

Industry's Expectation and Experience to Hospitality Practitioners In Davao City

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ABSTRACT. Knowing what factors of competencies that industry has expected to the employees, and what factors offer a quality of service by the hospitality practitioners are the essentials in distinguishing the expectation and experience of the industry. The purpose of this paper is to measure the level of industry's expectation and experience to hospitality practitioners in Davao City. Descriptive research was utilized in this study using a questionnaire of data gathering. The respondents in this study are the industry professionals. Also, the statistical tools used were the Frequency Count, Percentage, Mean and Pearson R in analyzing the data. A total of fifty respondents were surveyed from selected hospitality establishments located in Davao City. Majority of the respondents are from hotel establishments and the years of their establishments are mostly 16 years and above. Result shows that the level of industry's expectation to hospitality practitioners is very high. On the other hand, the result also shows that the level of industry's experience to hospitality practitioners is very high. Furthermore, there is a significant relationship between industry's expectation and industry's experience to hospitality practitioners. Off all five indicators from Servqual Model, only empathy got a description of agree. The researchers suggest that the hotel managers may encourage the staffs to be more caring for the customers and provide programs, seminars, and trainings to improve their skills. Also, the future researchers may pursue another research on the industry's expectation and experience particularly to the factors that can improve service quality.

Keywords: *Expectation, Experience, Hospitality Practitioners, Industry*

INTRODUCTION

The hospitality industry is one of the large industry in the world. Working under the hospitality industry provides livelihood to job seekers who want to acquire money. A significant requirement of the workforce in the hospitality industry is needed, because of those students in hospitality management programs dramatically increased (Jiang & Alexkis, 2017). The more students who graduate from hospitality courses, the more workers will be deployed. Students develop their skills and competencies through hospitality courses that are offered in many institutions across the globe. (Bharwani & Jauhari, 2013) showed that a gap exists in terms of the hospitality industry requirements and the continuous skills progress of the workforce and proposed partnership between educators and the industry, especially with regards to the ongoing competency growth of managers.

A mismatch was reported by (Ineson, Yap & Whiting, 2013) with relation to the graduate students and required management trainee description. Lack of disciplinary aspects must have been the reason why did this happened. Misbehaving in job interviews can be a reason why employers in the industry reject applicants. In the same way, many undergraduate students in China are also uncertain in applying theoretical knowledge adopted in classrooms and the necessary skills to have upon graduation (Yang, Cheung & Fang, 2015).

Philippine adopted the American Hotel and Lodging Educational Institute (AHLEI) programs with the cooperation of Asia World Hospitality (AWH). Managing Director Margarita Borja of Asia World Hospitality stated that "Leveling off with our Asian neighbors and the world, what should also be done is to upgrade the current curricula, as well as to continue the professional development of the teachers, utilizing the top-quality programs available in the market" (Asia World Hospitality, 2016). Consequently, hospitality courses need to focus on subject areas in accordance to distinguished importance by industry professionals, and this emphasis needs to be a current indication on the continuous change in the needs of the industry (Leung, Han & Jiang, 2018).

It is undeniable that the hospitality industry expects recruit that is capable and competent to thrive and unmatched in their jobs. These ever-changing expectations of the industry require hospitality programs to modernize their curriculum of instruction on an ongoing basis to stay contemporarily and pertinent. Through conduction this study, the researchers will know if the graduates from hospitality programs meet the expectation of the industry.

The primary objective of the study was to determine the level of expectation and experience of industry to hospitality practitioners.

Specifically, it sought answers to the following queries:

1. What is the level of expectation of industry to hospitality practitioners in Davao City in terms of:
 - 1.1 Knowledge
 - 1.2 Skills and abilities; and
 - 1.3 Attitude
2. What is the level of experience of industry to hospitality practitioners in Davao City in terms of:
 - 2.1 Tangibles
 - 2.2 Reliability
 - 2.3 Responsiveness
 - 2.4 Assurance
 - 2.5 Empathy
3. Is there a significant relationship between the industry's expectation and industry's experience of hospitality practitioners.

