



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

**DR. JENNIFER ZORRILLA HERNANDEZ**

<https://orcid.org/0000-0002-6751-1337>

Batangas State University

\_jhennie\_hernandez@yahoo.com

### ABSTRACT

*Hotel business is considered a major part of the tourism industry globally, and it is currently within the wing of dynamic advancement and development. The study focused on the current trends in the hotel industry with regard to lifestyles, brand, food supply chain, technology and rules and regulations. It ascertained the significant difference on the assessment of the respondents. It tackled the issues encountered by the hotel industry and proposed a tourism and hospitality development plan. A quantitative method utilizing descriptive method was used in gathering needed data through survey questionnaire and qualitative approach stressed on the structured interview and focus group discussions. The profile of the hotels relative the forms of business organization, classifications, years in the business, number of employees and purposive sampling was considered to its respondents such as hotel owners/administrators, hotel employees and hotel guests in the selected hotels in CALABARZON region. Analysis of variance, frequency, percentage, weighted mean, and Scheffe Method were applied statistically. Majority of the respondents assessed the profile of the hotel as corporation, classified as one star hotel, 6 to 10 years and with 25 and below number of employees in the hotel. The respondents assessed the hotel industry trends in relation to lifestyle, branding, food chain supply, technology and rules and regulations as evident. There is a significant difference on the assessment of the hotel owners, employees and tourists on the hotel trends. The respondents assessed the issues encountered by the hotel industry as evident.*

*Keywords: Hotel Industry, Trend, Issues, Descriptive Method, Philippines*

### INTRODUCTION

Hotel business is considered as a major part of the global tourism industry and it is presently within the wing of dynamic progress and improvement which is huge due to the influx of travel both locally and internationally. It is a fast-growing sector in the economy as reflected in its multi-billion-dollar amount earned. This business is indeed exciting, never lackluster and extends various opportunities locally and internationally. With the diversity of the people, this business requires a workforce from various fields and areas

of interest. The hotel industry encompasses not only one country but also across countries throughout the globe.

Apparently, most of the modern hotels provide refined quality service management to their clients. It is a venue where guests can relax and most of the time is visited by travelers across the globe. Hotel guests want to experience a favorable ambiance depending on the process for which they visit hotel such for parties and reception, celebrating anniversaries, business conventions, meetings, seminars and others. It is very ideal, most especially for those who are

**P – ISSN 2651 - 7701 | E – ISSN 2651 – 771X | [www.ioer-imrj.com](http://www.ioer-imrj.com)**

*Proceeding of the Asia – Pacific E- Conference on Multidisciplinary Research (APECMR) 30 – 31 January 2021*  
HERNANDEZ, J.Z., *Trends and Issues of Hotel Industry in CALABARZON: Inputs to Tourism and Hospitality Development Planning*, pp. 118 - 126



seeking a convenient and accessible place in holding different events.

On the other hand, as stressed by Shead (2014) of the ASEAN Briefing's Philippines Correspondent, the hotel industry in the Philippines is expected to grow and sustain over the next five years, although a decline in hotel occupancy rates in the first half of what is forecasted. Hotel occupancy rates in Manila slipped to an average of 68 percent in the first half of 2016, lower than occupancy rates the previous year, however still better than in other ASEAN countries. Hotel chains continue to pursue their respective expansion projects.

According to the Tourism Act of 2009 (RA 9593) Section 2, the state declares tourism as an indispensable element of the national economy and an industry of national interest and importance that will continue to mold an enhanced sense of national pride for all Filipinos. It also recognizes sustainable tourism development as integral to the national socioeconomic development efforts to improve the quality of life of the nation in providing the appropriate attention and support for the growth of the industry. Consequently, the considerations signify the formation of quality standards and organized mechanism measures through the involvement of the government sectors that will definitely lead to a great impact of the hotel industry development and further improvements.

In this regard, the researcher looked into these issues and challenges encountered by hotel industries in CALABARZON relative to its management that may lead to positive or negative results. To meet the quality standard of the hotel, these trends, issues, and challenges have been concretized for effective and sustainable management. The researcher being a tourism industry official and stakeholder dealt into utilizing the result of the study to create CALABARZON's tourism and development planning, focusing solely on hotel industries.

The hotel industry in the Philippines has been steadfast in its contributions to the entire economy with the influx of technology and the world trend for the provision of quality service to its target market. The implementations of International Organization for Standardization

standards and total quality management have developed the industry toward becoming more competitive and effectively servicing its stakeholders.

