

Impact Assessment on the Beneficiaries of the Sanayang Kabuhayang Industriyal Program

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Abstract – *Sanayang Kabuhayang Industriyal (SKIL) Program is a sustainable project of the College of International Tourism and Hospitality Management (CITHM) in 2008 to 2018. This study intended to assess the impact of the collaboration effort to the SKIL graduates and trace the status of the graduates after successfully accomplishing the SKIL program. This study used a descriptive method to assess the impact on the graduates. A total of 31 graduates served as the respondents of the study. Based on the result, the graduates of the program gained much skill and work-related values that they were able to utilize in their actual employment. Also, through this program, the graduates were able to improve the quality of their life and were given the chance to travel and provide needs to their family. The result reveals that males, 26 to 30 years old and location are not considered as factors that might influence the program in terms of values and economic status. With this, one of the implications of the findings to the Corporate Social Responsibility of the industries and the institutions is that there must be a continuous and sustainable plan to ensure the continuity of the program.*

Keywords – *Employment, Economical Impact, Sustainable Project*

INTRODUCTION

Corporate Social Responsibility (CSR) is mandated by the Philippine law. In compliance with the Corporate Code of the Philippines, the Philippine law encourage and required all the business establishment to implement, participate and support any corporate social responsibility in the operation of the business in the effort in CSR practices and activities need to be clearly communicated to every employee [1]. As part of the CSR of the industry and the institution they were able to come up with SKIL program.

Sanayang Kabuhayang Industriyal, commonly known as SKIL program is a collaborative effort of Pilipinas Shell Foundation, Jollibee Foods Corporation and Lyceum of the Philippines University-Batangas that aims to help the young talented, potential individuals as part of the corporate social responsibility of both industries and the institution. Moreover, the SKIL Program has been a sustainable project of the College of International Tourism and Hospitality Management (CITHM) in 2008 to 2018. For almost ten years, CITHM with the Faculty experts, the SKIL beneficiaries are trained by the volunteer faculty members in various hospitality and tourism skills and been supported by the Shell Foundation financially, giving them subsidy on books and uniforms during the program as well as with the openness of Jollibee Foods

country, may it be local or international. Moreover, it also encourages the businesses to participate in CSR, Section 43 of Batas Pambansa Blg. 68, (Section 3 of House bill 306). However, dealing with the communication among CSR practices, there are numerous dilemma that is being encountered by the business. One of these dilemmas is that the company's Corporation and other establishment to accept practicum from the SKIL and eventually hired them after.

The SKIL program beneficiaries came from the indigent families selected in Batangas City, Philippines. Most of the beneficiaries are coming from the less privilege identified by host institution to be part of a designed suitable training course and were granted a Shell-LPU scholarship through creating a training program, which will enable them to have suitable skills to make a living for themselves. There were series of screening done by Pilipinas Shell Foundation based on the standard criteria set by the company. With further endorsement, preliminary examination and series of interviews by LPU community, various batches of SKIL have been regularly trained, monitored and eventually graduated.

Throughout the SKIL program, the beneficiaries undergone a series of training in line with the hospitality industry such as table settings, food and

beverage, food sanitation, cookery and food production, baking, and aside from these skills, communication and personality development was also part of the training. These skills and work-related skills were able to be turned over to the beneficiaries and was honed after which they were able to be hired on the partner industries.

LPU has identified the institutional learning outcomes, which represent the qualities that all LPU students should possess when they graduate. These outcomes are anchored on the 4C's: competence, commitment, credibility and collaboration. With the SKIL program, LPU has influenced the faculty and students to participate in this kind of sustainable community extension to extend themselves self through giving time and expertise to help the beneficiaries. They were able to participate actively in uplifting the welfare of the community especially the less privileged individuals.

Giving hope and honing the skills of the out of school youth to make their lives even more meaningful and worthwhile that would best develop within them into a character with full enthusiasm making it possible for these young individuals to contribute in the economic development. This study is made to assess impact of the collaboration effort to the SKIL graduates and to trace where the graduates are after successfully accomplishing the SKIL program. Also, this study will enable to scrutinize and evaluate the program.

