for the future career of hospitality

graduates especially when they work at a hotel. Also, the researcher would like to assess whether providing new technology or service can really affect the decision of the guest.

### **OBJECTIVES OF THE STUDY**

The purpose of the study is to identify trends and issues of selected hotels and its impact to the influx of tourist in Batangas province. More specifically, it will answer the following objectives: to describe the profile of the hotel in terms of years in operation, number of employees and average number of tourists per year; to identify the trends and issues being faced by managers and hotel staffs of selected hotels in Batangas province in terms of marketing, human resources, logistics/operations and consumer affairs; to determine if there is a significant difference on the perceived trends and issues on selected hotels in Batangas province when grouped according to hotel profile variables; finally, the study attempts to determine the significant predictor of the influx of tourists in Batangas province.

### **METHODS**

The researcher used descriptive method which focuses at present condition in the purpose to find new truth. This was used by the researcher to determine the trends and issues of hotel industry and its impact to the influx of tourist. The questionnaire is one of the major instruments used by the researcher to gather and collect the needed data.

The subjects of the study were 10 hotels namely; Estrellas de Mendoza, Acuatico Beach Resort and Hotel, Hotel Pontefino and Residences, Mt. Malarayat Golf and Country Club Hotel, Lima Park Hotel, White Cove, Batulao Evercrest, Pico de Loro, La Playa Calatagan and Monte Carlo the respondents are managers and hotel staff of the selected hotels in Batangas province. The hotels are chosen based on the information gathered from the Provincial Tourism and Cultural Affairs Office (PTCAO) according to the submitted data from the different hotels in the province. The study employed 15 respondents from each selected hotel based on the number of employees that each hotel have. Managers and staff are appropriate respondents since they are the ones with access and contacts with the guests. The researcher used purposive sampling to select the respondents.

The researcher used questionnaires as the researcher's major instrument in gathering the necessary data. The questionnaire was adopted from the study of Dionio et. at. [9] The questionnaire is

composed of two parts. Part I contains the profile of the hotel that includes the years of operation, number of employees and average number of tourists per year. Part II contains the assessment of trends and issues of the hotels.

The main instrument used by the researcher is the questionnaire. Informal interview with respondents like managers and hotel staff of the selected establishments was also conducted. The researcher asked permission to the manager to conduct the survey through telephone. The questionnaire was given by the researcher to the respondents and waits them until they finished answering the questions. To validate the answer of the hotel staff the researcher also conducted an informal interview with some of the guests. The researcher prepared a list of questions that was distributed to the respondents. The study has 100 percent of retrieval of the questionnaire.

The information gathered from the survey were classified, tallied and analyzed. The researcher used the following statistical procedures in analyzing these.

Percentage was used to answer the objective number one and that is to determine profile of the hotel. Weighted Mean was used to answer the objective number two, and that is to determine the trends and issues that will be faced by managers and hotel staff. Independent Sample T-test was used to answer the part of the third objective and that is to determine if there is significant difference on the assessment of trends and issues when the respondents will be grouped according to gender, civil status and position in the company. One-way Analysis of Variance (ANOVA) was used to answer the part of the objective number three and that is to determine if there is a significant difference on the assessment of trends and issues when the respondents are grouped according to age, educational attainment and years in current position. This will be also used to answer objective number four and that is to determine if there is a significant difference on the assessment of trends and issues when the hotels are grouped according to profile. Finally, regression analysis was used to answer objective number four and that is to determine the significant predictor of the influx of tourists in Batangas province.

## RESULTS AND DISCUSSION

Table 1 shows the distribution of the respondents according to the hotel's profile. It can be gleaned from the table that most of the hotels are already 5-10 and more than 10 years in operation with a total number of 60 hotels. On the other hand, hotels which operate in

less than 5 years got 30. In terms of the years in operation most of the hotels fall on the bracket of 5-10 years with a total of 105, followed by less than 50 which got 45, though the bracket more than 100 employees got 0 this means that no hotels in Batangas province have that number of employees. Meanwhile, in terms of the average number of tourist arrival per year most of them have 5,001-15,000 which got a total of 75 followed by 15,001-25,000 with a total of 45, with equal number of 15 and less than 5,000 and 25,001 and above got the lowest obtained data.