REVIEW OF RELATED LITERATURE

Industry's Expectation

The hospitality industry is perplexed and dynamic. Thus its definition stays open to continuous discussion and research (Brotherton, 2004; William, 2004; Jones, 2004 in Hemmington, 2007). For a considerable length of time, researchers have discussed the essential KSAs that hospitality students need to get an entry-level managerial position upon graduation, mainly because they have changed after some time (Chung, 2000). The literature also has demonstrated that students and employers have distinctive thoughts on the most vital KSAs for any potential entry-level managerial position in the hospitality industry (Cho, Erdem, & Johanson, 2006; Kamau & Waudu, 2012; Kwok, Adams, & Price, 2011; Raybould & Wilkins, 2005). The present position is disparate that trainee takes in a great deal from the industry because of the presence of modern equipment and improved strategies for services. Most jobs in hospitality and the travel industry associations expect workers to consume both physical and emotional energy throughout performing work capacities. It has been anecdotally noted that some hospitality managers put stock in employing for 'attitude' and training for knowledge and skills.

According to Ylagan, Apritado, Mendoza, & Tamayo (2013), knowledge, skills and abilities, and attitude are identified as competencies that thoroughly has an outcome for the success of employees and the organizations. Competencies can be equitably estimated, upgraded, and improved through instructing and learning openings. Through this, understudies realize that capability demonstrates the adequacy of knowledge and skills that empower somebody to act in a wide assortment of circumstances. Learning happens on various roads and types of human presence. Formal instruction from scholarly foundations is necessarily the correct scene for getting proper information and aptitudes fundamental for future work (Laguador, 2013). Hence, Fournier (2012) added that skills and competencies required by food and beverage service management understudies were evaluated by looking over their Swiss hotel and eatery managers' insights. The study involved 48 skills and competencies, gathered from literature and curricular learning results. Managers or supervisors appraised the significance of every ability and after that surveyed their assistants' exhibitions on everything. A relative examination of the information featured territories in which students surpassed the directors' desires and revealed developmental needs. As per supervisors' appraisals, the essential capabilities contained individual characteristics and between close to home abilities; understudies' most astounding execution evaluations were reflected in their uplifting frames of mind towards work partners.

On the off chance that representatives feel engaged or bolstered, at that point they can follow up on the helpful intrigue of initiative (Nederveen Pieterse, Van Knippenberg, Schippers, & Stam, 2010) and may see their bosses' help as satisfying their commitments or guarantees (Agarwal and Bhargava, 2014; Bhatnagar, 2014); in this manner, Coyle-Shapiro and Kessler (2000) argued that the worker should consider such practices to mirror the esteem the business puts on the connection between the two gatherings. Thus, in an administration situation, Wu and Chen (2015) stated that they accept that lodging representatives would show an ability to trade learning and perform better administration practices since they see that the association or administrators satisfy their commitments to representatives and that the mental contract terms are sensible for things, for example, compensation, working hours, professional stability, preparing openings, and a pleasant work environment. Moreover, researchers of initiative hypotheses of Shih, Chiang, & Chen (2012) have noticed that authoritative pioneers may enable representatives with unique power as central leadership and obligation that, thus, prompts worker information trade practices. On the off chance that workers see that the association esteems and has faith in them, at that point, they are all the more ready to expand their insight trade practices and criticism to their association to improve its adequacy.

Tang and Tang (2012) noticed that strengthening and interest rehearses engaged with a lodging's elite human asset rehearses demonstrate that the administration esteems worker produced remarks and thoughts. Hence, enabled representatives to feel increasingly equipped and ready to impact their results (Lorinkova, Pearsall, & Sims Jr., 2013). Different examinations, as well, have reliably exhibited that pioneers' strengthening prompts larger amounts of workers' conduct and execution (Lopez-Dominguez, Enache, Sallan, & Simo, 2013; Seibert, Wang, & Courtright, 2011; Yukl, 2010).

