

# Employability of Bachelor of Science in Hospitality Management (BSHM) Graduates of Palawan State University Brooke's Point Campus

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**Abstract**— The main goal of this study is to evaluate the employability of the BSHM graduates. A descriptive method was used with thirty-six (36) respondents. The statistical tools used were frequency count, mean, standard deviation, ranking, and percentages.

Female respondents dominate the male respondents and most of the respondents are single, almost fifty percent are graduates of batch 2021. More than half of the respondents are employed and most of the BSHM graduates acquired a job for a number of months after graduation. The program they took up is very relevant to their current job. Graduates whose work are hospitality-related industry dominates those who are working in a non-hospitality-related industry and the type of business where they are working is more on Food and Beverage Industry.

General or basic subjects of the program ranked one as very significant subject that contribute to the employability of the graduates. On the average, the level of the quality of instruction and facilities in the BSHM program is “very high”. Most of the graduates are “very satisfied” with the Bachelor of Science in Hospitality Management program.

**Keywords**— hospitality management, employability, general or basic subjects, and application of learning or practicum.

## INTRODUCTION

Higher education stands out as one of the major keys to cope with reforms. Through its essential functions of instruction, research, extension and production, higher education makes-up a vital and strategic part in development. Consequently, the Commission on Higher Education (CHED) was created with a vision to become the key leader of the Philippine higher education system to work effectively in partnership with the major higher education stakeholders in building the country's human capital and innovation capacity toward the development of the Filipino nation. This, in effect, mandates CHED to promote relevant, efficient and quality higher education.

In connection, the Palawan State University (PSU) as an institution operating under Commission on Higher Education is dedicated in providing excellent and relevant higher education to all of its students as part of its vision statement and of CHED's vision. Its primary objective is to produce competitive and successful graduates who have enough skills and knowledge to excel in the world of work.

According to its mission statement “The Palawan State University is committed to upgrade the quality of life of the people by providing higher education opportunities through excellent instruction, research, extension,

production services, and transnational collaboration and innovations”, which emphasizes the use of research and innovation as a way to provide the said higher education, the thought that led to the essence of this study. Likewise, employability of the graduates is another concern of this study.

Employability is a set of achievement skills understanding and personal attributes that make graduates more likely to gain employment and be successful in their chosen occupation, which benefits themselves, the workforce, the community and the economy” – Professor Mantz Yorke (2004).

Vocational degree programs, including those in hotel and hospitality management, are intended to satisfy an industry need for skilled future employees and as a result, there is a need to ensure the academic curriculum not only meets educational expectations but also industry and student expectation regarding the skill sets needed in the workplace.

Students enrolling in degree programs in hotel or hospitality management are motivated by anticipated vocational and career outcomes. In addition, students must be prepared for continuing learning and active

participation in the transformation of their lives and careers. In other words, they must learn how to learn.

Palawan State University – Brooke’s Point Campus are taking many different approaches to ensure that their graduates are prepared to meet their professional responsibilities, and that they will start their careers that workplace need. The college of Hospitality Management program has developed a well-organized and strategic program of career counselling and job placement to support students and young alumni. Establishing and expanding linkages to both local and international firms for possible job placement and assistance is another major responsibility of the University.

Universities work to develop their students by providing academic staff with relevant support and resources, integrating into curriculum and course design, providing students with work placements and exposure to professional settings and providing advice and guidance through career services.

It is important for the institution that offers courses programs related to hospitality Management to determine the gaps for appropriate actions. The Bachelor of Science in Hospitality Management is one of the in demand courses nowadays because of the increased number of the tourism, accommodation, restaurant, etc. It is expected that the institutions that offer Hospitality Management course will produce globally competitive graduates. This, however, does not absolutely mean that the graduates should work in international companies or abroad. The graduates still have the discretion to choose the company and nature of work they want to have. Nevertheless, the success of this implemented program depends on the success of graduates will achieved and its relevance to the course being taken.

**Statement of the Problem**

This study aims to determine the employability of Bachelor of Science in Hospitality Management graduates from 2019 to 2021 at Palawan State University – Brooke’s Point Campus. Specifically, it sought answer to the following questions:

1. What is the profile of the graduates of Hospitality Management in terms of:
  - a. sex;
  - b. civil status; and

- c. year of graduation?

2. What is the employability of graduates in terms of:
  - a. current employment status;
  - b. waiting time to land a job after graduation;
  - c. relevance of current job to the course; and
  - d. type of business where the graduates are employed?