**Table 1. Distribution of the Hotel Profile Variables**

Profile	Number of Hotels
<b>Years in Operation</b>	
Less than 5 years	30
5-10 years	60
More than 10 years	60
<b>Total</b>	<b>150</b>
<b>Number of employees</b>	
Less than 50	45
51-100	105
101 and above	0
<b>Total</b>	<b>150</b>
<b>Average number of tourists per year</b>	
Less than 5,000	15
5,001 – 15,000	75
15,001 – 25,000	45

Findings shows that most of the hotels in the province of Batangas had been operating for more than 10 years with 51-100 employees and accommodating 5,001-15,000 number of guests per year as supported by the data provided by the Provincial Tourism and Cultural Affairs Office (PTCAO), 2013.

Table 2 presents the assessment of the respondents on trends in terms of marketing aspect with a composite mean of 4.44 and a verbal interpretation of agree. It shows that in terms of the trends in marketing the items the hotel promotes green hospitality and the hotel uses sales promotion including freebies/ discounts and the like got the highest assessment with a weighted mean of 4.61 respectively and a verbal interpretation of strongly agree. The item hotel has an affiliation to a travel agency got the lowest assessment with a weighted mean of 4.01 and a verbal interpretation of agree.

**Table 2. Trends of Hotel Industry with Regards to Marketing**

Indicators	WM	VI	Rank
1. The hotel uses social media marketing or ads, such as local newspapers, TV commercials or radio ads.	4.55	Strongly Agree	3.5
2. The hotel uses micro Fidelio for online booking and reservation.	4.54	Strongly Agree	5
3. The hotel uses sales promotion including freebies/ discounts and the like.	4.61	Strongly Agree	1.5
4. The hotel has membership programs for their clients.	4.20	Agree	6
5. The hotel has affiliation to travel agencies.	4.01	Agree	7
6. The hotel has an established brand image.	4.55	Strongly Agree	3.5
7. The hotel promotes green hospitality.	4.61	Strongly Agree	1.5
<b>Composite Mean</b>	<b>4.44</b>	<b>Agree</b>	

The result indicates that in terms of marketing, promoting green hospitality and using sales promotion including freebies/ discounts and the like has a very high impact in terms of the influx of tourist arrival in Batangas province. Having good practices in hotel operations by helping the environment and giving perks to arriving guests will impose a good image to the hotel industry in the province that will be beneficial in the operations particularly maintaining quality service in providing guest satisfaction.

Sales promotion is an important component of a small business’s overall marketing strategy, along with advertising, public relations and personal selling. [9]

Table 3 presents the assessment of the respondents on trends in terms of human resources with a weighted mean of 4.12 and a verbal interpretation of agree. The table shows that in terms of trends in human resources, the item the hotel conducts training to keep employees up to date with current trends got the highest assessment with a weighted mean of 4.61 and a verbal interpretation of strongly agree followed by the hotel conducts personal interview which got an assessment of 4.55 with a verbal interpretation of strongly agree. The item the hotel conducts online interview got the lowest assessment with a weighted mean of 3.49 and a verbal interpretation of moderately agree.

**Table 3. Trends of Hotel Industry with Regard to Human Resources**

Indicators	WM	VI	Rank
1. The hotel applies online hiring.	3.67	Agree	5
2. The hotel complies within the selection process and administration policies on recruitment.	4.45	Agree	4
3. The hotel is giving opportunities for employees to grow and develop their career through programs for professional advancement.	4.47	Agree	3
4. The hotel conducts phone interview.	3.61	Agree	6
5. The hotel conducts online interview.	3.49	Moderately Agree	7
6. The hotel conducts personal interview.	4.55	Strongly Agree	2
7. The hotel conducts training to keep employees up to date with current trends.	4.61	Strongly Agree	1
<b>Composite Mean</b>	<b>4.12</b>	<b>Agree</b>	

The result indicates that in terms of trends, conducting training for the employees has a very high impact to the influx of tourists for it helps them to enhance their skills and competencies in delivering customer service which is important in attaining customer satisfaction. Sending employees to trainings is very important in ensuring that hotel employees will become equipped and competitive in attending guests needs.

