

Management Practices in Hostel Operations Among State Universities and Colleges (SUCs) in Region V

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Abstract— This research evaluated the extent of hostel management practices in state universities and colleges (SUCs) within Region V, concentrating on six primary operational areas: accommodation, safety and security, housekeeping, reservation, maintenance, and marketing and promotion. Results indicate that the most commonly implemented management sectors are housekeeping (mean = 3.53), safety and security (mean = 3.47), and accommodation (mean = 3.39). In contrast, maintenance (mean = 3.14), reservation (mean = 2.56), and marketing and promotion (mean = 2.29) were not implemented as effectively, highlighting important areas needing enhancement.

Keywords— Hostel operation, hostel performance, management practices, operation areas.

I. INTRODUCTION

Hostel is a place where students can reside when they live far from the educational institution they chose to study, which is considered as essential to the students' needs. This is built according to some institutional or formal characteristics where students have access to any of the university recreational facilities (Amer, 2020). Based on the study of Suki and Chowdhury (2015) parents are less worried when their children live at a hostel as there is higher security and safety than at off hostel (Amer, 2020). Parents are content knowing that their children are safe inside the campus, where no outsiders can harm them.

Hostel operations play a vital role in colleges and universities by providing students, faculty, and guests with affordable accommodation on campus. They promote a deep sense of community, allowing them to build connections that enhance the overall university experience. This cohesive environment encourages collaboration and support, helping students not just with affordable accommodation but as well as a hands-on-learning environment. Hostels also promote diversity, bringing together individuals from various backgrounds and cultures, which enhances the work and educational experience.

However, hostel management must adapt to the advancing trends and developments within the hospitality and education sectors to remain relevant and meet the customers' needs effectively (Kalgi et. al., 2023). As noted by Thiruchelvam et al. (2025),

service quality plays a pivotal role in determining an institution's overall success. In the context of hostel operations, it acts as the driving force that sustains and propels effective hostel management, directly impacting student satisfaction, retention, and academic support.

Also, as mentioned from the study of Linndsay (2015) sustainable hostels have been one of the biggest developmental trends within the last decade. A hostel can be referred to as sustainable when it boosts economic growth, helps toward society's progress, and does not change its surrounding environment (Alshuwaikhat and Abubakar, 2008; Amer, 2020). With this idea, university institutions not only can promote sustainability by adopting its features on their campuses, but also develop the culture of sustainability in society (Amer, 2020).

The reviewed literature and studies emphasized the management practices in hostel operations. It underscores the critical role of effective operational practices in enhancing student, faculty and guest satisfaction and institutional reputation connected to hostel operations. It indicates that key areas such as accommodation quality, safety and security measures, housekeeping efficiency, and marketing strategies significantly influence students' experiences, academic performance, and overall guest experience. Studies have shown that the well-maintained facility

promotes safety and fosters a sense of community among residents.

The existing literature is primarily focused on customer satisfaction and service quality in the hospitality industry, notably in different hostel operations, and they also investigate many key factors that enhance service quality, visitor enjoyment, and efficient marketing techniques and strategies. On the other hand, in terms of the reviewed studies, they emphasized more on the relevance of some areas in the hospitality sector, specifically along with digital marketing, good housekeeping contributions and practices, and safety and security measures. Also, limited studies have specifically investigated the management practices and challenges encountered by hostels in state universities and colleges (SUCs), particularly in the Bicol Region.

This also highlights a significant gap because the majority of researchers have not considered the distinctive context of these educational institutions' providing hostel services or even the operational manuals and policies that guide their hostel management operation towards a sustainable and consistent service for the students, faculty, and guests. To address this identified gap, the present study conducts a thorough evaluation of the management practices to state universities and colleges throughout the fiscal year 2024 - 2025.

The current study carefully investigated the management practices encountered by state universities and colleges (SUCs) in Region V in their hostel operation during the fiscal year 2024-2025. Specifically, it aimed to Determine the level of management practices of hostel managers in terms of accommodation, safety and security, housekeeping, reservation, maintenance, and marketing and promotion.

The respondents of the study are the University President, Vice-President for Academic Affairs (VPAA), Vice-President for Administration and Finance (VPAF), Business Affairs Officers/Director, and Hostel Manager.

