
PROBLEMS ENCOUNTERED OF EMPLOYEE IN HOSPITALITY AND TOURISM INDUSTRY IN THE MUNICIPALITY OF NAVAL IN BILIRAN PROVINCE

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Abstract : Hospitality is about serving the guests to provide them with a feel-good effect. The guest is treated with utmost warmth and respect and is provided the best services. Hospitality is all about offering warmth to someone who looks for help in a strange or unfriendly place. It refers to the process of receiving and entertaining a guest with goodwill. The researchers used the descriptive method of research in order to determine the problems encountered by the employees since it involved collecting data in order to answer the questions concerning the status of the study. The study used mean and frequency percentage. Weighted mean was used for the analysis of the data. Based on the findings, the problems of employees in tourism and hospitality are bossy customers, delayed salary, and a lower rate of salary for the management problem. The study suggests that the management should pay on time so that workers will no longer feel tired of their work. In order to maintain trust and dedication towards the work of the employee, the management should provide good incentives that serve as their motivation.

Keywords: Hospitality industry, Tourism industry, Employee, major challenges

INTRODUCTION

The tourism and hospitality industry worldwide have been confronted with the problem of attracting and retaining quality employees. If today's students are to become the effective practitioners of tomorrow, it is fundamental to understand their perceptions of tourism employment. Tourism is a labor-intensive service industry and its success is dependent on the availability of good-quality personnel to deliver, operate and manage the tourist product Amoia & Baum, (1997). The growing importance of this sector is leading to issues surrounding the number of trained personnel available to fill the growing number of positions that are becoming available in the industry Ilagan et. al. (2020).

Hotel industry is a place often times visited by travelers and with a large number of people who love to rest and relax by lodging, attending reception parties, anniversary celebration, wedding, business meetings and seminars. They are looking for nice and convenient location where they can hold the event. By this, hotels are blooming in the country right now. Hotels can be classified into different categories or classes, based on their operational criteria. For example, the type of accommodation they provide, location of the property, type of services provided facilities and the client they cater. The hospitality industry includes a number of interrelated businesses—lodging properties, airlines, restaurants, cruise lines, car rental firms, travel agents, and tour operators, among others, and it is growing (scps.nyu.edu).

Hospitality industry was now one of the biggest employers in many western countries and a great number of communities depended upon it to provide quality work opportunities for students. According to the World Tourism Organization (WTO, 2005) publish statistics, hospitality industry has shown a rapid growth in an number of countries. From an international perspective, different researchers (Walsh & Taylor, 2007; Hoque, 1999a; Hoque, 1999) suggest that the retaining highly-educated staff is becoming a primary challenge for the hospitality because everything can be learned. However, you to possess certain attitudes and qualities for you to succeed. Riley et. Al (2010) claimed that the image of tourism and hospitality industry will, have a major effect on potential recruits' perceptions of the industry, which will impact on the quality and quantity of future staff.

In the Island Province of Biliran, all municipalities had already started taking investments on tourism and hospitality industry. They are Naval, Almeria, Kawayan, Culaba, Caibiran, Cabucgayan, Biliran and Maripipi. The province has a lot of tourism attractions and activities to provide and standard hotel and restaurants to offer. From soft to hard adventure, the province can provide tourists the experience they want from a tropical island.

However, the paper focused its study lens on Naval. The Municipality of Naval is the capital of the province. The Municipality of Naval is the capital of the province. Main commerce activities occur in Naval for the town happens to be the business center of the island province and is the stop-point for most tourists. The municipality has different establishments like hotels and restaurants where we can observe employees are working and can identify their loyalty and engagement to their work. It is also a center of job-seeking where number of employees are working on different industry.

Nonetheless, on the concern of the problems in tourism and Hospitality industry, the purpose of this study was to determine common problems in Hospitality and Tourism Industry where we can observe number of employees are working. In order to know problems in Problems Encountered of Employee in Hospitality and Tourism Industry in the Municipality of Naval in Biliran Province

tourism and hospitality industry, the researcher conduct this study to provide suggestions and recommendations on the problems they encountered. This study helped spring-board more studies on tourism and hospitality problems in the town and in the province at large.

This study generally aims to determine the problems encountered by the employees in tourism and hospitality industry in order to provide recommendations for the improvement of hospitality and tourism industry.

This section presents various theories lifted from different sources that provide strong bases and support in answer to the questions posed which the study intends to address.

Theoretical Framework. This study is anchored on the theory propounded by different authorities: supported by some well-known authority

The study is anchored on the theory of William A. Kahn in 1990 (Academy of Management Journal). Kahn's research on personal engagement and disengagement at work tested the factors at work which contribute to engagement and disengagement. He found that the individual and contextual sources of meaningfulness, safety, and availability had a significant impact on engagement.