Trainings and seminars attended and work experience has a significant relationship with the employee’s overall work performance. [10]

Table 4 presents the assessment on the trends in terms of logistics/operations with a composite mean of 4.50 and a verbal interpretation of strongly agree. The table shows that in terms of marketing the item the hotel uses intercom/ telephone every time they need assistance from hotel staff got the highest assessment with a weighted mean of 4.77 and a verbal interpretation of strongly agree followed by the hotel update and maintain their state of the art technology to avoid troubleshoot in the operation with a weighted mean of 4.61 and a verbal interpretation of strongly

agree. On the other hand, the hotel has free high speed internal access in all areas in hotel computer work station got the lowest assessment with a weighted mean of 4.34 and a verbal interpretation of agree.

**Table 4. Trends of Hotel Industry with Regard to Logistics / Operations**

Indicators	WM	VI	Rank
1. The hotel applies work systems and automation that make way from prompt and efficient delivery of service.	4.44	Agree	4.5
2. The hotel uses modern machinery equipment for preparing foods.	4.35	Agree	6.5
3. The hotel uses intercom/ telephone every time they need assistance from hotel staff.	4.77	Strongly Agree	1
4. The hotel uses card key lock systems for rooms.	4.44	Agree	4.5
5. The hotel has free high-speed internal access in all areas in hotel computer work station.	4.35	Agree	6.5
6. The hotel uses equipment and materials that are eco-friendly.	4.55	Strongly Agree	3
7. The hotel update and maintain their state-of-the-art technology to avoid troubleshoot in the operation.	4.61	Strongly Agree	2
<b>Composite Mean</b>	<b>4.50</b>	<b>Strongly Agree</b>	

Having an intercom/ telephone access and strong Wi-Fi connection in the hotel has a very high impact in terms of tourist arrival for it quickens and facilitate clear communication regarding guest inquiries particularly in attending to their needs and wants which is an important aspect of customer service Having telephone access within the vicinity of the hotel will also enhance customer interaction and will build good relationship with them.

The telephone is an indispensable element in the communication system of any hotel. In large hotels, a separate section known as telephone exchange is created to handle all transactions pertinent to incoming and outgoing calls, processing of long distance and overseas calls, wake up service, information dissemination and other related services. [11]

**Table 5. Trends of Hotel Industry with Regard to Consumer Affair / Safety and Security**

Indicators	WM	VI	Rank
1. The hotel has closed circuit television (CCTV) and recording technology at key areas which are monitored by trained security officers on 24 hours a day, 7 days a week basis.	4.75	Strongly Agree	1
2. The hotel has fire sprinkler systems.	4.33	Agree	6
3. The hotel security personnel use metal detector/ scanner for the safety of the guest.	3.81	Agree	7
4. The hotel has duress alarms to alert the central station of an emergency situation that requires immediate response by the police.	4.35	Agree	5
5. The hotel informs the guests about safety measures like earthquake and fire drill and the like.	4.49	Agree	4
6. The hotel advises guests or visitors not to entertain people nor transact business with unknown and suspicious person.	4.55	Strongly Agree	3
7. The hotel informs the guest in proper safekeeping of key cards.	4.61	Strongly Agree	2
<b>Composite Mean</b>	<b>4.41</b>	<b>Agree</b>	

Table 5 presents the assessment of trends in terms of consumer affairs/safety and security with a composite mean of 4.41 and a verbal interpretation of strongly agree.

The table shows that in terms of trends the item the hotel has closed circuit television (CCTV) and recording technology at key areas which are monitored by trained security officers on 24 hours a day, 7 days a week basis got the highest with a weighted mean of 4.75 and a verbal interpretation of strongly agree. It is followed by the hotel informs the guest in proper safekeeping of the key cards which got a weighted mean of 4.61 and a verbal interpretation of strongly agree. On the other hand, the hotel security personnel use metal detector/ scanner for the safety of the guests got the lowest with a weighted mean of 3.81 and a verbal interpretation of agree.

Having CCTV camera inside hotel premises will increase the safety and security of tourists while inside the vicinity. The presence of those cameras as part of the operations of hotels in the province also increases the trust of the guest to the hotel management and staff for it gives assurance that the establishment is free from any hazards which will be caused by human.