Excluded from the study are private Universities and Colleges, Local Universities and Colleges, and other Universities and Colleges outside the Bicol Region.

II. METHODOLOGY

Research Design

This study utilizes a quantitative descriptive survey research design to systematically collect and analyze data. As noted by Ghanad (2023), this approach involves the distribution of a standardized series of questions to participants to gather objective, numerical data. According to Gurbuz (2017), descriptive surveys are specifically designed to identify a sample group's demographic characteristics and their opinions on various subjects. In this research, the participants consist of top management personnel and managers who provide their assessments of the six identified operational variables.

The study relies on a quantitative approach to explain phenomena by collecting numerical, unchanging, and detailed data that are analyzed using mathematical-based methods and statistics (Mohajan, 2020). This methodology is particularly effective for addressing questions of who, what, when, where, how much, and how. By focusing on a quantitative framework, the researcher can determine the specific levels of management practices among hostel operators across key areas, including accommodation, safety and security, housekeeping services, reservation, maintenance, and marketing and promotion.

Source of Data

The researcher employed purposive sampling to directly select respondents who were well-aligned with the research objectives and capable of providing relevant and insightful responses.

Hence, the respondents of the study are the university president or college president, vice-president for academic affairs (VPAA), vice-president for administration and finance (VPAF), vice-president for research, Business Affairs Officers/Director, and Dormtel or Hostel Manager during fiscal year 2024-2025.

Table 1. The Respondents

Respondents	Frequency	%
SUCs Presidents	9	20
VPs	18	40
Hostel Managers	9	20
Production Managers	9	20
Total	45	100

Based on the data presented above, a total of 45 participants were provided with the research instrument. The response rates varied across the different groups of respondents. As indicated in the last column of the table, 20 % of SUC Presidents were able to retrieve and submit the required data. In comparison, 40 % of Vice Presidents responded, while Hostel Managers also showed a response rate of 20 %. Production Managers had a similar response rate of 20 %. These figures suggest varying levels of participation among the different administrative positions. This disparity in response rates may have implications for the overall representation and interpretation of the collected data.

Research Ethics

The respondents in this study were treated in strict adherence to established ethical standards governing research involving human subjects. Prior to data collection, they were fully informed of the nature, purpose, and scope of the study, including how their personal data would be collected, stored, used, and safeguarded. Consent form was distributed to and duly accomplished by all participants before the commencement of the study, ensuring that their participation was entirely voluntary and based on informed consent. Data obtained from the participants were used solely for the purposes of this study, consistent with the stipulations outlined in the consent form, and were handled with the strictest confidentiality throughout all stages of the research process.

Research Instrument

The main instrument employed in this study is a researcher-made survey questionnaire. It primarily focuses on the management practices in hostel operation along with accommodation, safety and security, housekeeping, reservation, maintenance, and

marketing and promotion. This covers the management practices of SUCs in Region V along with the identified variables.

The researcher-made survey questionnaire was based on the Operations Management in the Hospitality Industry by Szende et al (2021), and Modern Hotel Operations Management by Chibili, (2016). The research instrument underwent a rigorous content validation process involving seven panel members whose diverse academic and professional qualifications ensured a comprehensive review of the questionnaire. The evaluators possessed specialized backgrounds essential to the study's interdisciplinary nature, including a Bachelor of Science in Food Technology, a Master of Arts in Teaching major in Technology and Home Economics, a Master of Business Administration, Doctor of Education in Educational Leadership and Management, Doctor of Education in Industrial Education Management, and a PhD in Mathematics. This panel of experts evaluated the instrument for clarity, relevance, and alignment with the research objectives. Their combined expertise in technical food service, pedagogical structures, organizational leadership, and statistical precision provided the necessary oversight to refine the instrument, ensuring its high content validity and reliability for the specialized context of hostel management.

The experts have given a general percentage of 89.09%, indicating strong agreement, and they had given suggestions to enhance the content of the instrument aligning to the objective of the study. In response to these suggestions, the researcher carefully reviewed and incorporated all the comments and suggestions provided by the validators. The necessary revisions were made accordingly, which substantially strengthened the content validity and overall reliability

of the instrument. The refined and validated instrument was subsequently used throughout the entire conduct of the study to ensure the accuracy and integrity of the data gathered.