The needs-satisfaction framework is first reflected in Kahn's (1990) definition of engagement. Kahn (1990) supposed that employees are more engaged in their work, when three psychological needs are satisfied: meaningfulness (sense of return on investments of self in role performance), safety (sense of being able to show and employ self without fear of negative consequences to self-image, status, or career), availability (sense of possessing the physical, emotional, and psychological resources necessary for investing self in role performances). When the organization fails to provide these resources, individuals are more likely to withdraw and defend themselves from their roles. Meaningfulness is influenced by the nature of the job; that is, its tasks, roles, and work interactions.

Psychological safety is mainly influenced by the social environment; that is, by interpersonal relationships, group and intergroup dynamics, management style and process, and organizational norms. Finally, availability depends on the personal resources that people can bring to their role performance, such as physical energies, emotional energies, insecurity and outside life.

Employee engagement is also affected by Job Demands-Resources Model (Salanova et al., 2005; Bakker et al., 2005; Hakanen et al., 2006; Schaufeli et al., 2009; Xanthopoulou et al., 2009; Crawford et al., 2010; Salminen et al., 2014). Job Demands-Resources (JD-R) model believe that different organizations may be confronted with different working environments, but the characteristics of these environments can be always classified in two general categories—job demands and job resources—thus constituting an overarching model that may be applied to various occupational settings, irrespective of the particular demands and resources involved. Job demands refer to those physical, psychological, social, or organizational aspects of the job that require sustained physical and/or psychological (cognitive and emotional) effort and are therefore associated with certain physiological and/or psychological costs.

Examples are a high work pressure, role overload, poor environmental conditions and problems related to reorganization. Job resources refer to those physical, psychological, social, or organizational aspects of the job that are either/or: (1) functional in achieving work

goals; (2) reduce job demands and the associated physiological and psychological costs; (3) stimulate personal growth and development (Bakker et al., 2003). Thus, the JD-R model can explain the assumption that employees are more likely to engage with their work when they get job-related resources from the organization.

A stronger theoretical rationale for explaining employee engagement can be found in social exchange theory (SET). Levinson (1965) stated that employment is a transaction between labor, loyalty and actual interest, and social rewards. To a certain extent, the relationship between employee and employer is suitable for reciprocity, in which a request for return will lead to beneficial results to both parties no matter who gain the preferential treatment.

Masterson et al. (2000) proposed that one party expects a return in the future after contributing or providing services to the other party. At the same time, the party that gets something of value will produce a sense of responsibility to return the other party. For individuals who have helped them, employees will actively give a return to gain more benefits in the future. Many scholars analyzed the relationship between organization and members based on social exchange theory. Employees are loyal to the organization and work hard in exchange for economic benefits and social rewards, establishing the organization-employee relationship.

Conceptual framework. The different variables were considered in conceptualization of this study. The dependent variables covered the demographic profile of the respondent in terms of age, sex, civil status, educational attainment, industry position; and years of service. The independent variables are the problems encountered by the tourism and hospitality industry with the employee to customer, employee to employee, and; employee to management. Figure 1. Shows the schema/diagram of the conceptual framework of the study.