Today's digital cameras and systems provide high quality cameras and recording that function very well in the hotel environment. It is highly recommended that a proper assessment to determine how much security the hotel actually requires be done as such systems can get expensive. [12]

**Table 6. Summary Table on the Trends of Hotel Industry**

	WM	VI	Rank
1. Marketing	4.44	Agree	2
2. Human Resources	4.12	Agree	4
3. Logistics / Operations	4.50	Strongly Agree	1
4. Consumer Affairs / Safety and Security	4.41	Agree	3
<b>Composite Mean</b>	<b>4.37</b>	<b>Agree</b>	

Table 6 presents the summary table on the trends of hotel industry with a composite mean of 4.37 and a verbal interpretation of agree. In terms of trends, logistics/operations got the highest assessment with a weighted mean of 4.50 and a verbal interpretation of strongly agree, followed by marketing with a weighted mean of 4.44, consumer affairs/ safety and security 4.41 and human resources 4.12 with a verbal interpretation of agree respectively.

Findings shows that logistics/ operations has a very high impact on tourist arrival in hotels for having a good operational management within the hotel will enhance the customer services particularly in dealing with their needs. Having also a good operation can build good image. Having well-trained staff that attends to the customer needs will also result to customer satisfaction.

One key factor in keeping the guests engaged and coming back is to deliver as promised. From being consistent to making sure they get the same awesome service to doing what you say you will do, don't drop the ball when it comes to what you say you'll offer. Customers are more likely to get frustrated when you reel them in on a big promise such as special services or premium products and it's not the case. [13]

**Table 7. Issues of Hotel Industry with Regards to Marketing**

Indicators	WM	VI	Rank
1. The hotel meets issues on transfer of accommodation.	4.25	Agree	7
2. The hotel meets issues on the changes of preferences on food and services offered.	4.27	Agree	6
3. The hotel meets issues on the differences of customers demographic profile (e.g. from younger customer to older customer)	4.46	Agree	3
4. The hotel meets issues on customer's complaint on the actual amenities offered in the comparison to the one being advertised.	4.35	Agree	5
5. The hotel meets issues on customers complaint in terms of prices of food, amenities and services offered compared to the level of satisfaction.	4.45	Agree	4
6. The hotel meets issues on online booking reservations.	4.61	Strongly Agree	1
7. The hotel meets issues on customer's complaints about its accessibility.	4.55	Strongly Agree	2
<b>Composite Mean</b>	<b>4.42</b>	<b>Agree</b>	

Table 7 presents the assessment of the respondents on issues in terms of marketing aspect with a composite mean of 4.42 and a verbal interpretation of agree.

In terms of the issues in marketing the item the hotel meets issues on online booking reservations got the highest assessment with a weighted mean of 4.61 and a verbal interpretation of strongly agree followed by the hotel meets issues on the customer's complaint about its accessibility with a weighted mean of 4.55 and a verbal interpretation of strongly agree. The item the hotel meets issues on transfer of accommodation got the lowest assessment with a weighted mean of 4.25 and a verbal interpretation of agree.

In terms on the issues online booking reservations and customer complaints about accessibility has a very high impact in tourist's arrival. It is because not all of the hotels in Batangas province are using the process and they must upgrade the technology that will enhance

the online booking services. The booking reservations being utilized by hotels in Batangas province are the traditional methods with prolong the process that has also an impact particularly to customer satisfaction. More so, the location of some of the hotels in the province are far from the city and from public transportation that makes it hard for the tourists to reach.

Automating the reservation system not only encourages more bookings but also fastens the process, with fewer over bookings and higher profit, no more language issues or endless hours of waiting for the traveler, with the guarantee of having everything automated and controlled via the Internet, is a must. [1]

**Table 8. Issues of Hotel Industry with Regard to Human Resources**

Indicators	WM	VI	Rank
1. The hotel gives employee fair treatment especially when hiring employees.	4.54	Strongly Agree	4
2. The hotel allows employees to voice out their concerns about the management.	4.28	Agree	7
3. The hotel gives enough and updated benefits to the employees.	4.57	Strongly Agree	3
4. The hotel has career plan for employees.	4.49	Agree	6
5. The hotel is issuing feedback according to the performances of the employees.	4.51	Strongly Agree	5
6. The hotel implements an established rules and regulations to guide employee's actions.	4.61	Strongly Agree	1
7. The hotel implements standard grievance procedure to resolve conflicts.	4.55	Strongly Agree	2
<b>Composite Mean</b>	<b>4.51</b>	<b>Strongly Agree</b>	

Table 8 presents the assessment of the respondents on issues in terms of human resources with a composite mean of 4.51 and a verbal interpretation of strongly agree. In terms of issues the item the hotel implements an established rules and regulations to guide employee's actions got the highest with a weighted mean of 4.61 and a verbal interpretation of strongly

agree followed by the hotel implements standard grievance procedure to resolve conflicts which got a weighted mean of 4.55 with a verbal interpretation of strongly agree. The item the hotel allows employees to voice out their concerns about the management got the lowest assessment with a weighted mean of 4.28 and a verbal interpretation of agree.