Then, a dry run was conducted last August 20, 2024, to at least 3 SUCs around the Philippines, including Region XIII (Caraga), Region IX (Zamboanga Peninsula) and Region VIII (Eastern Visayas), except for region V to establish its validity and reliability. The evaluation involved a comprehensive panel of institutional leaders, including SUC Presidents, Vice Presidents (Academic, Administration, and Research), Business Affairs Directors, and Hostel Managers. Using Cronbach Alpha, the reliability test result of the instrument is 0.977 indicating that it has an excellent internal consistency reliability, and that the instrument is highly reliable.

Data Collection

Prior to the conduct of the study, the researcher asked experts to validate the instruments. The validity of the research instrument was established through expert evaluation conducted by qualified validators.

After revising the instrument according to the validators' comments and suggestions, at least 3 SUCs in the Philippines were asked for permission to pilot test the instrument. When the dry run was done, the researcher prepared a letter for the SUC Presidents in Region V highlighting the needed respondents of the study. The letter clearly outlined the study's objectives and the reason why they will be chosen as respondents. The identified respondents were informed ahead of time to be able to set a date that was most convenient for the conduct of the data collection procedure.

The actual gathering of data was conducted during the fourth quarter of the year 2024. The Operations

Management in the Hospitality Industry by Szende et al (2021), and Modern Hotel Operations Management by Chibili, (2016) were the bases for creating the questionnaire. To answer objective 1 and 2, google form was used to gather data from the selected respondents. Out of 45 total respondents, only 25 of them successfully finished the survey questionnaire resulting in 55.56% retrieval of the instrument.

Data Analysis

This study employed two primary statistical tools for data analysis: frequency count and weighted mean. These measures were selected for their appropriateness in handling the nature of the data gathered through the survey instrument, particularly responses derived from a Likert-scale format. Each statistical tool was assigned to address specific research objectives, ensuring that the analysis remained systematic, objective, and aligned with the overall research design.

To address the Objective, the weighted mean was utilized to evaluate the level of management practices observed among hostel operators in State Universities and Colleges (SUCs) across the identified variables.

The weighted mean was deemed most suitable for this objective as it accounts for the varying degrees of responses in a scaled instrument, thereby providing a more accurate representation of the respondents' collective assessments.

The computed mean scores were then interpreted using a predetermined scale to categorize the level of management practices depending on the range within which the mean fell. The entire analytical process was anchored on the following Likert scale, which guided the interpretation of all weighted mean scores throughout the study.

Descriptive Rating	Scale
Highly practiced	3.50 – 4.00
Practiced	2.50 – 3.49
Moderately practiced	1.50 – 2.49
Not practiced	1.00 – 1.49

III. RESULTS

Level of Management Practices of the Hostel Managers

This area presents the empirical data gathered from the administrative stakeholders of State Universities and Colleges (SUCs) in Region V. The results are systematically arranged to correspond with the study's research objectives, utilizing tables and figures to display the quantitative findings.

A. Accommodation. Accommodation refers to the facilities and arrangements provided for guests to stay temporarily, ranging from hostels and inns to apartments and dormitories. In hospitality management, effective accommodation practices are essential in ensuring guest comfort, safety, and

satisfaction through clean facilities, a welcoming environment, and prompt response to guest needs. Table 2 presents the results of the study on accommodation management practices implemented by hostel managers across state universities and colleges in the Bicol Region, highlighting how they prioritize guest service and operational efficiency.

Table 2 below presents the weighted mean and corresponding descriptive interpretation of the management practices of hostel managers in the area of accommodation across various state universities and colleges in the Bicol Region. The results show that five (5) of the identified practices were interpreted as highly practiced, while the remaining seven (7) were categorized as practiced.

