

Tracer Study of BS Hospitality Management Graduates of Pangasinan State University, Lingayen Campus for S.Y. 2015-2019

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Abstract

This study was intended to conduct a tracer study of BS Hospitality Management graduates of Pangasinan State University, Lingayen Campus for S.Y. 2015-2019. Quantitative descriptive design was utilized in the study. In gathering significant data, survey questionnaire was used thru Google Form and facilitated in social media. Researchers made use of appropriate statistical tools in analysing the data to secure substantial results and findings such as frequency and percentage. Salient findings of the study disclosed that majority of the graduates are employed in the Philippines and landed on jobs related to hospitality management. Recommendations include fortifying PSU Alumni Programs thru linkages and partnerships to stakeholders

Keywords: Tracer Study, Hospitality Management, Employability of Graduates

INTRODUCTION

Pangasinan State University

Pangasinan State University is a government-owned university in Pangasinan province, Philippines. The university was founded in its current form in 1979, although its origins trace back to the 1920s. PSU is notable for its many locations throughout the province of Pangasinan. It is mandated to provide advanced instruction in the arts, agricultural and natural sciences as well as in technological and professional fields. Its main campus is located in Lingayen, Pangasinan [1] [16].

PSU was chartered by Presidential Decree No. 1497 promulgated on June 11, 1978. It became fully operational on July 1, 1979. The University is an integration of the college courses of six government-supported institutions in the province with the Central Luzon Teachers College (CLTC) as the only tertiary education component then. The Western Pangasinan College of Agriculture created through P.D. No. 1494 was also integrated although it was not yet operational at the time of integration. The Central Luzon Teachers College maintains laboratory units in the elementary and secondary levels [2].

PSU Lingayen Campus or Main Campus, as most Pangasinenses know it today, is the result of fusion of then six independent colleges in Lingayen namely the College of Arts, Sciences and Letters; College of Technology; College of Business and Public Administration; College of Computing Sciences; College of Education; and College of Hospitality Management [2].

Hospitality Management

The Bachelor of Science in Hotel and Restaurant Management (BHRM) was first offered in PSU in 1997 under the supervision of the former President Reynaldo P. Segui. The program declared the first batch of graduates on March 25, 2001.

In the year 2008, the program renamed from Hotel and Restaurant Management to Hospitality Management (HM) under the administration of the former President Victoriano C. Estira. The program named to prepare the student to become an effective promoter of the country's natural and cultural attractions to domestic and international travellers.

HM Program Outcomes

Program outcomes are statements about the knowledge, skills and attitudes (attributes) the graduate of a formal program should have. It deals with the general aspect of graduation for a particular program, and the competencies and expertise a graduate will possess after completion of the program [5].

In PSU, BSHM Program Outcomes include the following: (1) demonstrate determination and embody traits and values of hospitality management professional; (2) shows positive attitude in expecting best outcome from any given situation; (3) exhibits competence to accomplish good work and experience the effective and efficient outcome; (4) have tireless exertions & willingness to take the risks of being committed to their purpose to succeed; (5) create and use new ideas or methods in particular interest in the creative and multicultural aspects of the hospitality industry; (6) practice integrity in response to the needs and aspirations of the hospitality industry; (7) apply genuine practical learning skills reflective to the best practices in the real life learning experiences in the industry; (8) stand out prominently through recognition and acceptance of a diverse hospitality industry standards; (9) promote learning beyond traditional schooling, which shows flexibility, diversity and availability in different times and places; and (10) show mastery in every phase of the learning process and provide proficiency in upholding the hospitality core values at all times [20] [21].

HM Program Objectives

On the other hand, a program objective describes what a faculty member will cover in a course. They are generally less broader than desirable goals and more broader than student learning outcomes [5].

In the case of PSU, BSHM program aims to achieve the following: (a) An effective promoter of the country's natural and cultural attractions to domestic and international travellers; (b) a component planner of tourism development who can evaluate and identify tourism opportunities at the same time preserve and cultural heritage and environment of the country; (c) an effective manager of the tourism resources to include establishments such as hotels, resorts, restaurants, travel agencies and land-water-air-transport systems; (d) an entrepreneur who will accelerate economic development; and (e) a true and responsible citizen of the country.