In terms of the issues implementing established rules and regulations has a very high impact for the hotel. There must be established clear policies in giving their services to the guest to ensure that the standard operating procedures are being practiced in the hotel operations. Established rules and regulations within the hotel premises will also promote organization in all of the hotel processes. Hotels nowadays in the province has not established well their policies and guidelines in their operations that sometimes confused their guests.

Employee empowerment in some tourism establishments, managers have developed rules and procedures that employees are directed to follow. These include directives, such as inflexible rules about check out time; rule prohibiting free refills on coffees; strict limits in the number of hand towels per guests; or directive prohibiting substitutions on special dinner menus. These may affect overall impression of a guest regarding a particular food service or lodging enterprise. For some guests, this rule may be enough to make them decide never to return. [9]

Table 9 presents the assessment on the trends in terms of logistics/operations with a composite mean of 4.55 and a verbal interpretation of strongly agree. The table shows that in terms of logistics/ operations the item he hotel applies sanitary standards to food and beverage operations and the hotel guests never experience delayed service of food got the highest assessment with a weighted mean of 4.61 and a verbal interpretation of strongly agree. While in terms of the hotel considers the customers for preference and affordable menu for price and budget in planning menu got the lowest assessment with a weighted mean of 4.39 and a verbal interpretation of agree.

The table also presents the assessment on the trends in terms of logistics/operations with a composite mean of 4.55 and a verbal interpretation of strongly agree. The table shows that in terms of logistics/ operations the item the hotel applies sanitary standards to food and beverage operations and the hotel guests never experience delayed service of food got the highest assessment with a weighted mean of 4.61 and a verbal interpretation of strongly agree. While in terms of the hotel considers the customers for preference and

affordable menu for price and budget in planning menu got the lowest assessment with a weighted mean of 4.39 and a verbal interpretation of agree.

**Table 9. Issues of Hotel Industry with Regard to Logistics / Operations**

Indicators	WM	VI	Rank
1. The hotel considers the customer's for preference and affordable menu for price and budget in planning menu.	4.39	Agree	7
2. The hotel has smoking and non-smoking area.	4.57	Strongly Agree	4
3. The hotel applies sanitary standards to food and beverage operations.	4.61	Strongly Agree	1.5
4. The hotel applies recycling solid waste.	4.58	Strongly Agree	3
5. The hotel guests never experience delayed bookings.	4.56	Strongly Agree	5
6. The hotel guests never experience delayed service of food.	4.61	Strongly Agree	1.5
7. The hotel has passages to person with disabilities.	4.55	Strongly Agree	6
<b>Composite Mean</b>	<b>4.55</b>	<b>Strongly Agree</b>	

This means that in terms of the issues, applying the sanitary standards to food and beverage operations and the hotel guests never experience delayed service in food has a very high impact on tourist arrival in hotels for it gives bad impression and less consideration for guest's next visit. This may also create future problem in hotel operations such as food related problems if does not address properly. Towards achieving the quality services in relation to customer satisfaction such issue should resolved by improving the operations of the hotel particularly concerning the sanitary and quick service to customers.

Knowledge and compliance with the requirement of the sanitation code by food service operates ultimately rebound to own success. On the other hand, Perdigon, mentioned in their study, this was noticed that in quick and moderate service, cleanliness is the priority of the guest who believed that cleanliness is more important than price, menu variety, portion size and nutritional content which was mentioned the sanitation is the way

of life. It is quality giving that is expressed on a home clean farm and clean community. It is nourished by knowledge and obligation and ideal in human relation. He also states the quality living expressed through clean home and community. [14]

