

COMPARATIVE STUDY ON HOSPITALITY MANAGEMENT INSTRUCTORS' TEACHING COMPETENCE AND STUDENTS' PERFORMANCE IN THE HOSPITALITY INDUSTRY

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ABSTRACT

The College of Management and Technology offers a program of Bachelor of Sciences in Hospitality Management. It is a course program that delivers education to people who are interested to establish a career in the hospitality industry. The program is related to the fields of hospitality and tourism education which equip students with competencies that are needed to execute operational tasks and management functions in food production, accommodation, food, and beverage service, tourism planning and product development, events planning, transportation services, travel, and tour operations and other emerging sectors of hospitality and tourism industry. Accordingly, the researcher aimed to determine the teaching competencies of the hospitality management instructors in relation to the performance of the students in the hospitality industry. The study utilized the descriptive-quantitative research design and survey questionnaire method. A comparison of means was employed too. Findings revealed that the Hospitality Management Instructors are well equipped with the teaching competencies required for the students to perform in the hospitality industry in accordance to the industry standards. The results of the study are helpful to the department in further enhancing the competencies of its instructors to deliver quality education to its students.

Keywords: Hospitality Management, Hospitality Education, Hospitality Industry, Teaching competence

INTRODUCTION

Hospitality management is a highly competitive sector, fast-changing and vital, therefore the best and only exceptional professionals prosper in this field. For one to be the best in hospitality management, one must engage to one of the best universities and state colleges offering Hospitality management.

In recent years, there has been significant growth in the number of higher education bachelor of science in hospitality management in Zamboanga City. As a result, the demand for qualified instructors to fill academic vacancies at

the State College and University level has increased proportionately.

Current studies indicate that new hospitality faculty who have entered the academe within the last 10 years have very limited industry experience, often equating to only one or two years, and are frequently as a result of internship programs. Learning is an individual process from which the professor can be the source of every student. Learning from their own personal experience is also one of the results of learning.

The outcome of every education is extended to which student, professor, or university has achieved their standard educational goals. The impact of this is whether the learning process or

academic performance is done with an output. The welfare of the faculty members is utmost importance to the higher education institution wherein they provide the core objective in delivering instruction which is the lifeblood of the academe. The commitment and dedication of the teachers manifest through their teaching performance (Bay, An & Laguador, 2014; Laguador, De Castro & Portugal, 2014; Laguador & Alcantara, 2013).

The core components of this study are about the teaching performance of hospitality management faculty members and the students' performance in the hospitality industry: a basis for intervention among selected students in Zamboanga State College of Marine Sciences and Technology, Zamboanga City, Philippines. New studies can be conducted on this topic to analyze the impact and its importance.

This study was conducted to ascertain the efficiency of professors' core competencies in relation to their creative teaching performance (Aguado et al., 2015; Laguador & Agena, 2013). The research also presents a responsive relationship with students' performance in the hospitality industry, which is important for teachers' creative teaching intervention. This study can also be an effective tool for developing and improving the teaching performance of Hospitality Management instructors in Zamboanga State College of Marine Sciences and Technology.

OBJECTIVES OF THE STUDY

The study ascertained the teaching competence of hospitality management instructors and the students' performance in the hospitality industry. More so, it sought to fulfill the specific objectives are as follows:

1. Determine the level of hospitality management instructors' teaching competence in terms of:
 - 1.1. Educational Qualification
 - 1.2. Trainings
 - 1.3. Professional Licenses
 - 1.4. Work Experience
 - 1.5. Research Studies
 - 1.6. Teaching Strategies

2. Ascertain the level of students' performance in the hospitality industry.
3. Determine the significant relationship in the students' performance in the hospitality industry in terms of gender.

METHODOLOGY

The study focused on the hospitality management instructors teaching competence and the student's performance in the hospitality industry. The study was conducted at Zamboanga State College of Marine Sciences and Technology, particularly to the Bachelor of Science in Hospitality Management 3rd year students school year 2021-2022.

The study utilized the descriptive-quantitative research design. It is descriptive because it described the hospitality management instructors teaching competence and as well as it measured the significant relationship to the student's performance in the hospitality industry.

According to Hopkins (2008) that quantitative research aim is to determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population. Quantitative research designs are either descriptive (subjects usually measured once) or experimental (subjects measured before and after treatment). A descriptive study establishes only associations between variables. The purpose of the quantitative approach was to avoid subjectivity by means of collecting and exploring information that describes the experience being studied.