OBJECTIVES OF THE STUDY

The purpose of this tracer study is to create an empirical portrait that describes employment and employability aspects of the graduates of BS Hospitality Management in PSU-Lingayen Campus during the years 2015-2019 to identify policy imperatives for greater relevance of higher education curricula to industry needs and expectations. Specifically, the following objectives were achieved: (1) determine the profile of the respondents in terms of sex, civil status, location of residence, and year graduated; (2) identify the employment profile of the respondents in terms of employment background, present employment, first job employment, and unemployment; and (3) determine the school-acquired skills and competencies learned in college relevant to graduate's chosen jobs.

MATERIALS AND METHODS

The research design that was used in the study is quantitative descriptive. Descriptive research seeks to describe the current status of an identified variable. These research projects are designed to provide systematic information about a phenomenon. The researcher does not usually begin with an hypothesis, but is likely to develop one after collecting data. The analysis and synthesis of the data provide the test of the hypothesis [3] [17] [18].

There were eight hundred fifty nine (859) graduates of BS Hospitality Management from 2015 to 2019 of Pangasinan State University-Lingayen Campus. Using the Sloven's formula with a 90% confidence level and a margin of error of 5%, seven hundred seventy three (773) respondents were chosen through stratified random sampling technique. But because of the unavailability of the respondents due to lack or inactive social media accounts, the said target respondents were not completed and were trimmed down to five hundred fifty (550) which constitutes 65% of the whole population.

The main instrument in gathering the data used in the study was a descriptive survey questionnaire. The questionnaire was inspired from the official tracer study questionnaire of the Commission on Higher Education (CHED). The researchers were able to acquire data by sending the survey questionnaires to the graduates through Google forms attached to social media platforms such as electronic mail, Facebook Messenger and the like.

RESULTS AND DISCUSSION

Profile of Graduates

Civil Status

As shown in Table 1, there are 396 or 72% of BS Hospitality Management graduates are single while the remaining 154 or 28% of the graduates are married. The results may be constituted to the fact that the respondents are fresh graduates and are just starting their career.

Sex

As reflected in Table 1, there are 319 or 58% of BS Hospitality Management graduates are female while the remaining 231 or 42% of the graduates are male. In a similar study entitled, "Hospitality and tourism management graduates expectations: Future implications for the educator" [4], the respondents are also dominated by female.

Year Graduated

As gleaned in Table 1, most of the BS Hospitality Management graduates are from 2019 with 137 or 25% of the total population, followed by 121 or 22% from 2016, and 115 or 21% from 2018. On the other hand, the remaining 94 or 17% of the respondents are from 2017 and 83 or 15% are from 2015.

Residence

As could be seen Table 1, there are 522 or 94.9% of the BS Hospitality Management graduates are residing in Pangasinan followed by Tarlac (8 or 1.5%), Pampanga (6 or 1.1%), La Union (5 or .9%), Nueva Ecija (4 or .7%) and Others (5 or .9%). This may be apparent due to the geographical setting of the institution.

EMPLOYMENT PROFILE

The data on the employment profile are presented in succeeding figures.

Nature of Present Employment

Figure 1 represents the distribution of the graduates according to the nature of

their present employment. There are 462 or 84% of the graduates are employed and 83 or 15% are not employed. The remaining 6 or 1% are never employed. The results may be attributed to the promising status of tourism industry where BSHM graduates are affiliated with.

According to reports [6], the Philippines received an estimated 7.1 million tourists in 2018. It is expected to grow up to about 6 to 7% every year in the next 5 years. It means that the demand for hotel rooms is expected to increase as well. With this rising demand, other players in the construction, casino and resorts, transportation, and many more all over the country and abroad can take advantage of this growing market.

Status of Present Employment

Figure 2 shows the distribution of the graduates according to the status of their present employment. There are 330 or 60% of the graduates work having contractual status while 115 or 21% are self-employed. On the other hand, there are 55 or 10% of the graduates are regular or permanent employees, 28 or 5% are temporary, and the remaining 22 or 4% are casual employees.