Table 2: Summary Results on the Practices of Hostel Managers along Accommodation

No.	Indicators	Weighted Mean	Description
1	Welcome guests warmly and efficiently by smiling, maintaining eye contact, and offering assistance that helps guests feel acknowledged and valued	3.83	Highly Practiced
2	Offer various ways for guests to reach staff such as reception desk, phone number and email address	3.76	Highly Practiced
3	Provide information on events happening during their stay	3.45	Practiced
4	Address guest concerns and requests promptly and efficiently by delegating staff to solve minor issues outright and refer major concerns to management	3.76	Highly Practiced
5	Monitoring industry trends and adapting services to meet changing guest preferences	3.14	Practiced
6	Provide surveys, and comment boxes, for guests to share their feedback	3.41	Practiced
7	Implement a loyalty program to reward guests	2.55	Practiced
8	Offer basic amenities like free Wi-Fi, luggage storage, laundry facilities, and a communal kitchen	3.57	Highly Practiced
9	Show guests that their feedback is valued by implementing positive changes	3.41	Practiced
10	Stay abreast with the emerging hospitality technology trends	3.10	Practiced
11	Provide development training for staff	3.07	Practiced
12	Ensure that employees understand their roles, responsibilities, and the importance of their work in the context of accommodation management	3.66	Highly Practiced

Metric	Value	Description
Overall Weighted Mean	3.39	Practiced

Code	Meaning	Scale
HP	Highly Practiced	3.50 – 4.00
P	Practiced	2.50 – 3.49
MP	Moderately Practiced	1.50 – 2.49
NP	Not Practiced	1.00 – 1.49

Additionally, the overall weighted mean of 3.39, interpreted as practiced, indicates that accommodation management practices are generally implemented at a satisfactory level. This suggests that hostel managers and their staff consistently carry out standard operational procedures related to accommodation services.

B. Safety and Security. In hostel operation, safety and security are critical aspects of hostel management, which ensures a comfortable and worry-free stay for the guest. In line with these, the hostel managers must implement security measures to protect

their guests from different kinds of risks such as theft, unauthorized access, accidents, and emergencies. Certain measures taken by hotels for the safety of tourists also have a positive impact on the communities where the hotels are located, therefore, tourists can enjoy pleasant experiences when visiting the area. At the end of the day, safety isn't just about high-tech locks or flickering security cameras; it is also about the peace of mind that allows the traveler, worker, and the entire community to relax. When the managers prioritizes these measures, they are not just checking boxes on the compliance of this area, they are also building a foundation of trust.

Table 3: Summary on the Practices of Hostel Managers along Safety and Security

No.	Indicators	Weighted Mean	Description
1	Check identification and register guests upon arrival to monitor who is staying at the hostel	3.58	Highly Practiced
2	Provide lockers or safes for guests to store their valuables	3.74	Highly Practiced
3	Provide guests with easy access to online resources about local safety and security information	3.38	Practiced
4	Provide guests with safety information and instructions upon check-in	3.59	Highly Practiced
5	Conduct regular security risk assessments and update procedures accordingly	3.44	Practiced
6	Implement incident reporting and investigation procedures	3.66	Highly Practiced
7	Manage lost and found items by having a lost and found policy where guests can report lost items and staff can locate them	3.46	Practiced
8	Collaborate with local law enforcement agencies on necessary and provide hotline numbers for each room	3.84	Highly Practiced
9	Train staff on emergency procedures and response protocols	3.24	Practiced
10	Conduct regular emergency drills and simulations	3.36	Practiced
11	Have a proper response and security	3.24	Practiced
12	Regularly monitor that the common areas, stairwells, and fire exits are well-lit and free of obstructions	3.34	Practiced
Metric		Value	Description
Overall Weighted Mean		3.47	Practiced

Code	Meaning	Scale
HP	Highly Practiced	3.50 – 4.00
P	Practiced	2.50 – 3.49
MP	Moderately Practiced	1.50 – 2.49
NP	Not Practiced	1.00 – 1.49

Table 3 presents the commonly implemented safety and security practices among hostels in State Universities and Colleges (SUCs). The findings indicate that five (5) of the identified practices were rated as highly practiced, while seven (7) were assessed as practiced.

The overall weighted mean of 3.47, interpreted as practiced, suggests that safety and security measures are generally implemented at a satisfactory level across the hostels. This indicates that hostel administrators consistently observe standard safety protocols and security procedures to ensure the protection and well-being of residents.

C. Housekeeping. Housekeeping is a vital practice that ensures cleanliness, hygiene, and organization in

homes, hotels, hostels, and other accommodation facilities.

It involves routine tasks such as cleaning, sanitizing, and maintaining orderly spaces to enhance guest comfort and satisfaction. Effective housekeeping also promotes safety, health, efficiency, and overall functionality of facilities.