The researcher utilized non-probability sampling. The researcher used a purposive sampling design since it specifically targeted the Hospitality Management Instructors and the 3rd year BSHM students of Zamboanga State College of Marine Sciences and Technology.

The study utilized the survey questionnaire method which consists of a series of questions for the purpose of gathering information from the students with the permission of the school and the dean of the respected college. It was guided by appropriate research ethics and guidelines. Primary and secondary data were used in this study. Consent from the instructors and students



were taken. The confidentiality of the data gathered was properly ensured and the privacy of the respondents' information was properly exercised.

Lastly, the researcher followed the guidelines in the data gathering procedure set by the Institution in the conduct of the study. The researcher sought permission from the office of the President of the Zamboanga State College of Marine Sciences and Technology and as well as the Dean of the College of Management and Technology. After the permission was given, the researcher identified the 3rd year BSHM students to be the main focus of the study.

RESULTS AND DISCUSSION

1. Level of hospitality management instructors' teaching competence

1.1. In terms of Educational Qualification

Table 1
The level of hospitality management instructors teaching competence in terms of Educational Qualification

Statement	Mean	Verbal Description
Educational Qualification	4.90	Very High
Total	4.90	Very High

Table 1 shows the result of hospitality management instructors' competence in terms of educational qualification with respect to the statement "meet the educational qualification" generated the grand mean of 4.90 interpreted as "Very High" remarks. Moreover, each instructor attained the computed mean ranges from 4.21-5.0 interpreted as "very high" which manifests that, all instructors under the hospitality management program are qualified and met the standards in terms of educational qualification that suits the criteria for hospitality management program under CHED memorandum order. Furthermore, factors that instructors successfully attained satisfactorily remarks in terms of educational qualification should have attained a full-pledged master's degree in relation to the field of specialization.

1.2. In terms of trainings

Table 2 flashes the result of hospitality management instructors' competence in terms of trainings with respect to the statement "participated in trainings and professional development courses" generated the grand mean of 4.60 interpreted as "very high" remarks.

Table 2
The level of hospitality management instructors' teaching competence in terms of trainings

Statement	Mean	Verbal Description
Training 1	4.80	Very High
Training 2	4.40	Very High
Total	4.60	Very High

Moreover, each instructor under the hospitality management program is qualified and met the standards in terms of training that suits the criteria for the hospitality management program under the CHED memorandum order. Furthermore, factors that instructors successfully attained satisfactory remarks in terms of trainings should have participated in relevant trainings in relation to the field of specialization.

1.3. In terms of Professional Licenses

Table 3
The level of hospitality management instructors teaching competence in terms of Professional Licenses

Statement	Mean	Verbal Description
Professional Licenses	4.50	Very High
Total	4.50	Very High

Table 3 shows that the result of hospitality management instructors' competence in terms of Professional Licenses with respect to the statement "holds a professional license: civil service or TESDA licenses" generated the grand mean on 4.50 interpreted as "very high" remarks. Moreover, each instructor under the hospitality management program is qualified and met the standards in terms of Professional Licenses that suit the criteria for the hospitality management program under the CHED memorandum order.



Furthermore, factors that instructors successfully attained satisfactory remarks in terms of professional licenses should have passed the relevant professional licensure exams in relation to the field of specialization.

1.4. In terms of Working Experience

Table 4 presents that the result of hospitality management instructors' competence in terms of Working Experience with respect to the statement "has an actual work experience in the industry of hospitality management" generated the grand mean on 4.30 interpreted as "very high" remarks.

Table 4
The level of hospitality management instructors teaching competence in terms of Working Experience

Statement	Mean	Verbal Description
Working Experience	4.30	Very High
Total	4.30	Very High

Moreover, each instructor under the hospitality management program is qualified and met the standards in terms of Working Experience that suits the criteria for the hospitality management program under the CHED memorandum order. Moreover, factors that instructors successfully attained satisfactory remarks in terms of working experience.

1.5. In terms of research studies

Table 5
The level of hospitality management instructors teaching competence in terms of Research Studies

Statement	Mean	Verbal Description
Research Studies	4.20	High
Total	4.20	High

Table 5 highlights that the result of hospitality management instructors' competence in terms of research studies with respect to the statement "participated/conducted research in the

field of hospitality management" generated the grand mean of 4.20 interpreted as "high" remarks. Moreover, each instructor under the hospitality management program needs to conduct research studies in relation to the field of specialization.