Cicekli (2013) mentioned that the service industry requires may vary from industry to industry as well as from division to an office, for example, promoting, money, HR, and innovative work. Henceforth, there is a requirement for concentrates that attention on the human asset needs of ventures just as of offices crosswise over enterprises. With the assistance of these examinations, understudies who want to work in these offices, paying little respect to their instructive foundation (e.g., a financial aspects graduate who needs to work in the promoting bureau of a budgetary organization or a brain science understudy who needs to work in the deals department), can chip away at building up their abilities in like manner. But, in the

individual alleged area of transformational right one that advances connections and addressing particular needs which the supervisor is the one who can receive an initiative style that has been established and administrators who will most effectively draw in, persuade, and hold their millennial workers as contended by (Thompson and Gregory, 2012). Accordingly, focusing on what spurs Non-American Recent college grads and all the more explicitly Greek Twenty to thirty-year-olds in the lodging business will fill this hole in the writing. Additionally, Dimitriou and Blum (2015) have mentioned that gathering data on this issue won't just help the Greek hotel industry make important inferences about this new sort of workforce, yet also, offer some understanding on what Recent college grads consider vital in the more extensive Mediterranean territory including Italy and Spain. These nations have been rivaling each other for quite a long time just because they have been having comparative approaches, rules, attributes, openings, and difficulties as far as their travel industry and hotel authority and the board.

Apparent holes between the corporate gifts needs and "its insufficiency towards what is accessible in work advertise" in the Malaysian Administration Industry were investigated by (Downe, Loke, Ho, & Taiwo, 2012). Their investigation uncovered that Malaysian Recent college grads did not have the accompanying fundamental aptitudes: "correspondence and language; self-inspiration and work-autonomy; readiness to make a lifelong pledge to the firm; basic reasoning, thinking and critical thinking; client relationship abilities; and specialized or IT aptitudes". Downe et al. (2012) likewise finished up these outcomes are brought about by two factors: a) the instructive holes which got from the uninvolved getting the hang of showing teaching method and market-focused institutional activities absence, b) the Generation-Y qualities under delimited Asian or Malaysian culture had given a developing a congregation as youthful, accomplished proficiently who are modest, dutiful and in this way not used to conjecture easily; and yet having firm inspiration towards recompense frameworks.

Moreover, King & So (2015) indicated that of foremost significance is workers' perception of their job in the brand's prosperity and of activities required to convey the brand understanding. In spite of the fact that this point of view is underscored in writing, experimental models will, in general, expect representative comprehension of the brand when demonstrating connections between hierarchical exercises and worker frames of mind and conduct. Truth be told, decent social variety can adversely impact hierarchical execution through an absence of comprehension between societies (Chen, Cheung, & Law, 2012; Webster & White, 2010). In this way, express evaluation of brand understanding will guarantee that representatives realize how to act as the association expects. Besides, evaluation of representative's comprehension of the brand helps in a timely appraisal of the achievement of authoritative exercises.

Experience of Industry Professionals

The idea of hotel services could be depicted by continuous operations and is portrayed by a high level of interaction between the staff and clients (Lewis & McCann, 2004). As indicated by discoveries by Briggs, Sutherland & Drummond (2007), "ideas of service quality often remain maker-driven, as opposed to client-driven." This recommends a requirement for an agreement on the determinants of the hotel service quality from one viewpoint and its observation by the two customers and managers then again. This implies incredible consideration ought to be given to employees and their empathy, courtesy, and responsiveness, characteristics that presumably have the best impact on travelers' experience and emotions.

Studies led over the most recent ten years have conceptualized organizational commitment as affective organizational commitment, organizational commitment, or emotional commitment (Ariani, 2012; Sani, 2013). A substantial number of studies has analyzed the commitment level

of employees toward their association and its relationship with different employee work-related outcomes, for example, turnover, performance, and authoritative citizenship conduct. Along comparable lines, various studies have been led in India that have uncovered that organizational commitment has an immediate association with trust (Nambudiri, 2012), social qualities (Singh & Mohanty, 2011), cooperation fulfillment (Kanwar, Singh, & Kodwani, 2012) and an interceding connection between HR practices and turnover intentions (Guchait & Cho, 2010). In any case, no examination has been led in India to look at the impact of preparing on the commitment level of employees and its subsequent effect on employee quality of service. Thus, this study assesses the intervening job of commitment between training and customer service quality with regards to small and medium-sized tourist hotels.

Researchers and academics have gotten impressive attention to Food and Beverage department in the hotel industry given that this department may help direct the advancement of service quality in the whole Food and Beverage industry (Arizon, 2010). Understanding the predecessor of service quality enables the hotel industry to focus on SERVQUAL models. Auditing more than 32 empirical studies, Arizon (2010) concentrates on service quality conveyance in the Food and Beverage industry in the Western Cape, assesses factors that influence service quality, and clarifies SERVQUAL application and gaps in the hotel industry. In another study, the Gui Hilton Helsinki Airport hotel is utilized as the primary precursor of breakfast service quality, which covers the quality of food and reliability of service in restaurants. Babajide (2011) emphasized that the gap between consumer expectation and management perception are just as the difference between service quality specification and service conveyance prompts a gap in perceived service quality.