In the 2018 ranking of cities and municipalities, out of 75 entries, Rizal from Region 4A ranked first, Laguna- Region 4A as second, Cavite- Region 4A as fourth, Batangas Region 4A as ninth from the top 10. This indicates that hospitality industries in CALABARZON have been observed to grow along with the trends and issues brought by economic challenges, political scopes, and environmental concerns (CMCI, 2018).

Based on the result of the Department of Tourism accredited campaign, the growth of accredited hotel enterprise is recognized relative to the number of lodging institutions and employment opportunities (Ariate, 2019). With regard to the improved ranking of Region IV-A, the local government units facilitated the continuous trainings and orientations reflected on the Cities and Municipalities Competitiveness Index (CMCI). It helped to develop various forms of systems and approaches to attract more investors in gaining more opportunities for the locals. In recognizing the tourism and hospitality industry in Region IV-A, there are still problems observed along the way in relation to sustainable tourism and hotel practices together with current hospitality resources required in optimizing community advantages and its proper utilization for future sustainability.

Guests expect a hotel to be their home away from home. As much, the hotels should focus on best strategic management to be able to deliver quality services to their clientele. Consequently, they can contribute to boost the economy of the region as well as they can provide employment opportunities for residents in the area. In this sense, it is very significant to utilize authentic trends and issues in the hotel industry in CALABARZON as input in crafting the tourism and hospitality development planning.

## OBJECTIVES OF THE STUDY

The study aimed to develop tourism and hospitality plan for CALABARZON based on the determined trends and issues in hotel industries.



Specifically, it sought answers to the following objectives:

1. To determine the current trends in hotel industry as assessed in terms of lifestyles, brand, food supply chain, technology and rules and regulation;
2. To ascertain the significant difference in the assessment of owners, employees and tourists of the hotel industry;
3. To assess the issues encountered by the hotel industry, and
4. To propose a tourism and hospitality development plan on the basis of the analysis.

## METHODOLOGY

The descriptive research design was used in this investigation through quantitative and qualitative approach. As mentioned by Fox and Bayad (2007) that descriptive method aimed at casting light on current issues or problems by means of processing data collection that enables to describe the situation more completely that was possible without employing this method. This study applied the descriptive method of research that was utilized as a tool in this investigation in order to determine the tourism and hospitality development plan in CALABARZON region. Hence, the proponent believed that this approach is fitted and appropriate to the current investigation that concerned about the nature of the status of the hotel industry.

The quantitative method involved a field survey utilizing structured questionnaires in assessing the hotel trends and issues in CALABARZON region leading to evaluate and determine the tourism and hospitality development plan. A quantitative research applied in this study is the process of collecting and analyzing numerical data from the respondents. It was utilized to find and make patterns and averages, test the differences and generalize results to wide scope.

Qualitative methods included the conducted focus group discussions among stakeholders. This enabled the researcher to determine other features for the hospitality development plan. It was used to gather in-depth

insights into a problem in generating new ideas for the variables used in the objective of the study.

The investigation involved three groups of research participants utilizing the random sampling. The respondents of the study were hotel owners/administrators, hotel employees and the hotel guests in CALABARZON region. The researcher used in the survey of the 20 hotel owners/administrators, 100 hotel employees and 90 guests of the hotels in CALABARZON region who agreed to become respondents of the study. In summation, there were 210 participants from whom first-hand data were gathered. The group of respondents was composed of stakeholders in CALABARZON region involved in hotel industry and performing hotel related activities.

Interview was also utilized in gathering supporting data included in the main instrument. To make it more substantial, the interview guide questions was made for this reason. Focus group discussion was also conducted by convening selected participants to discuss various issues relative to variables incorporated in the statement of the problem.

After the approval of the concerned hotel owners in the hotel in CALABARZON region, a letter of request was extended to the different departments and concerned offices who served as the respondents of the investigation. The self-made approved validated survey questionnaire was distributed to gather pertinent information needed in the study. Survey questionnaire served as the main instrument in administering the needed data based on the perception of the respondents relative to hotel profile, hotel trends and issues. Interview and focus group discussion were utilized and conducted for the credibility of this research work.

Through the support of the research assistant, the proponent administered and distributed the questionnaires as the proponent personally met the respondents. The gathered data were prepared for the process of tallying, treating needed statistics, tabulating and finalizing data. The information gathered was classified and tabulated ready for analysis and interpretation of the study.