OBJECTIVES OF THE STUDY

This study assessed impact of the collaboration effort to the SKIL graduates and to trace where the graduates are after successfully accomplishing the SKIL program. More specifically, the study aimed to determine the profile of the respondents in terms of gender, age, present occupation and location; also determine the Skills and Work-Related Values and assess the Impact of SKIL program in terms of values gained and economic status. Moreover, the study determined the significant difference among the responses when grouped according to profile. As an output, the researcher proposed a recommendation for continuous improvement.

METHODS

Research Design

This study used a descriptive method to assess the impact on SKIL graduates. A survey questionnaire was used in this study.

Participants of the Study

The participants of the study were the SKIL program beneficiaries who graduated for the last four years- 2013-2016. A total of 31 graduates served as the respondents of the study. Majority of the respondents were employed after the training while others were self-employed having 35.50 percent, however only few got the opportunity to work abroad while others stayed in the Philippines. Part of the program is on the job training or immersion to partner industry. It is a good opportunity for them as well to be absorbed right after their immersion, so majority of the graduates got hired immediately after the program.

Instrument of the Study

The instrument used in this study was adapted from the study of Felicen et al. [2]. The questionnaire is composed of three parts. The first part presents the demographic profile of the respondents, the second part determines the extent of skills learned from the program; the third program is about the impact of the program to the skills in terms of values and economic status of the beneficiaries. The questionnaire used 5-point Likert scale with 1 as the lowest and rates as not at all, 2 is less extent, 3 is moderate extent, 4 is extent and the highest is 5 with rating of great extent.

Data Collection Procedure

Once proposed topic has been approved the by research committee and the University President, the researcher conducted the distribution of questionnaires to the respective respondents through Google form and sent it to the respondents through social media.

Data Analysis

The collected data were tallied, encoded and interpreted using different statistical tools such as weighted mean and Analysis of Variance (ANOVA) the abovementioned tools like weighted mean were used to determine the demographic profile, and to assess the impact on SKIL program. The given scale was used to interpret the result of the data gathered: 4.50 – 5.00 = Very Much; 3.50 – 4.49 = Much; 2.50 – 3.49 = Little; 1.50 – 2.49 = Very little; 1.00 – 1.49 = Not at All

Ethical considerations

In accordance with the Code of Ethics, the researcher ensured that all the data to be collected from the respondents will be free consent- fully volunteered from the respondents. The researcher also ensured that there is a high reverence and value regarding the

integrity of their respondents in the treatment in order to receive an effective response from them. Hence, respecting the ideas and opinions of the respondents and recoding their advice on the research topic can ensure a fruitful study.

RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Sex		
Male	10	32.30
Female	21	67.70
Age		
21 - 25 yrs old	19	61.30
26 - 30 yrs old	12	38.70
Educational Attainment		
High School	8	25.80
College	9	29.00
Vocational	14	45.20
Job Opportunity Landed after Training		
Unemployed	8	25.80
Employed	12	38.70
Self-Employed	11	35.50
Location		
Local	14	45.2
Abroad	2	6.5
Not Applicable	15	48.4

Table 1 presents the percentage distribution of the respondents' profile. It shows that majority or 67.70 percent of the respondents are females aged 21 to 25 years old. The SKIL program is intended for to all genders however, based on the recruitment, there are more female that availed the program. This is in favour of the study conducted by Rojiani, Santoyo, Rahrig, Roth, and Britton, [3] which found that women have more favourable responses than men to school-based mindfulness training.

There is 45.50 percent that have the educational attainment of vocational followed by college degree with 29 percent and lastly, high school graduate of 25.80 percent. The main purpose of the SKIL program is to give education and training to those less fortunate and who did not have the opportunity to finish college. This is in line with Borisova, Vasbieva, Malykh, Vasnev and Vasneva, [4], which concludes that continuing vocational education and training programs shall be held for the professional of the young individuals.