As noted by Verissimo and Costa (2021), millennials staying in hostels seek social interaction, engaging activities, comfort, value for money, and convenience.

Thus, maintaining high housekeeping standards plays a crucial role in meeting these expectations. The table below summarizes the housekeeping practices implemented by hostels in their respective universities and colleges.

Table 4: Summary Results on the Practices of Hostel Managers along with Housekeeping

No.	Indicators	Weighted Mean	Description
1	Assign personnel to oversee the daily cleaning and maintenance of all guest rooms, common areas, and facilities	3.72	Highly Practiced
2	Concerned personnel coordinates the washing of bed linens, towels, and other laundry to ensure cleanliness and quality standards	3.52	Highly Practiced
3	Regularly responding to guest feedback regarding cleanliness	3.66	Highly Practiced
4	Conduct regular inspections of all areas to identify and promptly address any cleanliness issues	3.62	Highly Practiced
5	Encourage guests with hygiene practices and environmental awareness by providing soap, hand sanitizer, and proper waste disposal bins	3.62	Highly Practiced
6	Ensuring that trash bins in all areas are regularly emptied and that recycling practices are followed	3.62	Highly Practiced
7	Implement flexible staffing schedules to adapt to peak occupancy periods	3.31	Practiced
8	Regularly check the inventory of cleaning supplies and equipment to make sure that it is readily available and accessible	3.48	Practiced
9	Assign specific areas and tasks to individual staff based on skills and workload	3.48	Practiced
10	Implement surprise inspections to ensure cleaning standards are met	3.48	Practiced
11	Provide training for housekeeping staff on cleaning techniques, hygiene standards, and customer service	3.45	Practiced

12	Evaluate the performance of subordinates and conduct an appraisal interview	3.38	Practiced
	Overall Weighted Mean	3.53	Highly Practiced

Legend: HP – 3.50–4.00; P – 2.50–3.49; MP – 1.50–2.49; NP – 1.00–1.49

Table 4 presents a summary of the housekeeping practices implemented across hostels in the participating universities and colleges. The findings indicate that six (6) practices were rated as highly practiced, while the remaining six (6) were assessed as practiced. The overall weighted mean of 3.53, interpreted as highly practiced, reflects a strong and consistent implementation of housekeeping standards.

This result suggests that hostel management places significant emphasis on maintaining cleanliness, sanitation, and orderliness within their facilities. The high level of practice demonstrates a proactive commitment to providing a safe, hygienic, and comfortable environment for residents, reinforcing the importance of housekeeping as a core operational priority.

D. Reservation. The reservation process is a critical component of hostel management, as it directly influences operational efficiency and guest satisfaction. The emergence of digital booking platforms has enabled travelers to secure accommodations more conveniently and in advance. An effective reservation system minimizes overbooking, optimizes room allocation, and facilitates a seamless check-in process, thereby contributing to improved service delivery and organizational performance. Ahlawat et al. (2024) emphasized that technological advancements have significantly transformed the hospitality industry, particularly in the management of room reservations. The table below presents the summarized findings on the reservation practices of hostel managers.

Table 5: Summary Results on the Practices of Hostel Managers along Reservation

No.	Indicators	Weighted Mean	Description
1	Use efficient booking systems or software to manage reservations, track availability, and process payments	3.34	Moderately Practiced
2	Collect necessary information from guests during the reservation process	3.07	Practiced
3	Send automated confirmation emails with all reservation details	2.48	Moderately Practiced
4	Offer additional services or upgrades during the booking process, such as breakfast, tours, or amenities	2.93	Practiced
5	Manage room allocation efficiently by considering guest preferences	2.97	Practiced
6	Implement dynamic pricing strategies to maximize occupancy and revenue while maintaining competitive rates	2.93	Practiced
7	Analyze reservation data to identify trends, optimize booking channels, and forecast future demand	2.59	Practiced
8	Send online detailed instructions to the guest on how to locate the hostel including check-in time procedure	2.54	Practiced
9	List the hostel on various Online Travel Agencies, websites, and potentially partner with local travel agencies	1.49	Not Practiced
10	Have clear policy for handling cancellations and other alternative solutions	2.42	Moderately Practiced
11	Track competitors' rates and adjust accordingly to remain competitive without sacrificing profitability	2.34	Moderately Practiced

12	Train staff to use booking, information, and data in every guest experience effectively and efficiently	2.34	Moderately Practiced
	Overall Weighted Mean	2.56	Practiced

Legend: HP – 3.50–4.00; P – 2.50–3.49; MP – 1.50–2.49; NP – 1.00–1.49

Table 5 presents a summary of the reservation practices implemented by hostel managers. The findings indicate that seven (7) practices were rated as practiced, while the remaining five (5) were assessed as moderately practiced, reflecting that majority still have satisfactory assessment to reservation practices in hostel operations in the SUCs.