**Table 10. Issues of Hotel Industry with Regard to Consumer Affairs / Safety and Security**

Indicators	WM	VI	Rank
1. The hotel establishes preventive and emergency procedures and made known to all.	4.54	Strongly Agree	5
2. The hotel faces complaints in terms of security.	4.42	Agree	7
3. The hotel applies truth in menus for the customers.	4.45	Agree	6
4. The hotel secures the confidentiality of the guests profile.	4.63	Strongly Agree	2
5. The hotel applies enough security devices for the safety of the guests.	4.69	Strongly Agree	1
6. The hotel applies brand standards in their service.	4.61	Strongly Agree	3
7. The hotel applies support to guests with disabilities.	4.55	Strongly Agree	4
<b>Composite Mean</b>	<b>4.55</b>	<b>Strongly Agree</b>	

Table 10 presents the assessment of issues in terms of consumer affairs/safety and security with a composite mean of 4.55 and a verbal interpretation of strongly agree. In terms of issues, the item hotel applies enough security devices for the safety of the guests got the highest assessment with a weighted mean of 4.69 and a verbal interpretation of strongly agree followed by the hotel secures the confidentiality of the guest's profile with a weighted mean of 4.63 and a verbal interpretation of strongly agree. The item hotel faces complaints in terms of security got the lowest with a weighted mean of 4.42 and a verbal interpretation of agree.

The result indicates that applying security devices has a very high impact to tourist arrival for it is the responsibility of the management to ensure the safety and security of guests while inside the premises. Having complete security devices will also build trust



to the customer and will ensure the safety and security of the guests which is also an integral part of hotel operations.

It is the responsibility of all hotels and lodging establishments to insure the safety and security of their house guests. The hotel management will be held liable for any accident or injury of guests emanating from the safety and security hazards that are left unattended by the hotel. [12]

**Table 11. Summary Table on the Issues of Hotel Industry**

	WM	VI	Rank
1. Marketing	4.42	Agree	4
2. Human Resources	4.51	Strongly Agree	3
3. Logistics / Operations	4.55	Strongly Agree	1.5
4. Consumer Affairs / Safety and Security	4.55	Strongly Agree	1.5
<b>Composite Mean</b>	<b>4.51</b>	<b>Strongly Agree</b>	

Table 11 presents the summary table on the issues of hotel industry with a composite mean of 4.51 and a verbal interpretation of strongly agree. In terms of issues, logistics/operations and consumer affairs/safety and security got the highest assessment with a weighted mean of 4.55 and a verbal interpretation of strongly agree respectively, followed by human resources with a weighted mean of 4.51 and a verbal interpretation of strongly agree and marketing got the lowest assessment with a weighted mean of 4.42 and a verbal interpretation of agree.

The result indicates that logistics/ operations and consumer affairs/safety and security has a very high impact to the tourist arrival despite that hotels has a good operation; still guests have different satisfaction with regards to the services that they are experiencing. Of course one of the factor that are looking by the customers are the quality of service given by the hotels,

and it is important that guest relations must be improved to ensure the customer satisfaction in all the services offered in the hotel.

Satisfied customers are looking for a memorable experience and dynamic service where it counts. From receiving quick service to bending the standard practices -- such as extending a guest check-out in a hotel or customizing a menu item in a restaurant -- customers want to feel as if their business is appreciated. [13]

Based from the table 12, the computed F-values of years of operation and average number of tourists per year were greater than the critical value, in addition the resulted p-values of 0.000 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the trends of hotel industry with regards to marketing is rejected. This means that they have different assessment on the marketing trends when grouped according to the business years of operation and tourist arrival.

The result indicates that the more number of years in operation and the higher the number of tourist's arrival hotels have the more established the marketing they will be in terms of familiarization of the hotels to the guests. Marketing is not an easy job for the hotel, that is why it is important that the establishment is well-established and operational to create a more comprehensive marketing plan. Making personal touch through different marketing strategies and reaching all potential customers through effective advertisements will have a great impact in attracting more tourists to visit hotels in the province.