According to the April 2019 Labor Force Survey (LFS) of the Philippine Statistics Authority (PSA) [7], the government generated 1.346 million jobs for said year, with a total of 42.242 million Filipinos employed, a higher statistic compared to 2018's 40.896 million employed Filipinos. The labor participation rate rose from April 2018's 60.9% to April 2019's 61.4%.

The employment rate only had a slight increase of .4% resulting to 94.9% this year compared to 94.5% last April 2018, last April 2018 and the underemployment rate decreased by 3.5%, resulting in 13.5% from April last year's 17.0%. The percentage of unemployed Filipinos decreased from 5.5% in April 2018 to 5.1% this year, which is the lowest unemployment rate recorded since 2009 (18.9%).

Place of Work

Figure 3 illustrates the distribution of the graduates in terms of their place of work. There are 374 or 68% of the graduates are working within the country while 176 or 32% are working abroad. As tourism serves as the main market for hotel and restaurant services, increase in visitor traffic over the past ten years resulted in a

corresponding boom in the hotel and restaurant industry. During the last decade, the hotel and restaurant industry has flourished even as it struggled to cope with difficult challenges. New hotels mushroomed in the capital while older hotels did their best to spruce-up both their interiors and upgrade services. Likewise, the growth of the restaurant sub-sector, the number of players and the variety of services offered had been notable during the same period [8].

Starting Job Level Position

Figure 4 displays the distribution of the graduates in terms of starting job level position in their first job. There are 303 or 55% of the graduates who started their career in rank and file position or with clerical work while there are 115 or 21% who belong to Professional, Technical or Supervisory. In addition, there are 115 or 21% of the graduates who are self-employed and the remaining 17 or 3% are with managerial positions. Rank-and-file employees, or rank-and-file staff, are the backbone of most companies [9]. Moreover, any rank-and-file definition refers to the non-management, lower level employees who perform the day-to-day tasks that keep the company running. They are usually paid hourly wages and receive overtime pay when they work beyond an eight-hour day.

Monthly Income

Figure 5 portrays the distribution of the graduates by initial monthly gross income. There are 346 or 63% of the graduates who receive a payout of Php 5,000 to 10,000 gross monthly income. On the other hand, there are 115 or 21% of the graduates receive Php 10,000 to 15,000, 61 or 11% have Php 15,000 to 20,000, and the remaining 28 or 5% have below Php 5,000 gross monthly income.

Minimum wage rates across ASEAN countries are rising gradually to match the region's increased cost of living and boost domestic demand. To combat inflation and prevent any outbreaks of labor unrest, ASEAN countries have increasingly been pushing for higher minimum wage levels and enacting new labor laws to protect workers' rights [10].

The Philippines has daily minimum wage rates that vary from region to region, ranging from P290 (US\$5.70) to P537 (US\$10.61) a day. The

wages are set by tripartite regional wage boards located in every region. The country's average minimum wage rate is among the highest in ASEAN– and compared to its neighbors Indonesia and Vietnam [10]

Length of Time in Staying in Job

Figure 6 exhibits the distribution of the graduates according to reason for finding present job. There are 198 or 36% of the graduates indicated that they have responded to an advertisement. On the other hand, 88 or 16% found their job thru recommendation by someone, 77 or 14% thru walk- in application and job fair (Public Employment Service Office) respectively, 71 or 13% thru information from friends, and 27 or 5% thru arranged by school's job placement officer, and 12 or 2% thru family business.

In a similar study entitled "Employability and the Contribution of Learned Competencies and Catholic Education in the Workplace for the Graduates of Cor Jesu College" [11], the top reasons from respondents include recommendation by someone, walk-in application and information from friends.

Reason for Accepting Present Job

Figure 7 reveals the distribution of the graduates according to reason for accepting the present job. There are 374 or 68% of the graduates reasoned out that it is because of salaries and benefits. On the other hand, there are 137 or 25% of the graduates responded that they accepted the present job due to related special skills. And the remaining 39 or 7% stated that career challenge is the reason why they accept their job.