The overall weighted mean of 2.56, interpreted as practiced, suggests that reservation procedures are generally implemented; however, the results also indicate opportunities for further enhancement. Strengthening reservation systems and standardizing procedures may help improve efficiency and service quality in this operational area.

E. Maintenance. Effective maintenance practices are essential to ensuring quality operations and long-term sustainability in hostel facilities. In the hospitality sector, maintenance management directly influences service quality, guest satisfaction, operational efficiency, and cost-effectiveness.

Dosumo and Aigbavboa (2024) emphasized the importance of prioritizing preventive and planned maintenance over corrective approaches to improve efficiency, minimize unexpected breakdowns, and enhance overall operational performance. The table on the next page presents a summary of the findings on the maintenance practices implemented by hostel managers.

Table 6: Summary Results on the Practices of Hostel Managers along Maintenance

No.	Indicators	Weighted Mean	Description
1	Conduct regular inspections of all facilities and equipment to identify potential issues	3.52	Highly Practiced
2	Implementing a regular schedule for preventive maintenance	3.31	Practiced
3	Maintain an inventory of furniture, fixtures, and appliances to track their condition and schedule replacements as needed	3.31	Practiced
4	Utilize facility management software with built-in maintenance features	2.45	Moderately Practiced
5	Provide channels such as an online portal, designated email address, or comment box at the reception, or even a phone number to report maintenance issues	3.00	Practiced
6	Establish relationships with reliable contractors, technicians, and suppliers for specialized maintenance tasks	3.43	Practiced
7	Ensure maintenance staff follow safety protocols, emergency repairs, and potential replacement	3.17	Practiced
8	Stay up-to-date on current maintenance trends and best practices through benchmarking and attending conferences, workshops, and seminars related to hospitality management	3.03	Practiced
9	Implement clear procedures for handling different maintenance tasks	3.14	Practiced
10	Clearly communicate with guests regarding maintenance activities, repairs or address their concerns	3.41	Practiced
11	Maintain detailed records of maintenance activities, repairs conducted, warranties, and equipment servicing schedules	3.34	Practiced

12	Implement predictive practices and techniques to reduce early risks, costs and service disruption	2.97	Practiced
	Overall Weighted Mean	3.14	Practiced

Table 6 presents a summary of the maintenance-related practices implemented by hostel managers. The data indicate that only one (1) practice was rated as highly practiced, while one (1) was assessed as moderately practiced. The majority of the identified practices, ten (10) in total, were categorized as practiced. The overall weighted mean of 3.14, interpreted as practiced, suggests that maintenance activities are generally carried out at a satisfactory level. However, the limited number of practices rated as highly implemented indicates that maintenance management may benefit from further strengthening. Enhancing preventive and systematic maintenance strategies could help elevate performance standards, improve facility conditions, and ensure more sustainable hostel operations.

F. Marketing and Promotion. Marketing and promotion are important components of hostel operation and management. This assist managers in attracting guest, increasing occupancy rate, as well as enhancing the general reputation of the facility. To reach a larger audience, the management may use several techniques, including digital marketing, social media involvement, and collaborations with online travel agencies. They may also use special offers such as discounts and loyalty programs. In addition, maintaining positive online reviews and using word-of-mouth marketing are crucial for building trust and reputation. The table below shows the summary results on the practices along marketing and promotion.