The statistical tools were utilized to answer the questions in this research through the aid of computer applications. The Frequency count and percentage were used to determine the demographic profile of the respondents. The weighted mean was applied to show the point of scale which the scores tend to group themselves. It is the value that best represents the whole distribution. In this study, it was utilized to determine the average and the respondents' assessments on the hotel trends and issues in CALABARZON Region. The Analysis of Variance and Scheffe Method utilized to determine the significant difference in the respondents' assessment on the hotel trends.

## RESULTS AND DISCUSSIONS

### 1. Current Trends in Hotel Industry

The current trends of hotel industries in CALABARZON region with regard to lifestyle, branding, food chain supply, technology and rules and regulations were rated by various respondents such as hotel owners/administrators, hotel employees and hotel guests. These are discussed in this particular section of the study.

**1.1 Lifestyle.** This section presents the assessment of hotel trends in CALABARZON relative to lifestyle. The lifestyle factors measured in the study were considered by the respondents as evident in the hotels in CALABARZON as indicated by the composite mean of 2.95.

According to Fawaz (2015) that lifestyle in the hotel properties is pursuing to diverge from the standards by extending surprising facilities and amenities. In this sense, the conception of exciting and scheme driven culture prompts an air of resourcefulness, creativity and adhere to the anticipation of the novel developing segments.

There were different expectations on the company's location/places which got the highest weighted mean of 3.29 and interpreted as evident. It indicates that the result of the study is evident where the respondents justified their different expectations to the location of the hotel businesses. According to Fulgar (2019), the hotel

guests' expectations of its places are often described as innovative while giving contemporary personal service experience that provides unique engagement from the time guests come to the place, the views that captivate them down to the concept designs they have observed with the place.

**1.2 Branding.** Hotel branding sets standards not only for the sake of meeting the expectation of the guests but more beyond the experience that they can enjoy during their stay that can affect the value placed on the accommodation of patronizing guests.

The composite mean of 2.96 shows that branding is evident among hotels in CALABARZON. This means that hotels in the region is into the practice of branding—that is, they provide consumers a better knowledge of marketing practice in the form of words, symbols, and designs that they may be differentiated from their competitors.

The most evident practice with a mean of 3.81 was that the hotels were using the social media to build their brands or names. This indicates that the result was highly evident in the brands that realized the significance of social media as a platform of marketing channel dedicated to communicate with markets. It denotes that it will enable them to understand trends analysis and the behavior of the consumers that will enable to understand the expectations and needs in the hotel.

**1.3 Food chain supply.** Food supply chain in hotel business is specifically subtle and vulnerable as the components and constituents come from various resources that involve human interventions. It is confronted with the increase of customer's demand relative to food quality and sustainability. This section pertains to the assessment on hotel trends in CALABARZON with regard to food chain supply. Based on the table, it could be seen that the respondents rated the six items as evident in the food chain supply.

The obtained composite mean of 2.65 indicated that respondents have seen that the food chain supply as a hotel trend possessed evidently



on the customers' satisfaction as to hotel experience. It denotes that the result was evident with the aspect of food chain supply as part of the hotel trends where it increased globally. Nowadays that hotel businesses in CALABARZON region have to source various materials from the external traditional boundaries to sustain the competitiveness. According to the article of SBS and Company LLP (2017), it is stressed that the interconnectivity of the supply networks can bring quality of product that needs to be secured, which is dependent on the integrity of the entire chain basically from farm to fork.

The respondents rated that there was an emerging of food trend that emphasizes food that is fresh and convenient. It obtained the highest weighted mean of 3.17. It indicates that the result was evident with emergent trends in food focusing on freshness and convenience. As stressed in the article written in Axis Rooms (2020), convenience food is considered as the tertiary processed food, which is a prepared commercial food made for easy consumption. Based on the conducted interview, one respondent stressed that fresh food is highly perishable and poses a challenge in various existing supply chains that the maintenance of its quality of freshness will require more improved facilities to store it.

**1.4 Technology.** To improve innovatively the services in the hotel businesses, technology was utilized to help reduce costs in enhancing the operations of the hotel more effectively and efficiently in achieving customers' satisfaction. Through the use of technology, the trends in hotel businesses in the CALABARZON area and its guests can benefit based on the improved reservation, communication as well as the guest service approach. This section reflects the assessment on hotel trends in the CALABARZON region with regard to technology. With reference to the responses of the respondents, they noted those four items of their assessment of the hotel trends with regard to technology to be highly evident and the other two items as evident.