Table 2. Skills Acquired from SKIL Program

Indicators	WM	VI	Rank
Oral Communication Skills	3.94	Much	4
Written Communication Skills	4.16	Much	1
Human Relation Skills	3.87	Much	6
Entrepreneurial Skills	3.77	Much	9
Information Technology Skills	4.00	Much	2.5
Problem Solving Skills	3.84	Much	8
Management and Critical Skills	3.94	Much	4
Knowledge and Technical Skills	4.00	Much	2.5
Thinking Skills	3.87	Much	6
Composite Mean	3.93	Much	

Table 2 shows the Skills that the graduates acquired during the SKIL program. Based on the results, the graduates gain much skill, with the composite mean of 3.93. The result revealed that the skills acquired by the beneficiaries are much as they were able to utilize skills mentioned above to their present employment.

Written communication skill (4.16) was enhanced much during the SKIL program which ranked first. Working in the hospitality and tourism industry requires good communication skills both in written and oral, as well as electronic communication. Having this skill will enable the worker deal and relate to different people to different culture, though having this good communication skill takes time to develop. It is a good indicator for the SKIL graduates that they were able to acquire and develop written communication skills. This was possible because of the written exam and narratives that was obliged them to submit during the program. Moreover, the importance of effective communication is well recognized in this time and generation and its role cannot be overemphasized especially in the hospitality setting[5].

It was followed by information technology and knowledge and technical skills (4.00). In this generation where in technology is applied everywhere and it is still innovating and growing, it is important also to have this information technology and technical skills. May it be in a hotel, airline, travel agency, restaurant or any sector under the tourism and hospitality, technology is widely used, and it is essential for the employees to be knowledgeable and skilful about it. Furthermore, Kasim, and Altinay[6] believed that there is a need to be transformed into explicit knowledge, and technology plays an importance role to the hotel practitioners.

Entrepreneurial Skills (3.77) ranked lowest followed by problem solving skills (3.84). The respondents claimed that entrepreneurial and problem-solving skills have not been covered during the SKIL

program particularly but is also important to the hospitality and tourism industry. Entrepreneurial skill is applied in the industry in the occurrence when one decided to have his or her own business related to the hospitality and tourism, like in opening a café or restaurant, or online travel agency. Having this skill would help them be successful entrepreneurs. whereas, problem-solving is applied in handling complaint of the guests. In this service industry where we cannot avoid complaint, it is important to be skilful and be more compassionate in handling the guest complaint. The seven soft skills included experience, team, communication, leadership, decision making problem solving, self-management, and professional skills [7].

Table 3. Work-Related Values Acquired from the Program

Indicators	WM	VI	Rank
1. Love for God	3.97	Much	2.5
2. Honesty and Love of truth	3.84	Much	13
3. Punctuality	3.87	Much	10
4. Obedience to superior	3.87	Much	10
5. Perseverance and hard work	3.90	Much	8
6. Creativity and Innovativeness	3.77	Much	16
7. Courage	4.00	Much	1
8. Professional Integrity	3.94	Much	5.5
Love for co-workers and others	3.94	Much	5.5
10. Unity	3.94	Much	5.5
11. Fairness and Justice	3.90	Much	8
12. Leadership	3.87	Much	10
13. Tolerance	3.94	Much	5.5
14. Efficiency	3.84	Much	13
15. Supportiveness	3.97	Much	2.5
16. Perseverance	3.84	Much	13
17. Nationalism	3.77	Much	16
Composite Mean	3.89	Much	

Table 3 shows the work-related values that the graduates acquired during the SKIL program. Based on the results, the graduates gain much work-related values with the composite mean of 3.89. The result revealed that the work-related values acquired by the beneficiaries are much as they were able to utilize work-related values mentioned above in their present employment.

Having courage (4.00) was gained much during the SKIL program, which ranked first. This was being honed to the beneficiaries since after the program they were deployed to different establishments under the hospitality industry and they were able to finish the practicum and more so accomplish successfully the

SKIL program. Being courageous is essential as practitioners under the hospitality and tourism industry. In this industry where there is a lot of possibilities and everything can happen, you may experience what you don't expect so you need to be courageous enough to face everything and set aside all the fears that may hinder you to grow in this industry. Lindholm [8] consider three virtues that hospitality practitioners deem to be prerequisites for hospitality: it includes courage, humility and patience, also, they are expecting that teachers will not only provide industry-specific knowledge and current issues but also deliver them appropriately, this will enable them to face courageously all the challenges that our industry is facing [9].