Moreover, a few studies have appeared in the hotel industry, and interactional justice discernments influence the job attitudes and behaviors of service employees (Nadiri and Tanova, 2010). Conceivable clarifications that were raised for the variation in empirical findings are the impacts of employees' individual qualities (e.g., identity attributes, demographics) and different environmental factors on the psychological results of emotional labor (Gursoy, Boylu, and Avci, 2011; Sohn and Lee, 2012). By this point of view, Lv, Xu, and Ji, (2012) explored hotel employees in China and noticed that while surface acting added to the employees' emotional fatigue; profound acting diminished their feeling of passionate consumption. Comparable outcomes likewise that got from the studies of Augustine and Joseph (2008), Kim (2008) and Lam and Chen (2012) among cutting edge employees in the hotel industry in India, the US, and China, individually. The significance offered here to the manager-employee relations is reliable with an ongoing report by Lam and Chen (2012), which has developed the comprehension of the instrument of emotional labor with the context of hotel operations as well as they indicated out the need further research manager-employee relations and its effects on emotional employment. In particular, this line of inquiry may help employees in giving service quality through the performance of profound acting.

In the study of Malhotra, Mavondo, Avinandan, & Hooley (2013), they stated that employee commitment levels could be assessed in the way in which they welcome their clients, take care of their issues, and, subsequently, support and satisfy the destinations of an association. Workers who feel some portion of an association and consent to the objectives stipulated by the administration play out their obligations and duties with earnestness, dissimilar to representatives who remain with the association only for necessity or just under commitment. Studies have demonstrated that consumer loyalty is picked up when representatives exhibit a keenness to participate in optional endeavors. This prompts client maintenance and positive verbal attention (Libai, Muller, and Peres, 2013). Notwithstanding this, similarly few investigations have been done to feature the immediate connection between authoritative responsibility and client administration quality (Malhotra et al., 2013) with regards to the friendliness business.

Service quality is basically essential in giving an upper hand to an organization, as it is persuasive on different factors, for example, consumer loyalty (Amin, Yahya, Ismayatim, Nasharuddin, & Kassim, 2013), dedication (Kim, Ko, & Park, 2013; Prentice, 2013), goals (Hooper, Coughlan, & Mullen, 2013; Srivasta and Sharma, 2013) and esteem recognitions (Wu, 2013). Chiefs are expected to manage workers as they look at the clients' administration quality execution observations. Along these lines, it might be said that the examination of representatives and chiefs' observations in regards to their administrations with clients' discernment is a necessity. Additionally, recognize that the administration quality observations among representatives and chiefs may vary to a certain extent. Administrators who have higher administration quality discernments than their subordinates are unequipped for driving their workers to achieve the ideal dimension of administration quality. Supervisors should see the nature of administrations more precisely than workers since they are the inspector of representatives. Similarly, it would be unthinkable for administrators to exchange things they didn't see just to subordinates (Dedeoğlu and Demirer, 2015).

Han and Hyun (2015) conceptualized quality as vacationers' evaluation of the brilliance in a specific travel industry item and its exhibitions against those offered by opponent items. In many hypothetical/exact examinations in friendliness, nature of a physical condition, administration (or connection), and sustenance (or result) are respected to be the fundamental quality constituents (Chua, Lee, Goh, & Han, 2015; Mattila, 2001; Ryu and Han, 2010).

Overseeing hotel administration quality incorporates guaranteeing that real administration execution matches with the client's apparent administration, so consumer loyalty is accomplished. Be that as it may, this represents a genuine test as the nature of the connection between administration quality and client discernment towards an organization isn't settled. From the viewpoint of administrations promoting, administration quality is reflected at each phase of administration experience, and it is an accomplishment in administration. As it were, it is an evaluation of how well a conveyed inn administration lives up to visitor's desires (Cheng, Mansori, & Cham, 2014). Attributable to the atypical state of client contact in the business, hotel administrators frequently assess the nature of administrations offered to the visitors to rapidly distinguish administration disappointments that could prompt disappointment. All the more vitally, every inn administrator ought to have a thoroughly considered and arranged procedure because of administration disappointment, to transform a disappointed client into a fulfilled client (Fitzsimmons and Fitzsimmons, 2013). In the administration business, there will dependably be circumstances when administration disappointments happen. Regardless, the hotelier is obliged to react to any such administration interruption. Proper estimates taken in light of an administration disappointment ought to be a piece of the lodging's techniques to stay focused.