A recent study by HR consultancy Towers Watson found differences of opinion between employers and employees on the reasons people want to work for a company. Money is at the top of both lists of employee and employer. The employees' reasons (convenient work location, vacation/holiday/paid time off, and flexible schedule) all speak to the need for work/life balance. Meanwhile, the employers' reasons (business/industry of the organization, opportunities to learn new skills, and organization's financial health) speak to the issues of job security, company branding, and professional development.

Length of Time in Landing First Job

Figure 8 indicates the distribution of the graduates in terms of the length of time in landing their first job. There are 302 or 55% of the graduates landed on their first job with the span of 1 to 6 months while or 27% with the span of 7 to 12 months, 44 or 8% with the span of 1 to 2 years, 39 or 7% with the span of less than a month, and the remaining 17 or 3% have 2 – 3 years. In a similar study entitled “Employability and the Contribution of Learned Competencies and Catholic Education in the Workplace for the Graduates of Cor Jesu College” [11], the majority of the respondents also landed a job within six months after graduation.

Length of Time in Landing First Job

Figure 9 discloses the distribution of the graduates in terms of the length of time in staying their first job. There are 193 or 35% of the graduates stayed in their first job for 1 to 6 months, 154 or 28% stayed for 1 to 2 years, 110 or 20% stay for 2 to e years. On the other hand, 77 or 14% of the graduates stayed on their first job for 7 to 12 months and the remaining 16 or 3% stayed for less than a month.

From a study entitled “Employability and the Contribution of Learned Competencies and Catholic Education in the Workplace for the Graduates of Cor Jesu College” [11], As to the length of stay on their first job, the majority stayed within one year to less than two years (28.52%) and one to six months (27.78%).

Course Relatedness to the Present Job

Figure 10 presents the distribution of the graduates in terms course relatedness to the present job. There are 346 or 63% of the graduates indicated that their job is related to hospitality management while 234 or 37% indicated that their job is not related to hospitality management.

The econometric analyses suggest that workers can compensate for their shortfall in education with greater amounts of working experience; however, surplus education cannot substitute for tenure and on-the-job training. Likewise, educational mismatch has no impact on labor mobility. However, other factors influence internal and external turnover [12].

SCHOOL-ACQUIRED SKILLS AND COMPETENCIES

Professional skills may be classified as personal, interpersonal and technical skills. Personal skills refer to the ability to work harmoniously with others in the work environment. Technical skills refer to the ability to make full use of field know-how with great ease and facility [13] [14] [15].

Figure 11 deals with the distribution of graduates in terms of competencies in college relevant in getting the job. There are 187 or 34% of the graduates perceived that they have learned or acquired human relationship skills while 165 or 30% of the graduates learned or acquired communication skills. Further, 147 or 27% of the graduates learned or acquired entrepreneurial skills. On the other hand, the remaining 49 or 9% of the graduates learned or acquired information technology skills.

Based from published study [11], almost tied for the top spot were communication skills (22%) and human relation skills (21%). Next in rank was information technology skills (16%), critical thinking skills (15%) and last was entrepreneurial skills (10%).

CONCLUSION

Majority of BS Hospitality Management graduates, S.Y. 2015-2019 of Pangasinan State University – Lingayen Campus were female, single, and residents of Pangasinan. Most of them are from batch 2019 and 2016.

In terms of employment status, majority of the BSHM graduates are locally employed as rank and file with contractual status and earns Php 5,000 to 10,000 on a monthly basis. Most of the graduates landed on their jobs thru responding to advertisement. Majority of them were hired in a span of 1 to 6 months. Further, majority of the graduates stated that salaries and benefits play a vital role in accepting their present job. In addition, most of the graduates stayed on their first job in a span of 1 to 6 months. Majority of the acquired jobs of the graduates are related to hospitality management. Most of the graduates perceived human relationship skills and communication skills as competencies learned and acquired.

RECOMMENDATION

PSU administration may consider strengthening their alumni programs especially in the field of employment such as job fair and professional learning community. Partnerships and linkages to different stakeholders are also encouraged for alumni support system. Capability enhancement seminars and training [19] are advised to take place to further develop the skills and knowledge of the graduates.

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