It was followed by Love for God and having that sense of supportiveness (3.84). Having a support system is also important especially that you have lots of things to do in the daily operation. This support system from your co-workers and even the top management will help you be more productive at work and excel at the task given to you. Above all, the ultimate support will be coming from God and your love for God as it is written in proverbs, commit all your ways to the Lord and all your plans will be fulfilled. In the book of A test of faith, it was also written that Issues of religious diversity in the workplace have become very topical and have been raised [10]. Hospitality industry is a people business, there are times where it would be exhausting and stressful and only faith, that love for God is the only thing that you can hold on to.

Professional Integrity, Love for co-workers, Unity and Tolerance followed in the ranking with the weighted mean of 3.94, and verbally interpreted as much. These work-related values boil down into relating to co-workers. Working in the hospitality industry, especially in the food establishment requires these work-related values. Employees, participating in CSR activity bring out positivity to them and may result to improved working environment [11]. With this it is really important to have that good people surrounding you to keep a good and health environment.

On the other hand, Perseverance, Efficiency and Honesty and Love of truth ranked 13th with the weighted mean of 3.84 and verbally interpreted as much. According to Lee and Tsang [9], there is an increasing concern with regards to ethics in the working environment as there is also a growing complexity to the hospitality industry. Thus, front liners agreed that ethics is one of the most essential issues that are being faced in today's generation. As the recent study reveals

that if a working environment has a positive ethical value this would equate to a healthy working environment which may result to job satisfaction resulting to enhanced customer satisfaction and eventually increasing the profit [11]. This is very important to monitor for the employees to have work ethics and possess honesty and efficiency towards the tasks given to them.

Creativeness and Innovativeness though gained much ranked lowest also with nationalism with the weighted mean of 3.77. These work-related values may rank lowest but is important to the industry. This is in line with the entrepreneurial and problem-solving skill which is also had the lowest ranking for the skill acquired. This may be in the last ranking since during the SKIL program, the beneficiaries may not have a chance to develop their own product to enrich their creativeness and innovativeness as compared with the college CITHM students they have this Bakery Fair and Restaurant Challenge wherein they are able to be creative and innovative enough to develop their own product. To be creative and innovative will be developed through designing a business plan or having that critical thinking skill on how to solve a problem. This shall be developed overtime and be enriched through experience. Corporate innovation is based on the employee's creative ideas and knowledge; it is important for innovation in organizations and competitive benefit [12] Moreover, Woods, Mustafa, Anderson, and Sayer [13], believe that to enable organizational success in dynamic environments it is essential to promote the creative and innovative potential of their employees.

Table 4. Impact of the SKIL Program in terms of Values

Indicators	WM	VI	Rank
1. Improve my quality of life	4.29	Much	1
2. Build up my confidence	4.23	Much	2
3. Develop professionalism	4.10	Much	5
4. Help become responsible citizen	4.16	Much	4
5. Give me chance to be productive	4.19	Much	3
Composite Mean	4.19	Much	

Table 4 shows the impact of the SKIL program in terms of values. The result shows that the impact of the program has the composite mean of 4.19 with the verbal interpretation of much.

The respondents' quality of life has improved through the SKIL program with the weighted mean of

4.29 and verbally interpreted as much ranked first. The first and very basic goal of the SKIL program is to improve the quality of life of the beneficiaries through rigid training and assessment to the participants. It is also easy for the trainers to help the beneficiaries since they are also willing and determine to be of helped. In the recent study [14], it has been found out that employees that are more content with their life, are those who showed lower levels of stress. With this, it is important to improve the balance quality of life among the hospitality employees.

Building the confidence of the SKIL graduates followed in the rank with the weighted mean of 4.23 verbally interpreted as much. Through the SKIL program the beneficiaries were able to build up their confidence since the faculty members as trainers trained the beneficiaries not only on the skills but more so with presenting themselves, speaking in front of the guest and confident on how they sit, stand and bring up themselves. Since as a hospitality and tourism practitioners, it is important to build up the confidence and as part of the SKIL program this has been inculcated to all the teaching methodologies and strategies. Confidence is being developed among the graduates through communicating orally and group dynamics. Such employees have competence and confidence in their abilities to succeed at challenging tasks especially in this industry [15]. Working in the hospitality industry requires confidence to be able to with to all the tasks and responsibilities.