3. What is the significance of the BSHM program to the graduate’s employability in terms of:
  - a. subjects offered;
  - b. quality of instruction and facilities; and
  - c. level of program satisfaction?

4. What are the suggestions and recommendation of the respondents for the betterment of the Hospitality Management Program?

**Significance of the Study**

The result of the study would be beneficial to the school administrator, faculty, parents and students.

1. To the school administrator, findings of this study will help them review the BSHM program and formulate policies for program development and competency-based which will prepare students for leadership roles in the hospitality industry.
2. To the faculty members of BSHM, the result of this study will encourage the faculty members to provide relevant hands-on operational experience in some facet of the hospitality industry.
3. To the parents of the BSHM students, this study will give them insights on how to guide their sons/daughters for a relevant employment after graduation.
4. To the students, result of this study would provide them sufficient information and insights on their employability after graduation.
5. To the researchers, result of this study will give them ideas as to what kind of employment is suitable and relevant to their curricular program and how they should be prepared by the institution for acquiring relevant skills and attitudes for responsible leadership roles in the field of business.

**METHODOLOGY**

This study is descriptive in nature and it uses the descriptive-survey method to obtain information concerning the current status of the graduates of Bachelor of Science in Hospitality Management. It was conducted in Brooke’s Point, Palawan and reach out

those graduates living or working outside the municipality through electronic questionnaire.

This study involved thirty-six (36) graduates of Bachelor of Science in Hospitality Management at the Palawan State University Brooke's Point Campus from 2019 to 2021. This study used a non-probability sampling particularly quota sampling which does not include random selection of participants.

The writers utilized survey questionnaire in gathering data. An electronic questionnaire was e-mailed to the respondents outside the municipality. Some of the graduates were reached through the social media – Facebook and messenger, for they are the easiest ways of reaching out the graduates. It was the most convenient and fastest way of sending notes, letters and messages to

communicate with them to solicit their participation in the study.

The statistical tools used in order to analyse and interpret the data were the following: frequency distribution, standard deviation, mean, ranking, and relative frequency.

## RESULTS AND DISCUSSION

The following are the findings of the study:

### 1. Demographic Profile of the Respondents

Some information about the respondents were looked upon by the writers in order to analyze data collected and to add other valuable information for the success of the study.

**Table 1: Demographic Profile of the Respondents (Categorical Data)**

Gender:	Frequency	Percentage	Rank
Male	12	33	2
Female	24	67	1
n = 36			
Civil Status:			
Single	31	86	1
Married	5	14	2
n = 36			
Year of Graduation	Frequency	Percentage	Rank
2019	10	28	2
2020	9	25	3
2021	17	47	1
n = 36			

Under categorical data, the gender, civil status and year of graduation are the variables involved. Female respondents dominate the male respondents (67% over 33%) and most of the respondents (86%) are single, only 14% or five (5) out of thirty-one (31) are married. Since some of the graduates cannot be reached and some could not be located, the researchers successfully contacted only thirty-six (36) respondents. From this sample size, almost fifty percent (47%) are graduates of batch 2021,

twenty-eight percent (28%) and twenty-five percent (25%) are graduates of 2019 and 2020 respectively.

### 2. Employability of the Graduates

The employability or capability of the graduates to be employed in connection with the current employment status, waiting time for the graduates to land a job, and relevance of the program to their job were also examined and assessed by the writers.

**Table 2.1: Current Employment Status**

Current Occupational Status	Frequency	Percentage	Rank
Employed	19	53	1
Self-Employed	12	33	2
Unemployed	5	14	3
Total	n = 36		

It can be seen from Table 2.1 that more than half of the respondents (53%) are employed, one third or thirty-three percent (33%) are self-employed and only five (5) or fourteen percent (14%) are unemployed. It follows that most of the graduates of the BSHM are employed

and self-employed and only a few are unemployed. Since the study considered only three years back (2019, 2020, and 2021), it could be said that those who are unemployed still do not have chances to land a job due to the poor job opportunities nowadays.

**Table 2.2: Waiting Time for the Graduates to Land a Job**

Waiting Time	Frequency	Percentage	Rank
Weeks	3	10	3
Months	20	64	1
Years	8	26	2
	n = 31		

Most of the BSHM graduates acquired a job for a number of months after graduation which comprises sixty-four percent (64%) of the total number of respondents. One-fourth of the total number of

respondents or twenty-six percent (26%) secured a job after years of waiting and only ten percent (10%) waited for weeks before landing a job.