As manifested on the table, the respondents described the hotel trends relative to technology as evident. Summing up, the

composite mean of 3.48 showed that the result was evident that the technology is indeed applied as part of hotel innovations considered as evident. It indicates that the technology in hotels extends the advanced fast pace of innovation that changed the expectation of hotel guests and the approach in which the hotel business in CALABARZON region conducts its operation.

Topping the list, the respondents indicated that they were using social media such as Facebook, Twitter, and You Tube for promotional endeavors. It obtained a weighted mean of 3.97 and was interpreted as highly evident. It denotes that the result was highly evident that the social media is a powerful tool for media marketing as a way for hotel business of all aspects to reach customers and potential prospects where customers are already interacting with brands through the use of social media. As pointed out in the interview conducted, it has been emphasized by one of the respondents that the social platform such as Facebook, Twitter and YouTube can make great marketing tool in observing the utilization of technology and innovation applied in hotel industry which can bring remarkable success to hotel business, can make a devoted brand advocates and also motivation to lead in making more sales and revenue.

**1.5 Rules and Regulations.** The rules and regulations were considered part of guests' hotel registration as to agree in abiding the terms, procedures and conditions. It helps to promote the guests, safety and security and to ensure in enjoying the stay in the hotel being aware of the understanding between the hotel management and the guests. To provide guests safe, clear, secured and friendly hotel experience, hotel rules and regulations were established anchored to the standard management policy and operational procedures. This section presents the assessment of the respondents on the hotel trends relative to rules and regulations. The composite mean of 3.02 manifested that the rules found on the table are evident among the hotels in CALABARZON.

As presented in the section, topping the list the respondents indicated that they were implementing a Non Smoking Policy in the hotel



that obtained the weighted mean of 3.59 and interpreted it as highly evident. It indicates the result is indeed highly evident where smoking is obviously not allowed inside the hotel room. According to the conducted interview, the respondents mentioned that guests are encouraged to notify the front office department right away if they noticed an objectionable odors and smell of cigarettes. .

## 2. Significant Difference on the Assessment of Owners, Employees and Tourist of Hotel Industry

The responses of the hotel owners/administrators, hotel employees, and hotel guests were composed to determine the differences of their assessment and perceptions with regard to current trends in the hotel industry such as lifestyle, branding, food chain branding, technology and rules and regulations.

Analysis of variance or F-Test was used to test the given hypothesis of the study. Scheffe' Test was also utilized to ascertain the significant differences found in determining the pairs of respondents relative to different responses made.

As contained, the hotel owners, employees and tourists/guests differ on their responses regarding lifestyle, branding, food chain supply, technology and rules and regulations. Based on the P-Values which are all lowest than 0.05 level of significance, therefore, the null hypothesis is rejected. This indicates significant difference in the assessment of owners, employers, and tourist on the hotel industry current trends.

The three groups of respondents extended different answers on their responses relative to five variables on the hotel industry current trends. It indeed shows that the results justified the differences of the answers based on the perception of the hotel owners, hotel employees and hotel guests. It may be inferred that the attributes on the facts that the hotel owners/administrators and hotel employees have given the different ratings on their perception on the various indicators as compared to the higher ratings of the hotel guests/tourists. The finding of the study is similar to the investigation made by

Jayawardena (2013) stressing that the emphasis on the challenges which need rapid and high-class solutions still persevere in the situation of evident positive trends of the hotel industry. Thus, the hotel guests' participation in assessing the evidence of the hotel trends in CALABARZON region is very significant to determine the room for improvement relative to the hotel trends as to not leave behind with the hotel lifestyle, brand, food chain supply, technology, and observing the rules and regulations. In this sense, the creation of a positive image and good promotion can lead to the contribution in the development of the economy as to implement common standards for the hotel industry.

The tables 10-14 show the post hoc test based on the result of significant differences revealed in the study. Thus, the statistical treatment of utilizing Scheffe' method is observed to justify the rejection of null hypothesis presented in the investigation relative to hotel trends such as lifestyle, brand, food chain supply, technology and rules and regulations. It was used to ascertain the significant difference shown in determining the pairs of the respondents with regard to different responses completed.