Third in the rank is giving the respondents a chance to be productive, with the weighted mean of 4.19 and verbally interpreted as much. Being productive is all about accomplishing significant task at a given time and allowing oneself to do something that he or she is skilful of. This has been also part of the SKIL program during their group and individual performance tasks. The recent study of Borralha [16] reveals that satisfied employees are more productive and involved in the daily operation. It is important to empower and motivate all employees for them to be productive.

Becoming a responsible citizen ranked fourth with the weighted mean of 4.16 and verbally interpreted as much. Having that sense of social responsibility is natural for one person depending on his or her. In the SKIL program, this may be applied through the community extension program however it is not done on a regular basis. Allowing the hotel employees to increase their feelings of commitment and display good organization citizenship behaviour is essential for the productivity of the employees as it boosts the morale of

their people, which in return, will have a good impact to the organization [17].

Lastly, developing professionalism ranked last with the weighted mean of 4.10. This shall be part of the innovation if there will be another program. Professionalism is important to the hospitality and tourism industry and so shall be taught, developed and practiced. From the hotel companies' perspective, employees are required in exhibiting more service professionalism and expertise [18]. Also, in the service industry like hospitality and tourism, it is expected for the frontline employees that they must demonstrate professionalism and courtesy towards customers [19].

Table 5. Impact of the Program in terms of Economic Status

Indicators	WM	VI	Rank
1. Help provide needs of my family	4.35	Much	2
2. Help me have a regular source of income	4.10	Much	4.5
3. Give me opportunity to save for the future	4.19	Much	3
4. Able to buy quality products for my family	4.10	Much	4.5
5. Give me the chance to travel	4.42	Much	1
Composite Mean	4.23	Much	

Table 5 shows that impact of the SKIL program in terms of economic status. The result shows that the impact of the program has the composite mean of 4.23 with the verbal interpretation of much.

A chance to travel was given through the SKIL program with the weighted mean of 4.42 and verbally interpreted as much ranked first. For a hospitality and tourism practitioner, it is but normal for them to travel since it is part of their job. This has been very evident to the SKIL graduates through their on the job training and even after the program it allowed them to travel. This is in line with the study of Goh and Lee [20] that revealed that working in hospitality presented an opportunity to interact and as a people in the industry were given enough opportunity for travelling.

Providing the needs of the family according to the SKIL graduates followed in the rank with the weighted mean of 4.35 and verbally interpreted as much. It is a Filipino culture to help the family members no matter what. As the SKIL program ended, the graduates were able to land in a suitable job that will enable them to provide for the needs of their family financially. As employees, working and fulfilling their responsibility

are expected to be compensated for their work, providing proper compensation to the employees will allow them to provide for their family and in return will be productive with their job [21].

Third in the rank is giving an opportunity to save for the future, with the weighted mean of 4.19 and verbally interpreted as much. After providing for the needs of the family, is the personal interest to save for the future, this may not be the priority for some because they have lots of family member to support and finance with but still, they still try to save for the future. However, Ozkan, and Solmaz,[22], believe that people nowadays who are working are much more interested in securing their future. It is important for every employee to look for long-term, they are not forever working and thus it is important to save for the future.

Lastly, able to have a regular source of income and ability to buy quality product for the family ranked last with the weighted mean of 4.10 and verbally interpreted as much. Majority of the SKIL graduates landed a job right after the program although few months and years later, the retention is not for long-term that is why they don't have the opportunity to have a regular source of income and in result they have not much to buy quality product but to settle for what is affordable to them. Working in the hotel industry is a lucrative job it is very rewarding if ever you are able to find a suitable company or organization. According to Gao, Urhahn, Biemann, and Jaros, [23] there is good reason to believe that employees regard income an important however not all employees do have that regular and stable income, also, remuneration measures how one is viewed by their organization.

Table 6 presents the comparison of responses on the skills acquired and, on the work-related values when grouped according to profile. It was observed that there was no significant difference found when grouped according to profile since the obtained p-values were greater than 0.05 alpha level. This means that the responses do not vary significantly and implies that the respondents have the same assessment.