Hospitality Curriculum

It was founded by (Goodman & Sprague, 1991) that job seekers are not skillful enough after they graduate. In the study of (Johnstone, 1994) also showed that there is a significant difference between the training provided and demands of the employers in the workplace. A few years later, another study showed that the student's learnings and the actual work in the hospitality industry have a gap between them. In the present time, some students have faced many challenges in securing a job in the industry in terms of competitiveness (Asirifi, Doko, Morrison & Sackey, 2013). As expected, graduates must meet the competency required by companies in the industry. As time goes by, many are curious about how hospitality programs are responding to the changing requirements of the industry. Hospitality management programs are responsible for preparing the students to be competitive by teaching them relevant and useful skills when they enter the industry. The skills taught by the hospitality educators must enable the graduates to cope up with the expectation of the industry. It was

concluded the study that education has something to do with it. A curriculum prerequisites to be improved by the industry's needs to satisfy the purpose of hospitality education.

Creating competent recruits is one of the objectives of hospitality programs, improving their curricula and enhancing the skills of a student means developing future professionals. As indicated by (Barrows, 2013), providing the industry with competent individuals is the most important concern of a hospitality program because (Brown, Arendt & Bosselman, 2014) as the graduates from hospitality programs will join the workforce with insufficient learnings, this could convince the employer not to accept the recruits. Anent to this, existing gaps between the industry and educators need to be fixed to lessen the rejected job seekers by the employers.

The necessity to have effective skills and knowledge is important for students before they enter the hospitality industry that is why appropriate curriculum must be applied to hospitality schools (Chang, 2013). Seeking the views of the hospitality professionals from the industry is significant to make sure that the curriculum is relevant to the expectations of the industry. However, a hospitality curriculum should be systematic and uniformly acceptable in all academy and it is required for hospitality programs to have a certain standard for accreditation. Coping up with the changing needs of the industry would be possible if there is a standardized and uniformed curriculum. Hospitality curriculum has a significant role in the field of education and it would provide the knowledge and skills needed by the students (Leung, 2018). For that reason, collaboration and mutual understanding are required between the hospitality educator and industry professionals; it would benefit both parties and even the students (Dredge, Benckendorff, Day, Gross, Walo, Weeks & Whitelaw, 2012).

Theoretical Framework

The study is anchored from the theory of Tesone and Ricci (2012), about the expectation of industry managers from the entry-level hospitality management graduate employees' competencies, which have the following indicators namely: knowledge, skills and abilities, and attitude. Under the knowledge category, there are about the standards of service and physical appearance. The factors involved in skills and abilities are the teamwork, communication skills, coping guest expectations, and handling complaints and in the attitude category, thinking others first before concerning about yourself, and preferring to work with guest relation than administrative works. Furthermore, this study has also made use of SERVQUAL MODEL proposed by Parasuraman, Zeithaml, and Berry (1985), it was stated that a quality of service has five aspects that are used in measuring service quality. The following are: (1) Tangibles- this refers to physical facilities, equipment and appearance of a personnel; (2) Reliability- this refers to the ability to do work accurately and unfailingly as promised; (3) Responsiveness- this refers to providing quick service and willingness to help customers and co-workers; (4) Assurance- this refers to the ability to inspire trust and confidence and being a knowledgeable and respective employee; and (5) Empathy- this refers to providing individual attention and being concern to the guest. These aspects will be one of the bases of our study to measure the level of experience of the industry professionals to hospitality practitioners' performance.

METHOD

The study was utilized descriptive survey using a questionnaire of data gathering. In the study of Aggarwal (2008) as reiterated by Salaria (2012), Descriptive research is dedicated to the collection of information about prevailing conditions or situations for description and interpretation. The descriptive survey is suited wherever the goal of any class differs among themselves and one is interested in knowing the extent to which different attain among these

objects. This is an appropriate research design to be used the expectations and experience of the industry professionals to hospitality practitioners in Davao City.