Hotel sales and marketing is essential for expanding the business and ensuring its long term success. Effective marketing is a significant pre-requisite for planning a holistic marketing for the hotels. Effective 'hotels marketing' has a significant impact on the business performance of the hotels. [1]

**Table 12. Difference of Responses on the Trends of Hotel Industry When Grouped According to Profile Variables**

Profile Variables	Marketing		Human Resources		Logistics/ Operations		Consumer Affairs/ Safety and Security	
	F-values	p-values	F-values	p-values	F-values	p-values	F-values	p-values
Years in Operation	12.877	0.000	14.943	0.000	13.662	0.000	16.186	0.000
Number of Employees	0.342	0.560	2.362	0.126	0.598	0.441	0.652	0.421
Average number of tourists per year	8.295	0.000	6.554	0.000	9.280	0.000	5.918	0.001

**Table 13. Difference of Responses on the Issues of Hotel Industry When Grouped According to Profile Variables**

Profile Variables	Marketing		Human Resources		Logistics/ Operations		Consumer Affairs/ Safety and Security	
	F-values	p-values	F-values	p-values	F-values	p-values	F-values	p-values
Years in Operation	10.916	0.000	7.748	0.001	5.474	0.005	5.429	0.005
Number of Employees	0.017	0.895	2.294	0.132	2.696	0.103	3.935	0.049
Average number of tourists per year	8.803	0.000	7.453	0.000	4.553	0.004	7.878	0.000

Based from the table 13, the computed F-values of years of operation and average number of tourists per year were greater than the critical value, in addition the resulted p-values of 0.000 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the issues of hotel industry with regards to marketing is rejected. This means that they have different assessment on the marketing issues when grouped according to the business years of operation and tourist’s arrival.

The result indicates that the more number of years in operation and the higher the number of tourist’s arrival for hotels have in terms of issues in marketing the establishment should adopt to the new trends in order to sustain in the stiff competition of hotel industry. Having a good marketing plan will improve the guest arrival in the hotel for it will help the hotel to be known by the public.

Technology plays an important role in the hotel industry. It allows hotels to offer better options and to understand the individual needs of different guests. Ultimately though, it is the service that differentiates well from great hotels and so technology must be applied with a human touch [15].

industry; issue on human resource was found to be the predictor in the influx of tourists in Batangas province. This was revealed by the test conducted with 9.2 percent variation. Also, from the test it was found out that the equation formed was, *Average No. of Tourists = 0.013 + 0.529 (Human Resource Issue)*.

This indicates that issue on human resources significantly predict the influx of tourists in Batangas province. This means that in order for the hotel to render good service, they must establish a standard rules and regulations to guide employee’s actions. This may prevent tourist complaints and will build good relationship between the staff and the customers.

The state shall promote shared responsibility between workers and employees. Thus, the workers shall also participate in policy and decision making. Making processes affecting their rights and benefits as may be provided by law. In this regard, the law may provide for consultations with workers and other unions. The union which is the collective bargaining agent may be represented in the governing body of an enterprise whose opinion voicing that of union represents may be taken into account by management [16]

**Table 14. Predictor of the Influx of Tourists in Batangas Province**

Model	R Square	Sum of Squares	Mean Square	F	Sig.
Regression	0.092	8.804	8.804	14.943	.000 (a)
1 Residual		87.196	0.589		
Total		96			

*a. Predictors: (Constant), Human Resource (Issue); b. Dependent Variable: Average No. of Tourists Per year*

Based from the results from table 14, it was found out that based from the trends and issues of hotel

**CONCLUSIONS**

Based from the findings the following conclusions are drawn.

Majority of the hotels are already in the operation for 5-10 years, with 51-100 employees and has an average number of tourist arrival per year of 5,001-15,000. Based from the results it was found out that trends in logistics/ operations and issues on logistics/ operations and consumer affairs/ safety and security has an impact to the influx of tourists in Batangas province. The trends and issues are significantly influenced by the number of years and average number of tourists per year. Based from the results, it was found

out that issue on human resource significantly predicts the influx of tourists in Batangas province.

## RECOMMENDATIONS

Based on the cited conclusions of the study the researcher came up with the following recommendation.

Enhance tie up linkage with travel agencies and other means of tourist promotions to establish more connections with other tourism establishments and deal according to the changes on preferences by guests in terms of food and services offered. The hotel may consider giving more opportunities to the employees to voice out their concerns about the management to avoid conflicts and create a good working environment for a better service. The hotel may provide free high speed internet access for the guest's to have an easy access to the hotel's facilities and amenities and must always consider the customer's preference with regards to the menu pricing. The hotel may enhance security personnel and security measure such as metal detector/scanner to improve the safety of the guests and to prevent complaints with regards to security. Future researchers may conduct a similar study employing other variables not utilized in this study.

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