This only means that no matter what the gender and age of the person, it does not vary on their skills acquired and on their work-related values. These skills and values are acquired not depending on their profile variables rather on their experience. According to study [24], skills are developed through direct experiences and it is important to be sensitive with the significant occurrence that may help the person to be better than yesterday.

Table 6. Difference in Responses on the Skills and Work-Related Values When Grouped according to Profile

Profile Variables	Skills acquired			Work related Values		
	F-value	p-value	I	F-value	p-value	I
Gender	0.737	0.467	NS	0.282	0.780	NS
Age	1.522	0.139	NS	0.615	0.543	NS
Educational Attainment	0.368	0.696	NS	0.002	0.998	NS
Job Opportunity Landed after Training	1.580	0.217	NS	0.777	0.517	NS
Branch	2.120	0.139	NS	1.786	0.186	NS
Location	2.603	0.092	NS	2.479	0.102	NS

Legend: Significant at p-value <0.05, NS- Not Significant; S- Significant

Table 7. Difference in Responses on the Impact of SKL Program When Grouped according to Profile

Profile Variables	Values			Economic Status		
	F-value	p-value	I	F-value	p-value	I
Gender	2.654	0.013	S*	2.236	0.033	S*
Age	2.757	0.010	S*	2.508	0.018	S*
Educational Attainment	1.177	0.323	NS	0.274	0.762	NS
Job Opportunity Landed after Training	1.644	0.203	NS	0.882	0.463	NS
Branch	2.372	0.112	NS	0.989	0.385	NS
Location	5.614	0.009	S*	3.794	0.035	S*

Legend: Significant at p-value <0.05, NS- Not Significant; S- Significant

As shown from the table 7, there was a significant difference observed on gender (p-value = 0.013), age (0.010) and location (0.009) because the resulted p-values were less than 0.05 alpha level. This indicates that there was a significant difference found on the data and based from the post hoc test conducted, male, 26 to 30 years old and location is not applicable experienced greater impact on SKIL program in terms of values. Also, based from the result, in t\|Table 5, there was a significant difference observed in the impact of the program in terms of economic when grouped according to gender (p-value = 0.033), age (0.018) and location (0.035) because the resulted p-values were less than 0.05 alpha level. This indicates that there was a significant difference found on the data and based from the post hoc test conducted, male, 26 to 30 years old and location is not applicable experienced greater impact on SKIL program in terms of economic status.

Study found out [25] that effective training depended on teaching each employee individually and it is indicating that male hotel executives dominated females. It is very evident since majority of the hotel establishments and even in restaurants, majority in the managerial position are males. With this, they view higher and significantly men. Also, those employees who are 26-30 years old have higher significant view. These employees are those under Generation X or the Millennials. Many managers and supervisors will be

of different generations than Millennial workers at present; though with time, demographics indicate that Millennials will come to represent an increasingly large share of the workforce [26]. With this, they are viewed higher and significantly than those older or younger generations.

CONCLUSION AND RECOMMENDATION

Majority of the respondents are females, aged 21-25yrs old, had vocational as educational attainment who are employed after the training. SKIL graduates gained much written communication skills and work-related values of courage that they were able to utilize in their actual employment. Through the SKIL program, the graduates were able to improve their quality of their life and were given a chance to travel and provide needs to their family. The result reveals that genders age and location are not considered as factor that influenced the program in terms of values and economic status.

College of International Tourism and Hospitality Management may continue the SKIL program since there is a good impact to the benefactors, just look for deserving beneficiaries; The future faculty trainer may provide avenue for the beneficiaries to be entrepreneurial ready through business simulation such as restaurant challenge or bakery fair; The College may look for more industry partners for employment may it be local or international industry partners. The College may also conduct job fair and

employment seminar to ensure that all the graduates will be employed and THE Future researchers may continue to investigate on the impact assessment of other beneficiaries having different set of variables.

LIMITATION OF THE STUDY

This study is limited for beneficiaries of the SKIL program during the year of 2013-2016. The impact assessment focuses only on the values and economic status of the beneficiaries. Further studies are recommended to explore the impact of the other community extension.

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