The respondents of this study were the selected hospitality industry professionals in Davao City. The primary purpose of this research is to know the industry's expectations and experience to hospitality practitioners in Davao City.

Table 1. Profile of Respondents

Type of Establishment	Frequency	%
Hotel	35	70
Resort	14	28
Restaurant	1	2
Inn	0	0
Lodge	0	0
Motel	0	0
Others	0	0
Years of Establishment		
1-5	2	4
6-10	14	28
11-15	34	68
16 and above		
Total	50	100

Table 1 represents the Profile of Respondents, it shows that majority of the respondents are from hotels with a total of 35 out of 50 respondents and a percentage of 70%, followed by the resort with a total 14 out of 50 respondents and a rate of 28% and lastly, from the restaurant with 1 out of 50 respondents and a percentage of 2%. This means that there are 50 respondents from hotels, resort, and restaurant. Table 1 also shows the recently time-honored establishments with 1-5 years of operation has the least number of respondents with 2 out of 50 with a percentage of 4%, followed by the establishments with 6-10 years of service with 14 out of 50 respondents with a rate of 28% and finally the establishment with the longest years of operation of 11-15 years with 24 out of 50 respondents with a percentage of 68%. Generally, the total number of respondents are 50 managers and supervisors from 3 different establishments located in Davao City.

Two researchers adapted and modified a questionnaire from Tesone & Ricci (2012) and Saleh & Ryan (1991) answerable to the perspective of the respondents. The research adviser was consulted by forwarding the preliminary draft for comments and suggestions then the panel of experts was sought for validation and reliability of the questionnaire. The instruments were used in the study questionnaire was divided into three. The first part was the portion about the

profile of the establishment in terms of the name of establishment, location, type of establishment, and years of the establishment. The second part was to deal with the level of expectation of the industry professionals in terms of the knowledge, skills, and attitudes of the hospitality practitioners. The third part was dealt with the level of experience of the industry professionals to the hospitality practitioners in terms of service quality.

The statement was use five-point likert scaled for two variables specifically to expectation and experience (5 – Strongly Agree – 1 – Strongly Disagree)

The researchers used the following statistical tools in analyzing the data. Frequency Count. This tool was used to determine the exact number of the respondents of the study based on their respective profile. Percentage. This was used to determine the exact percentile of the respondents of the study based on their respective. Mean. This was used to determine the level of expectation and experience of industry professionals to hospitality practitioners. Pearson R. was used to determine the significant relationship between the expectation and experience of Industry to Hospitality Practitioners in Davao City.

RESULTS AND DISCUSSION

Level of expectation of industry to hospitality practitioners

Table 2 represents the level of expectation of industry to hospitality practitioners in Davao City. It shows that there are very high skills and abilities in terms of time management, leadership skills and ability to serve customers with a high-quality standard service with a total highest mean of 4.41 with a description of strongly agree, this indicates that the level of industry's expectation is very high. Also, the knowledge of hospitality practitioners in terms of professional and ethical standards and primary hospitality languages got a mean of 4.40 with a description of strongly agree; this also specifies that the level of expectation of industry to hospitality practitioners is very high. Last but not the least, the attitude of hospitality practitioners in terms of human relation skills, self- motivation, and professional way of resolving guest complaints got a mean of 4.39 with a description of strongly agree, this indicates that the level of industry's expectation to hospitality practitioners is very high.

Table 2. Level of expectation of industry to hospitality practitioners in Davao City

Indicators	Mean	Std. Deviation	Description
Knowledge	4.40	0.393	Strongly Agree
Skills and Abilities	4.41	0.361	Strongly Agree
Attitude	4.39	0.314	Strongly Agree
Overall	4.40	0.293	Strongly Agree

The following indicators shown in table 2 are the hospitality industry's expected traits for hospitality practitioners to be performed in the hospitality industry. Without having these personalities and behavior can lessen the chance of any aspiring practitioners to be accepted during the interview. According to the results, having effective communication skills, the ability

to operate excellently and remaining calm in a crisis is the most expected skills by the supervisors and managers. Being skillful in work can help in the improvement of the establishment and increasing customer loyalty. The second expected traits by the supervisors and managers are being knowledgeable of the work environment knowing the standard hospitality products and services. Knowing the field hospitality industry can be a significant advantage and can be useful to an employee. The least expected attribute by supervisors and managers is having attitude, even though is it the least anticipated, it should not be ignored and should be developed by each practitioner in the industry. These three expected traits by the supervisors and managers are essential and must be equipped in each staff despite having a different statistical result.