## 3. Issues Encountered by the Hotel Industry

This section tackled the different issues encountered by the hotel industry in CALABARZON region. Based on the increasing competition in the hospitality industry, particularly in the hotel businesses, there were many challenges and issues affecting the success of the hotels. Collectively, several issues were faced by the accommodation industry that affects the customers' satisfaction and revenue. This section presents the respondents assessment on the issues encountered in the hotel industry by the respondents in CALABARZON region supported by a focus group discussion.

Based on the result, it could be seen that the respondents rated the seven items as mostly evident, two indicators as highly evident and one slightly evident. The composite mean of 2.85 showed that their respondents have seen the different hotel challenges and issues with regard to



the hotel business and interpreted as evident. It denotes that the challenges in hotel industry is considered unique but it has a common denominator which might be frustrating in the end for the guests wishing to overcome some of those problems and issues involved in the hotel industry. Based on the conducted focus group discussion, one of the members stressed that the high influx of travelers made the tourism industry a very worthwhile business that invariably offering something unique to offer to their clients in every age.

The organic vegetarian meals are quite expensive have the highest weighted mean of 3.91 and interpreted as highly evident and ranked first among the 10 items. It indicates that the result was highly that such organic food is indeed expensive wherein much of the increased cost of such happens due to the short-term possibilities of risk and the observed up front commercial investment needed for the production of the organic food is quite high. Based on the conducted focus group discussion that the organic food usually carries a higher price than the conventional counterpart, the reason meals in the hotel also marked higher cost where specific hotel guests are willing to pay.

#### **4. Hotel Trends and Issues in CALABARZON: A Proposed Tourism and Hospitality Development Plan**

The researcher utilized the hotel trends and issues in CALABARZON region as an input for tourism and hospitality development plans. The respondents rated the status of hotel trends relevant as evident. Apparently, there were differences being specified and indicated in the assessment of the respondents, consequently, there is need for improvement to the hotel industries relative to their daily operations in CALABARZON region in extending total quality management service in achieving guaranteed customer satisfaction not only focusing on the profit to be earned on part of the accommodations' owners.

The tourism and hospitality development plan proposal tackled the various concerns with regard to the hotel trends and issues in

CALABARZON region. Consequently, the said proposed plan will surely assist in extending solutions to the observed challenges revealed in the result of the investigation towards the big possibility of implementing the above-mentioned proposal

Relative to the trends of the hotel industry, the weakest point based on the findings of the study-based hotel lifestyle is the indicator conveying that it promotes less expensive trips preferably to spend less on food, shopping etc. On the other hand, in relation to hotel branding, the least mean score was the indicator conveying decoupling by separating back of the house from front of house activity in place and time, when it comes to hotel food chain supply, the indicator with the least mean conveyed that they also offer healthy and physical performance enhancing energy food. With regard to hotel technology, the indicator with the lowest mean conveyed that they had applied the use of the internet to increase mobile research. Finally, relative to hotel rules and regulations, the indicator with the lowest mean conveyed that they implement health and safety law that involves food security, food traceability and healthy lifestyles.

On the other hand, the lowest point based on the findings with regard to hotel issues or problems conveyed its weakest indicator pertaining to the misuse of the brand that greatly affects the branding. The above-mentioned indicators were taken into consideration relative to the specific objectives of the plan elements included in the hotel development plan. With regard to the output of the study, the tourism and hospitality development plan proposal was in accordance with the Department of Tourism development plan under the current administration. It is anchored with a strategic plan dealing with the enhancement and improvement of the hotel industry and its growth and development inclined with the stakeholders.

The exerted effort was taken into consideration to sustain the consolidations of the improvements made and to embrace the original standpoint in discovering great chances and prospects extended to various interested parties. The proposed plan is incorporated on the vision



highlighting the development of competition globally, corporate social responsibility and sustainable growth and development in promoting further the hotel industry in contribution to strengthen the foundation of trust of different stakeholders.

Involved were the hotel concerns and its objectives anchored with the weakest indicator based on the findings of the study for hotel trends and issues. The objective and target based on the findings, strategic program activity, performance/success indicator, lead responsible and implementing bodies, time frame and indicative budget are also defined to present evidently the different concern stakeholders, estimated schedules and the necessary budget coming based on the initiative of different concerned offices and departments in the proper allocation of sources fund leading to the implementation of the proposed tourism and hospitality development plan.

## CONCLUSIONS

Based on the given findings, the subsequent conclusions are drawn in the study.