**Table 2.3: Relevance of the Program to the Job**

Relevance	Frequency	Percentage	Rank
Very Relevant	26	84	1
Relevant	5	16	2
Slightly Relevant	0	0	3.5
Not at all Relevant	0	0	3.5
	31		

According to most of the BSHM graduates (84%), the program they took up is very relevant to their current job. Only sixteen percent (16%) of the graduates stated that the program they took up is relevant to their job. Nobody affirmed that the program they had taken up is

slightly or not at all relevant to their job. It follows that the Bachelor of Science in Hospitality Management program caters the needs of the students for employment and provide them better qualifications for the job they are in.

**Table 2.4: Number of Graduates Working in Hospitality and Non-Hospitality Industry and Type of Business Where the Graduates Are Employed**

Graduates' Nature of Work	Frequency	Percentage	Rank
Hospitality-Related Industry	19	61	1
Non-hospitality-Related Industry	12	39	2
	n = 31		
Type of Business Where the Graduates are Working (Hospitality-Related Industry)	Frequency	Percentage	Rank
Lodging House	3	16	2.5
Food & Beverage	13	68	1
Tourism & Event	3	16	2.5
	n = 19		
Type of Business Where the Graduates are Working (Non-Hospitality Industry related)	Frequency	Percentage	Rank
Government Service	4	33	2
Micro Finance	8	67	1
	n = 12		

Graduates whose work are hospitality-related industry dominates (61%) those who are working in a non-hospitality related industry (39%) and the type of business where they are working is more on Food and Beverage Industry which comprises sixty-eight percent (68%) of the total number of respondents as revealed by Table 2.4. Only six (6) respondents (3 for each industry) are working in Lodging House and Tourism Industries or a percentage of sixteen percent (16%) each. It entails that the employment of the majority of graduates are in line with the program they have taken up.

For the twelve (12) graduates working in non-hospitality related industry, most of the graduates are working in

Micro Finances (67%) or eight (8) BSHM graduates and the rest are in the government service (33%).

### 3. Significance of the Program

The significance of the Bachelor of Science in Hospitality Management Program in terms of producing highly employable graduates has been the primary focus and assessed by the writers. Table 3.1 shows the ranks of the subjects within the program which are significant contributors to the employability of graduates. In ranking, the least or lowest mean ranks number one and the highest mean ranks last.

**Table 3.1: Significance of the Subjects Within the Program that Contribute to the Employability of Graduates (Ranking / Prioritizing)**

Courses	Ranking / Frequency								Ave.	Rank
	1st	2nd	3rd	4th	5th	6th	7th	8th		
<b>Business-related subjects</b>	3	5	4	5	5	5	2	2	4.19	6
<b>Tourism-related subjects</b>	6	4	4	6	3	2	3	3	3.94	4
<b>Research-based subjects</b>	2	1	2	6	4	6	5	5	5.32	8
<b>Internship / Practicum</b>	9	6	1	5	4	2	1	3	3.45	2
<b>Hotel Mgmt-related subjects</b>	6	4	5	4	4	3	3	2	3.87	3
<b>Catering-related subjects</b>	7	2	4	6	3	2	4	3	4.06	5
<b>English subjects</b>	1	4	4	3	8	5	3	3	4.77	7
<b>General / Basic subjects</b>	9	8	3	1	3	2	3	2	3.29	1

It can be noted from Table 3.1 that the General or Basic subjects of the program ranked number one as very significant subjects that contribute to the employability of the graduates with an average of 3.29.

There are nine (9) graduates who ranked these as first priority subjects and eight (8) for second priority subjects that contribute to their employability.

The next significant subject which is considered also as great contributor to the employability of the graduates is

the Internship or Practicum of the graduates that has an average of 3.45. There are also nine (9) who ranked this as first priority subject. The next contributors according to ranks are Hotel Management related subjects (3rd), Tourism related subjects (4th), Catering related subjects (5th), Business related subjects (6th), English subjects (7th) and Research-based subjects (8th).

It posits that the general or basic subjects and Internship or OJT of the BSHM students are the top most subjects that can contribute to the employability of the graduates.

