



TRENDS AND ISSUES OF HOTEL INDUSTRY IN CALABARZON: INPUT TO TOURISM AND HOSPITALITY DEVELOPMENT PLANNING

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ABSTRACT

The hotel industry is diverse for individuals to work in the different components and field of interest employed in the accommodation industry. The trend of hospitality and tourism is global. It tackled the current trends and issues of hotel industries with regard to lifestyles, brand, food supply chain, technology and rules and regulations so with challenges and problems. It ascertained the significant difference of the based on the assessments of the three groups of respondents. The study focused on the profile of the hotel relative to forms of business organization, classification, years in business and number of employees. The study is quantitative in nature utilizing descriptive method and purposive sampling to its 210 respondents such as tourists, hotel owners and employees in CALABARZON region using validated questionnaire dealt with Cronbach's Alpha. It observed the ethical consideration and statistical treatment of data using frequency, percentage, weighted mean, ranking and F-Test. Results revealed that the profile of hotels varies where its current trends were sharply observed as growing and competitive, and there is a great extent of existence of challenges and problems in the hotel industry. There is a significant difference in the current trends and challenges when group according to profile. The proposed input to tourism development planning may be helpful to the industry.

Keywords: Hotel Industry, Current Trends, Quantitative Research, Philippines