In the study of Kamau & Waudu (2012) on Hospitality industry employer's expectation of employees' competencies in Nairobi Hotels shows that technical skills and excellent interpersonal skills are one of the expected skills by employers for an employee to be competent, these skills are the same with the indicators in this study which are knowledge and skills and attitude which has the highest mean according to the statistical result. An employee must contribute to providing quality service to increase customer satisfaction; for this reason, they must be equipped with skills and attitude for them to be competent (Nwenre, 2005). Several recruiters are expecting their potential workers to be professionally dressed for interviews. Other companies have mentioned having passion in serving customers, being ethical in the workplace and have self-motivation, these expected traits are under knowledge, skills and attitudes and abilities (Kwok, Adams & Price, 2011). The hospitality industry is requiring skilled and work-ready youth to meet the expectations and demand of the organization and to be competent enough in the global competition. That is why Human Resource Managers in hotels are having difficulty in finding appropriate employees (Nagarjuna & Kallarakal, 2014). Managers for entry-level workers ranked perceived importance traits that are under knowledge, skills and abilities competencies. If the respondents are influenced by hospitality management education, this means that significant collaboration between educators and the industry is present (Tesone & Ricci, 2010)

Level of experience of industry to hospitality practitioners

Table 3 represents the level of experience of industry to hospitality practitioners in Davao City. It shows that there is a very high assurance in terms of honesty and treating the guest politely with a total highest mean of 4.58 which respondents strongly agree; this indicates that the level of industry's experience to hospitality practitioners is very high. Also, responsiveness got a mean of 4.31 in terms of helping co-workers and finding solutions to problems with a description of strongly agree, and this indicates that the level of industry's experience to hospitality practitioners is very high. Reliability comes next in terms of being dependable and showing support towards co-workers with a mean of 4.28 with a description of strongly agree, this indicates that the level of industry's expectation to hospitality practitioners is very high followed by tangibility with a mean of 4.22 in terms of exhibiting good manners and showing enthusiasm at work with a description of strongly agree, this indicates that the level of industry's expectation to hospitality practitioners is very high. Last of all is empathy in terms of anticipating guest's needs and being hard working with a mean of 4.07 with a description of agree; this indicates that the level of industry's expectation to hospitality practitioners is high.

Table 3. Level of experience of industry to hospitality practitioners in Davao City

Indicators	Mean	Std. Deviation	Description
Tangibles	4.22	0.436	Strongly Agree
Reliability	4.28	0.461	Strongly Agree

Responsiveness	4.31	0.398	Strongly Agree
Assurance	4.58	0.482	Strongly Agree
Empathy	4.07	0.487	Agree
Overall	4.29	0.303	Strongly Agree

However, of all the indicators shown in Table 3, Empathy got the lowest mean and is the only one that a description of agree which means the level of industry's experience to hospitality practitioners is not very high unlike the remaining 4 indicators, maybe because some of the hospitality practitioners are not addressing their guest by their names and cannot anticipate the needs of the guest that is why Empathy got the lowest mean of all indicators, the result also based on the observation of the managers and supervisors who responded on the questionnaires provided by the researchers.

But despite Empathy having different description level amongst others, the overall level of experience of industry to hospitality practitioners in Davao city got a mean of 4.29 with a description of strongly agree this shows that the level of experience of industry to hospitality practitioners is very high.

The following indicators shown in Table 3 are the hospitality industry's experience to hospitality practitioners in terms of quality service. These characteristics are needed when working in the field of hospitality. Based on the statistical analysis, the attribute that got the highest mean is assurance; this means that the supervisors and managers observed that the hospitality practitioners are honest, truthful and treating the guest politely. The next is their responsiveness; this is based on greeting the guest as soon as possible and providing prompt service to the guest, checking guest satisfaction is also under responsiveness. The third is reliability in terms of being dependable at all times and doing what he/she promised to the guest to avoid customer dissatisfaction and loss of customer loyalty. This is followed by tangibility; this is the traits that are physically noticed by guest, this includes avoiding chewing gum during work hours and also smiling, being grumpy can make the guest uncomfortable talking to you. Coming last but also a trait that is not to be neglect is empathy, even though supervisors and managers least experience this to hospitality practitioners, this is also one of the characteristics that need to be maintained, you should be hardworking, anticipate guest needs and provide individual attention to guest. These five traits must be balanced to be more efficient and productive as a hotelier.