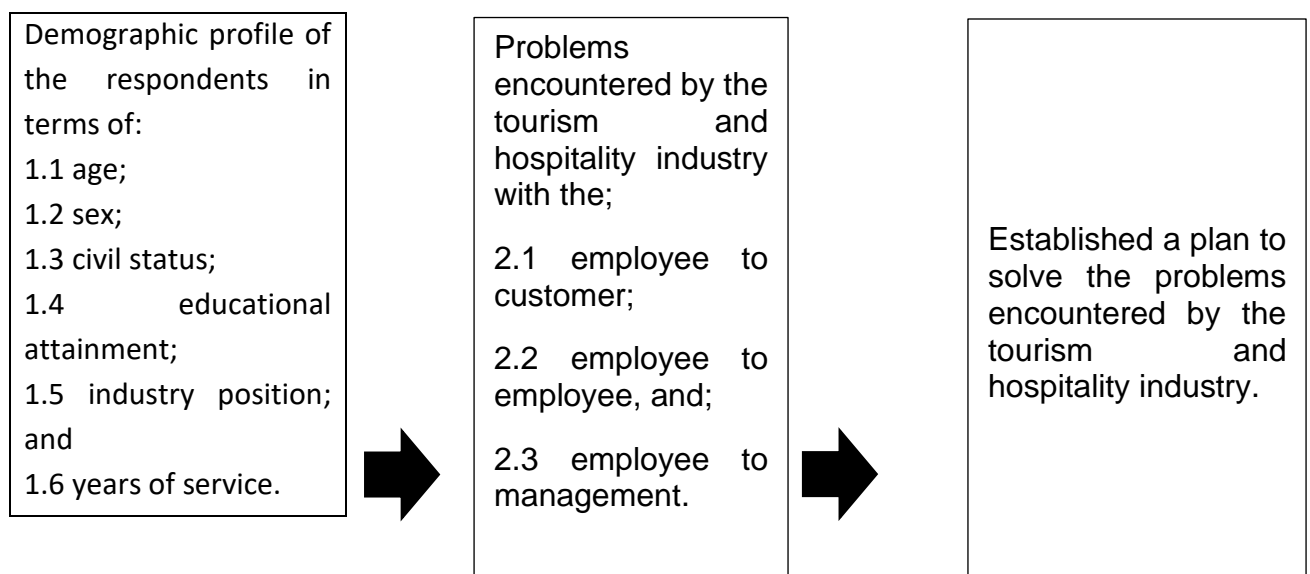


Figure 1. Schematic Diagram of the Conceptual Framework of the Study

MATERIALS AND METHODS

Research Design

The researchers used the descriptive method of research in order to determine the problems encountered by the employees since it involved collecting data in order to answer the questions concerning the status of the study. Descriptive method is defined as a general procedure employed in the studies that have for their chief purpose the description of the phenomena in contrast to ascertain what causes them or what are their value and significance.

Research Locale

This study was conducted at Naval, Biliran. It is chosen since it is the business center in the province and numbers of establishments like hospitality and tourism industry can be found and the question for their study is situated. And as observed, the hotel and restaurant as well as tourism industry has already started to help Naval on its goal for commercial growth. Therefore, the conduct of this study entitled Problems encountered of employee in tourism and hospitality industry made naval a fitting research environment.

Research Respondents

The research respondents were the employees of selected hotels and restaurants and tourism industry of Naval, Biliran. The population of the Hotels and Restaurants was summing to 5 best food restaurants and hotel. This 10 best food restaurants and hotels were among the many that were acknowledged by the local government unit and the customer as well. For the tourism industry we randomly select respondents in each tourist destination to come up of 50 respondents over all. In selecting the respondents, the paper used simple random sampling for a fairer outcome.

Research Instrument

The researchers utilized a questionnaire used by Anam Iqbal, Muhammad Sajid Tufail and Rab Nawaz Lodhi in their study entitled, "Problems encountered of selected hotel employees in Batangas City" hereby modified by the researcher to obtain necessary information that pertains to the Problems encountered of employees in tourism and hospitality in the municipality of naval. The said questionnaire is composed of three parts. Part I contains the information of the respondent's personal profile. Part II provides the data which involved in the problems of employees in tourism and hospitality industry.

Data Gathering Procedure

In gathering the data, the survey questionnaire was subjected for approval from the Dean of the School of Management and Entrepreneurship and instructor of the subject. Then, the researchers sought permission by writing a letter request addressed to the owner of the different hotels and restaurants establishments for them to administer the questionnaire to the different respondents. Thereafter the receiving of the respondents' approval, the survey questionnaires were distributed for them to answer. Further, the data were tabulated through the aid of Microsoft Excel Application and the SPSS Version 21 Beta.

Data Scoring

All data collected from the respondents were systematically tabulated, tallied, carefully described, explained and recorded in order to attain the accurate information needed from the respondents. The data gathered from then survey were scored as follows:

Interpretation Guide

Table 1. Data Scoring

Mean Range	Interpretation
4.21 – 5.00	Very much Problem
3.41 – 4.20	Moderately Problem
2.61 – 3.40	Problem
1.81 – 2.60	Slightly Problem
1.00 – 1.80	Never a Problem

Statistical Treatment

The data taken from the research tools were classified according to the problem in this research. The results were tallied and tabulated. The researcher used statistical methods and techniques in analyzing data. To determine the results of the study we use the mean and frequency percentage.

Weighted mean was used for the analysis of the data.

Weighted Mean

$$\bar{x} = \frac{\sum xw}{\sum w}$$

In which,

- \bar{x} = weighted mean
- x = score
- w = weighted factor
- \sum = summation

Percentage:

$$(P) \% = \frac{F}{N} \times 100$$

Where: F = Frequency

N = Total number of the respondents

P = Percentage

RESULTS AND DISCUSSION

Respondents Profile

Table 1 – 4 presents the profile of the respondents in terms of Sex and Civil status of the respondents.

Table 2. Age of the Respondents

Sex	f	%
Female	27	54%
Male	23	46%
Total	50	100%

Table 2. Showed that 27 or 54 percent were females while 23 or 46 percent were males. This implied that majority of the respondents are female of the different establishment they work.