**Table 3.2: Quality Level of Instruction and Facilities**

Instruction and Facilities	Mean	SD	Rank
<b>Subject Variety (Distribution of Subjects)</b>	4.64	0.49	2
<b>Subject Content (Sufficiency of Topics)</b>	4.58	0.50	4.5
<b>Subject Relevance (Applicability to the Program)</b>	4.61	0.50	3
<b>Teaching / Implementation of Instruction</b>	4.58	0.50	4.5
<b>Facilities / Equipment</b>	4.55	0.51	6
<b>Application of Learning / Practicum</b>	4.87	0.34	1
<b>Grand Mean /SD</b>	4.64	0.47	

**Legend: Quality level of Instruction / Facilities**

- 4.51 – 5.0 Very High
- 3.51 – 4.50 High
- 2.51 – 3.50 Moderate
- 1.51 – 2.50 Low
- 1.00 – 1.50 Very Low

Table 3.2 disclosed that on the average, the level of the quality of instruction and facilities in the BSHM program is “very high” ( $\mu = 4.64$ ) according to the respondents. Application of learning or Practicum topped among the variables presented in terms of the quality of instruction and facilities with a mean of 4.87 (very high quality level) although all of the variables

were assessed by the respondents as “very high.” The next in rank is the subject variety or distribution of subjects with a mean of 4.64.

It can be observed from Table 3.3 in the next page that most of the graduates (86%) are “very satisfied” with the Bachelor of Science in Hospitality Management program while only fourteen percent (14%) of the total number of respondents disclosed that they are “somewhat satisfied” with the BSHM program. No one ever said that they are dissatisfied or undecided. It entails that the BSHM program bestowed the graduates with all the necessary knowledge and skills needed for better performance in their present job.

**Table 3.3: Graduate’s Satisfaction on BSHM Program**

Level of Satisfaction	f	%	Rank
Very Satisfied	31	86	1
Somewhat Satisfied	5	14	2
Undecided	0	0	4
Somewhat Dissatisfied	0	0	4
Very Dissatisfied	0	0	4
	n = 36	100	

**RESPONDENTS’ SUGGESTIONS AND RECOMMENDATIONS**

The following are the recommendations and suggestions of the BSHM graduates for the improvement of the program.

1. Develop essential skills in collaboration, business analytics, entrepreneurship, etc. to lead knowledge-driven organizations.
2. Provide a common body of knowledge in hospitality management coupled with a broad education and awareness of skills and attitudes which will prepare the students for responsible leadership roles in the hospitality industry.
3. Develop employability skills required of hotel and restaurant management or hospitality management and culinary professionals through the use of competency-based program.
4. Provide students with relevant hands-on operational experience in some facet of the hospitality industry.
5. Enhance students’ specific skills in relating to people; create measurable training plan and modules; offer as many options for learning as possible; and provide a simulator or training site.
6. Employ competitive instructors and facilitators in response to the needs of the learners.

**CONCLUSIONS**

The following conclusions are based on the findings of the study.

1. Most female students preferred BSHM program than male since female graduates dominate their male counterpart.
2. Most of the BSHM graduates are employed although a number of them are self-employed and most of them waited for a number of months to land a job after graduation.
3. BSHM program is very relevant to the current job of the graduates and that most of them are working in a hospitality-related industry which is more on Food and Beverage type of business.
4. Most of the graduates working in a non-hospitality related industry are employed in Micro Finance type of businesses.
5. The General or Basic subjects under BSHM program and Internship or Practicum are the top most significant subjects that contribute to the employability of the graduates in terms of skills and knowledge.
6. There is a very high level in the quality of instruction and facilities in the BSHM program and most of the graduates are very satisfied with the program.

- Based from the suggestions and recommendations of the respondents, there are still some aspects of the program to be improved for its development.

## RECOMMENDATIONS

The recommendations formulated by the researchers are based on the conclusions of the study.

- It is recommended that male students should also pursue BSHM studies since most of the hospitality industries preferred male workers.
- It is highly recommended that the graduates should pursue post graduate studies for it can help them in their educational and personal development and can help them in their clamor for promotion in their job.
- BSHM program can still be improved to fully cater the needs of the graduates for better performance in their job.
- Those who are working in non-hospitality related job should find ways to work in hospitality-related businesses since this is their line of training.
- General or basic subjects and Internship / Practicum should be given more emphasis since these are the subjects that contribute much to the employability of the BSHM graduates.
- A very high level of quality in terms of instruction and facilities should be sustained to maintain the satisfaction of the graduates with the BSHM program.
- The recommendations and suggestions of the BSHM graduates should be considered and looked into by the administrator for the betterment of the program.
- Similar research is recommended to be conducted in other programs of Palawan State University Brooke's Point Campus to evaluate the graduates' performance and to find out how the institution contributes to the life situation of the graduates.

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