However, the result of these survey contradicts the conclusion of some studies a few years ago, despite the expansion of Chinese Hotels, research shows that the standard and quality of services the hotels are providing were below the international standards. Finding competent and hardworking employees that could produce high-quality service has been a problem of the industry, these problems include a deficiency in communication skills, not having proper maintenance, not well-developed language ability and low standard sanitation (Tsang & Qu, 2000). This concern is not different from the opinion of Yu (1995) that having bad attitude service was the principal problem which caused many complaints from international tourist. The result of this survey shows that there is a difference between the employees now and in the past. Research shows that the hotel's ambiance and the staff's courtesy towards guest and co-workers are some specific areas that needed to be improved to boost service quality. This also includes other critical aspects like an improvement of staff's knowledge, food and beverages products as well as reservation services. Thus, training and upgrading employee skills are stimulated to develop their proficiencies and can maintain their relationship with their guest (Amin, Yahya, Faizatul, Ismayatim, Nasharuddin & Kassim, 2013).

Significant relationship between industry's expectation and industry's experience to hospitality practitioners

The Table 4 shows the significant relationship between industry's expectation and industry's experience to hospitality practitioners. The level of industry's expectation was correlated with the industry's experience to hospitality practitioners. The hypothesis of the study stated that there is no significant relationship between the industry's expectation and industry's experience to hospitality practitioners in Davao City.

The result shows that the industry's expectation and experience to hospitality practitioner has a strong positive relationship. This means that the managers and supervisor have high expectation and satisfied with the service quality provided by employees.

Table 4. The significant relationship between industry's expectation and industry's experience to hospitality practitioners

Variables Correlated	r-value	Verbal Description	df (n-2)	p-value	Decision
Industry's Expectation vs Industry's Experience to Hospitality Practitioners	0.661**	Strong Positive Relationship	48	0.000	Ho is rejected

A previous study showed that when knowledge, skills, and attitudes are applied, it can make the employee provide quality service. Demonstrating better abilities and being competent in doing their work can determine the progress of their establishment and therefore, can increase customer satisfaction in terms of the service provided (Zumrah, Boyle & Fein, 2013). Tangibles, reliability, responsiveness, assurance, and empathy are the basis for assessing the performance of an employee. These factors refer to the physical facilities and appearance of employees, their ability to do the work they promised to the guest, their willingness to help the guest and provide quick but accurate service and being knowledgeable and caring towards guest and co-workers. The more these factors are improved and enhanced, the more the guest are satisfied with the high-quality service provided by them (Zumrah, 2015). To achieve a sustainable competitive advantage, it is important that a firm carries out sustainable employee development practices. Due to this, upgrading skills and acquiring sufficient knowledge can be considered an investment of an organization. A study examined the role of perceived training related activities for improving the quality of services offered by hotel employees in Uttarakhand, India. These show that when employees train their characteristics such as knowledge, skills, and abilities, it will help them improve the quality of the service they are providing (Garg & Dhar, 2014).

Conclusion

Based on the findings of the study, the following results are given:

1. The level of industry's expectation to hospitality practitioners is very high.
2. Of all five indicators used in the Servqual Model, empathy got the lowest mean with a description of agree; the other four indicators have a description of strongly agree based on the statistical results.
3. There was a significant relationship on the level of industry's expectation and experience to hospitality practitioners in Davao City.

Recommendations

Based on the conclusions, the following recommendations are offered:

1. The hotel managers should encourage their staff to be more caring for and provide individual attention to the concerns of the guest to maintain customer loyalty.
2. The supervisors and managers should provide programs, seminars, and training that will enhance specific skills of their employees especially in improving the empathy of employees; this will be one of a factor that will determine the increase in the percentage of customer retention.
3. The future researchers should pursue another research on the industry's expectation and experience, particularly the factors that can improve service quality.

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