1.6. In terms of teaching strategies

Table 6
The level of hospitality management instructors teaching competence in terms of Teaching Strategies

Statement	Mean	Verbal Description
Teaching Strategies 1	4.30	Very High
Teaching Strategies 2	4.70	Very High
Teaching Strategies 3	4.80	Very High
Teaching Strategies 4	4.40	Very High
Teaching Strategies 5	4.90	Very High
Teaching Strategies 6	4.40	Very High
Teaching Strategies 7	5.00	Very High
Teaching Strategies 8	4.50	Very High
Teaching Strategies 9	5.00	Very High
Total	4.67	Very High

Table 6 illustrates that the result of hospitality management instructors' competence in terms of teaching strategies generated the grand mean of 4.67 interpreted as "very high" remarks. Moreover, each instructor under the hospitality management program met the standards in terms of implementing teaching strategies that suit the criteria for the hospitality management program under the CHED memorandum order. Additionally, instructors successfully attained satisfactory remarks in terms of implementing teaching strategies.



2. Level of students’ performance in the hospitality industry

Table 7
The level of student performance in the hospitality industry

Statement	Mean	Verbal Description
Students’ Performance 1	4.22	Very High
Students’ Performance 2	4.17	High
Students’ Performance 3	4.37	Very High
Students’ Performance 4	4.17	High
Students’ Performance 5	4.15	High
Students’ Performance 6	4.21	Very High
Students’ Performance 7	4.31	Very High
Students’ Performance 8	4.17	High
Students’ Performance 9	4.21	Very High
Students’ Performance 10	3.97	Moderate
Students’ Performance 11	4.17	High
Students’ Performance 12	4.38	Very High
Students’ Performance 13	4.16	High
Students’ Performance 14	4.29	Very High
Students’ Performance 15	4.07	High
Students’ Performance 16	4.22	Very High
Students’ Performance 17	4.21	Very High
Students’ Performance 18	4.21	Very High
Students’ Performance 19	4.18	High
Students’ Performance 20	4.23	Very High
Total	4.20	High

Table 7 exemplifies that the result of students’ performance in the hospitality industry generated the grand mean of 4.20 interpreted as “high” remarks. Moreover, each student under the hospitality management program met the standards in terms of their performance in the hospitality industry that suits the criteria for the

hospitality management program under CHED memorandum order as well as the hotel and restaurant service standards.

3. The significant relationship in the students’ performance in the hospitality industry in terms of gender

Table 3
Significant relationship in the students’ performance in the hospitality industry in terms of gender

Variable	Sex	t-value	p-value	decision
Students’ performance in the hospitality industry	Male	4.44	2.75	0.007 Significant
	Female	4.11		

Table 8 exemplifies that there is a significant relationship between the students’ performance in the hospitality industry in terms of their respective genders.

CONCLUSIONS

Based on the findings, the following conclusions were drawn:

1. Hospitality Industry instructors of Zamboanga State College of Marine Sciences and Technology are highly competent on the six fields of teaching competencies.
2. The students’ performance in the hospitality industry is great. Students who were deployed in the field of expertise performed properly in accordance to the hotel industry standards.
3. The instructors of Zamboanga State College of Marine Sciences and Technology teaching in the fields of Hospitality Management are found to be highly competent.

RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. It is respectfully recommended to the College and the Institution to continue the good practice that is conducted by the Bachelor of Science in Hospitality Management Instructors in order to further improve the teaching standards imposed by the College.
2. It is respectfully recommended to the hotel chains and industry to continue the monitoring of the performance of the students of Zamboanga State College of Marine Sciences and Technology.

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recruiting trained and qualified instructors to institute good quality education to hone the performance of students in hospitality management.

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AUTHOR'S PROFILE



The author of this research paper hailed from Zamboanga City, Philippines. He completed a four-year degree course in Bachelor of Science in Hotel and Restaurant Management in 2012 and acquired a Master's Degree in Business Administration in the year 2016. He is currently connected with Zamboanga State College of Marine Sciences and Technology, a local state college in the city as a College Instructor and Community Extension Program Coordinator. This research is a Comparative Study on Hospitality Management Instructors' Teaching Competence and Students' Performance in Hospitality Industry. The author desires to raise awareness and bring to the academe's attention the significance of