Table 7: Summary Results on the Practices of Hostel Managers along Marketing and Promotion

No.	Indicators	Weighted Mean	Description
1	Create a user-friendly website with high-quality photos showcasing your hostel's facilities and atmosphere	2.08	Moderately Practiced
2	Manage the hostel's web presence, including website, social media channels, and online booking platforms	2.60	Practiced
3	Create engaging content, such as blog posts, social media updates, and online ads, to showcase the hostel's unique offerings and attract potential guests	2.20	Moderately Practiced
4	Collaborate with online travel and bloggers to promote your hostel and attract new guests	2.49	Moderately Practiced
5	Maintain active profiles on popular travel booking platforms and social media channels like Instagram and Facebook	2.83	Practiced
6	Establish partnerships with local businesses and organizations for cross-promotional opportunities	2.24	Moderately Practiced
7	Stay up-to-date on industry trends and best practices in hostel marketing and promotion	2.66	Practiced
8	Respond promptly to both positive and negative reviews, addressing concerns and thanking guests for feedback	2.69	Practiced
9	Implement referral programs where current guests can earn discounts or rewards for referring friends or leaving reviews	2.38	Moderately Practiced
10	Train staff to be friendly, knowledgeable about the local area, and able to help guests plan their itineraries	3.07	Practiced

11	Network with travel agents and reach potential guests interested in exploring your destination	2.34	Moderately Practiced
12	Organize social events like group trips, movie screenings, or pub crawls to foster interactions among guests and create a lively atmosphere	2.34	Moderately Practiced
Overall Weighted Mean		2.39	Moderately Practiced

Legend: HP – 3.50–4.00; P – 2.50–3.49; MP – 1.50–2.49; NP – 1.00–1.49

Table 7 provides a summary of the marketing and promotional practices observed among hostel managers, showing a general lack of full implementation. The findings indicate that ten (10) practices were rated as moderately practiced, whereas only two (2) were considered practiced.

With an overall weighted mean of 2.29, classified as moderately practiced, the results suggest that most marketing and promotional efforts are only partially executed. This highlights a gap in proactive marketing strategies, underscoring the need for hostel managers

to enhance promotional activities to increase engagement, visibility, and overall competitiveness.

Effective management practices are essential in ensuring the efficiency and success of hostel operations. This study evaluates key management areas, including accommodation, safety and security, housekeeping, reservations, maintenance, and marketing and promotion. The table below summarizes the findings about the level of management methods used by hostel managers among SUCs in the Bicol region.

Table 8. Summary Results on the Level of Management Practices of Hostel Managers

Practices	Weighted Mean	Level of Management Practices
Accommodation	3.39	Practiced
Safety and Security	3.47	Practiced
Housekeeping	3.53	Highly Practiced
Reservation	2.56	Practiced
Maintenance	3.14	Practiced
Marketing and Promotion	2.29	Moderately Practiced

Table 8 presents the overall weighted mean and corresponding interpretations for six key variables in hostel operations. Among these, housekeeping received the highest mean score of 3.53, indicating it is highly practiced across most hostels in the State Universities and Colleges (SUCs) of the Bicol Region. Safety and security ranked second with a mean of 3.47, interpreted as practiced, reflecting a strong emphasis on guest protection and well-being. Accommodation followed closely with a mean of 3.39, also rated as practiced, suggesting consistent implementation in hostel operations.

Maintenance obtained an average score of 3.14, classified as practiced, indicating it is sufficiently applied but with potential for further enhancement.

Reservation practices scored 2.56, also rated as practiced, implying moderate adherence and room for improvement in managing bookings effectively. Finally, marketing and promotion received the lowest mean of 2.29, interpreted as moderately practiced, highlighting it as the least prioritized area among the six operational variables. Overall, the results reveal that while core operational practices such as housekeeping and safety are well-established, areas like reservation and marketing require greater attention to achieve more balanced and effective hostel management.

IV. CONCLUSION

Housekeeping, safety and security, and accommodation are the three hostel management

practices that are most frequently used in state universities and colleges, according to the study's findings. With a mean score of 3.53, housekeeping comes in first, followed by safety and security with a mean of 3.47, and accommodation with 3.39. However, the procedures of marketing and promotion, maintenance, and reservations received lower ratings. With a mean of 3.14, maintenance comes in at number four, and reservation comes in at number five with a mean of 2.56. Both are regarded as being practiced. With a mean score of 2.29, marketing and promotion came in last, indicating that they are moderately practiced. This suggests that while certain areas, particularly housekeeping, safety, and accommodation, are being effectively managed, there is room for improvement in the practices related to maintenance, reservation, and marketing and promotion.

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