1. The respondents assessed the hotel industry trends in relation to lifestyle, branding, food chain supply, technology and rules and regulations as evident. It is hereby concluded that technology is the most evident among the hotel trends that emphasized on the use of social media like Facebook, Twitter and YouTube for promotional endeavor.
2. There is a significant difference in the assessment of the hotel owners, employees and tourists on the hotel trends.
3. The respondents assessed the issues encountered by the hotel industry as evident pertaining to the implementation of Non-Smoking Policy.
4. A tourism and hospitality development plan was proposed so the hotel business policy makers can utilize the commended method for the improvement and development of hotel industry in the CALABARZON region.

## RECOMMENDATIONS

The following are the drawn recommendations of the study:

1. The Department of Tourism officers, staff and administrators may utilize the study by conducting public forums and conferences focusing on the hotel industry that will tackle the hotel trends and issues to increase.
2. The CALABARZON region economic planners and investors should focus their concentration on the sustainability of their tourism and hospitality industry and to continue monitoring their accommodation sectors to be more competitive and advantageous in extending quality service management to their guests.
3. The proposal relative to the hotel industry development plan may be offered and extended first to other concerned hospitality industry and its sectors for their thorough review as to take constructive criticisms and suggestions for the betterment of the content before submitting to the concerned hotel industry establishments.
4. The information on hotel trends and issues in CALABARZON region may be utilized to be a reference in promotional resolutions, program and project schemes for assistance extended by different private and public sectors involved.
5. Future researchers may conduct similar investigations in collaboration with tourism and hospitality educators, industry proponents interested to make a parallel investigation in various locales and different points of reference.

## REFERENCES

- Ariate, Mary Deemle D*, NEDA Region IV-A | October 25, 2019  
<http://calabarzon.neda.gov.ph/2019/10/25/calabarz>



on-lgus-receive-top-awards-during-the-7th-regional-competitiveness-summit/

Axis Rooms, The Importance of Supply Chain Management in Hospitality (2020) <https://www.axisrooms.com/supply-chain-management/>

Cities and Municipalities Competitive Index (2018) <https://cmci.dti.gov.ph/>

Fawaz, Zeina, R., (2015) Hoteliers, Hotel, Travel and Hospitality News, Lifestyle Hotels, <https://www.4hoteliers.com/features/article/9005> Accessed: July 11, 2020

Fox and Bayad, Business Research Methodology (2007). <https://research-methodology.net/descriptive-research/> Accessed: July 19, 2020

Fulgar, J.I.L., (2019) Why convert your property into a lifestyle hotel, Philippine Daily Inquirer / 2019 <https://business.inquirer.net/279950/why-convert-your-property-into-a-lifestyle-hotel#ixzz6RnxhnF2R>

Jayawardena, C.(., McMillan, D., Pantin, D., Taller M. and Willie, P. (2013), "Trends in the international hotel industry", Worldwide Hospitality and Tourism Themes, Vol. 5 No. 2, pp.151 163. <https://doi.org/10.1108/17554211311314100>

Republic Act 9593: Tourism Act of 2009. <https://www.officialgazette.gov.ph/2009/05/12/republic-act-no-9593-s-2009/>

SBS AND COMPANY LLP. (2017), Significance of SupplyChain Management in Hospitality Industry, <https://www.sbsandco.com/blog/significance-of-supply-chain-management-in-hospitality-industry>

Shead, Bob, Tourism Industry in the Philippines (2017) <https://www.aseanbriefing.com/news/tourism-industry-philippines-part/>

## AUTHORS' PROFILE

**Dr. Jennifer Zorrilla Hernandez**, graduated with the degree of Doctor of Business Administration at Batangas State University, Philippines. She was



an alumnus of Pamantasan ng Lungsod ng Pasay for the degree of Master in Public Governance. She also finished the Bachelor of Science in Tourism at the Polytechnic University of the Philippines. The author was a former professor in De La Salle University Dasmariñas and Lyceum of the Philippines University in Cavite and a former owner of a travel agency in Dasmariñas City. The author is also a research advocate, adviser, and panel in various colleges and universities. She is a research enthusiast in attending various conferences local and international.

## COPYRIGHTS

*Copyright of this article is retained by the author/s, with first publication rights granted to IIMRJ. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution - Noncommercial 4.0 International License (<http://creativecommons.org/licenses/by/4>).*