Civil Status. The table 3 below shows a civil status of the respondents.

Table 3. Civil status of the Respondents

Civil status	F	%
Single	38	76%
Married	11	22%
Widow	1	2%
Total	50	100%

Table 3. presented that 38 or 76 percent were single while the married showed 11 or 22 percent. Only one (1) or 2 percent was widow. This implied that majority of the respondents who are working are singles.

Problems of Employees in Hospitality and Tourism Industry

The table below elucidates the problems of employees in Tourism and hospitality Industry. Table 4 revealed the problems encountered by the employees with customers, co-employees, and management in Hospitality and Tourism Industry. the respondents with the customers.

Table 4. Problems of Employees in customer

Indicators	WM	Interpretation
1. bossy customer	4.56	Very much problem
2. disrespectful customer	3.9	Moderately problem
3. demanding	4.36	Very much problem
4. choosy/selective	4.3	Very much problem
5. rude to employee	4.18	Moderately problem
6. impatient of their order.	4.36	Very much problem
7. messy in dining	4.2	Moderately problem
AWM	4.26	Very much problem

The table above discuss about problems of the employee to customer. We can observe that there are 7 indicators and it revealed that in indicator 1 got the highest weighted mean of 4.56 as interpreted very much problem in hospitality and tourism industry. The lowest mean is in indicator 2 who talks about disrespectful customer with a mean of 3.9 as interpreted

Moderately problem. This would be imply that most of the employees encountered in Tourism and Hospitality industry are bossy customer and moderate only in disrespect customer.

Table 5. Problems of Employees with Co-employees

Indicators	WM	Interpretation
1. Jealousy towards work.	4.36	Very much problem
2. Back fighting to work.	4.26	Very much problem
3. competition or rivalry in the position	4.6	Very much problem
4. Insecurity of what other employees have or attain.	4.36	Very much problem
5. Too much dependent to work.	4.18	Moderately problem
6. patronize	4.56	Very much problem
7. negative dealing with co-workers	4.16	Moderately problem
AWM	4.28	Very much problem

The table above discuss about problems of the employee to their fellow employee. We can observe that there are 7 indicators and it revealed that in indicator 6 got the highest weighted mean of 4.56 as interpreted very much problem in hospitality and tourism industry. The lowest mean is in indicator 5 who talks about too much dependent to work with a mean of 4.18 as interpreted Moderately problem. This would be implying that most of the employee encountered problem with their co-worker is patronize and experience moderate in Too much dependent to work.

Table 6. Problems of Employees to Management

Indicators	WM	Interpretation
1. Unequal treatment to the employee	4.18	Moderately problem
2. Poor pay and working condition.	4.8	Very much problem
3. Unpaid overtime.	4.56	Very much problem
4. Lower rate of salary.	4.8	Very much problem
5. Irregular working hours.	4.56	Very much problem
6. Salary delay.	4.76	Very much problem
7. limited staff	4.6	Moderately problem
8. dealing with manager	4.3	Very much problem
9. inadequate trainings	3.9	Moderately problem
10. unstable job opportunities	4.36	Very much problem
AWM	4.48	Very much problem

As to the problems encountered by the respondents with the management, 8 problems were considered as "very much a problem", the top three were the following: Poor pay and working condition (4.8), Lower rate of salary (4.8, and Salary delayed (4.76). On the other hand, "Unequal treatment to the employee", and "Inadequate trainings" had a mean of 4.18

and 3.9, both were interpreted as "moderately a problem". The overall mean was 4.48, interpreted as "very much a problem. This implied that the employees in the hotel industry in Biliran province had problems on the payment of their salary and the working condition.

CONCLUSION

On the account of the findings of the study, the researcher concluded that majority of the employees in different establishment are females and singles. The employees experiencing bossy customer who keep on requesting and commanding most of the time and competition to their work. They had problems on the payment of their salary and the working condition. Majority of the employees find problem with their colleague which is a patronize. However, most of the respondents find problems in the management. One example to that is the lower rate of the salary and delayed salary which leads them to quit on their work. Based on the results of the study, it was shown that employees have a problem to the management regarding on the unequal treatment to the employee, limited staff, and inadequate trainings. Employees have a negative dealing to their co-workers resulting from rivalry or competition to work.

Therefore, the study suggested that the management should provide trainings to their staff in order to have further knowledge on how to treat and maintain good customer services and satisfaction to the establishment they work for. In order to maintain trust and dedication towards work of the employee the management should provide good incentives that serve as their motivation. Nonetheless, on the concerns of employee to management, the salary should pay on time so that workers will no longer feels tiredness on their work. Employees should treat fair and equally so that no competitions will happen. If in the case of promotion, it should be done in a process through evaluation for tangibility.

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