

## Unveiling the Quality of Service, Influences, and Challenges of the Hospitality Industry in the Local Tourists' Destination Site in Cebu, Philippines

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### Abstract

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The local hospitality industry in the tourists' destination sites plays a very vital role in boosting the tourism sector, the people and the local economy. This study assessed the quality of facilities, amenities and services of the hospitality establishments in Moalboal, Cebu, Philippines. The predictive-relational research design was used where there were three sets of questionnaires that passed the reliability testing. Using a random sampling technique, there were 225 customers and 15 managers from restaurants, resorts, eateries, scuba diving shops, and lodging houses, which served as respondents. Frequency, simple percentage, weighted mean, and ANOVA were applied in the data analysis. The study revealed that the facilities, amenities, and services were assessed as satisfactory level such as the influences of customers. There were significant differences between qualities/amenities and services; and the influences of customers while challenges do not relate at all. It is concluded that these industries are remarkable regarding services to the clientele while the customer influences did make a significant difference on them. Therefore, it is still strongly recommended to adopt a sustainability development plan to develop more and to penetrating for more prospective local and international markets.

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**Keywords:** Hospitality Management, facilities, challenges, descriptive study, Philippines

### 1. Introduction

Quality management, therefore, is equated with quality services delivered by every business establishment in the hospitality industry to meet customer satisfaction that is a crucial factor for success in every business operation. Consumer loyalty is the main model for deciding the quality that is conveyed to clients through the item or benefit and by the going with adjusting (Hwang & Zhao, 2010; Grigoroudis & Siskos, 2009; Ottenbacher & Gnoth, 2005).

Hospitality establishments are the amalgam of products and services (Mok et al., 2013). Therefore, it is possible to tell that satisfaction with a hospitality experience like accommodation or a restaurant meal is a total of all the satisfaction with the individual elements or attributes of all the products, facilities, and services that make up the experience.

In the turbulent hospitality industry, enterprises have continuously searched for ways of improving quality and reputation, cutting costs, and increasing sales and profits, close competition among hospitality industries, technological innovations, and changes in customer' preferences (Grissemann et al., 2013; Lee et al., 2003). One technique to improve the quality and reputation is through innovation, or the ability to develop and launch new and successful hospitality services (Ottenbacher, 2007). In that regard, the development of innovations has become a strategic weapon for both successful hospitality chains and independent hospitality enterprises alike (Iordache, 2015; Main, 2001).

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Hai-yan and Baum (2006) pointed out that in hospitality establishments, people are one of the essential resources for business entities throughout the world. With its jobs of gathering and advertising and also going about as the center for liaison and communication within the operating business, it plays the role of the central brain of the hospitality accommodation (Haiyan & Baum, 2006). There should be an urgent need of evaluating the performance of managers in their positions, ideally evaluating performance in setting and achieving verifiable objectives in their performance. Thus, management is inseparable with the hospitality industry, since the latter's development cannot be achieved without it. Hence, effective management is the key to every hospitality industry's development. Economic development could be achieved and other varying factors that could influence economic development drastically (Jackson, 2009).

The activity of traveling around or touring guests for pleasure involves tourism that encompasses services and the occupation of providing local transportation, recreation, entertainment, lodging, providing food and beverages, whether alcoholic or non-alcoholic offering a variety of activities including golf, water sports, biking, hiking, and canyoneering. Therefore, to fulfill the clients, supervisors of the accommodation business and the travel industry administrations need to comprehend their clients' esteem necessities and after that build up an excellent administration incentive to be offered dependent on those prerequisites.

Moreover, tourism provides a vast expanse of services to guests, since tourists and travelers commonly focus on the importance of providing the opportunity for a worry-free quality service provided by hospitality establishments. Hence, any commercial hospitality organization that conducts the operation of holidays and transporting guests for visits to places of interest involves myriad of services. The world of tourism indeed covers a broad array of services and areas such as scuba diving centers, small-time eateries, resto-bars, bistros, and different types of restaurants, resorts, pension houses, hostels, inns, and hotels. It is necessary to have strategic approaches to maintain business sustainability since it is essential that sustainability is to be secured.

Increasing popularity in tourism has impacted the environment and local communities in several ways. The idea of possible advancement to suit the accommodation business needs is proposed for its enhancement after any assessment. One example of a marked tourists' destination is Moalboal, Cebu wherein the tourism industry is booming. Thus, there is an impressive influx of tourists coming in from different countries.

Currently, many hospitality establishments provide various accommodation and tourism services in the municipality, considering that for several decades, the emergence of various hospitality businesses in Panagsama beach has been very apparent. Hence, the place has an enormous potential for growth and vast opportunities for expansion and alleviating the economy of the townspeople, as well as upgrading the economic status of the municipality.

The proponent of being a resident of Moalboal has observed the continuous and fast rise of tourist visits and an impressive emergence of various establishments that provides hospitality services to the visitors. Thus, customer satisfaction should be given much emphasis and importance so that the income from this sector will be sustainable. Therefore, in today's era of continuous demand for quality hospitality services for the tourists who will visit the rural destination sites, the hospitality establishments should meet the standards being set both by the government and the international organizations. Thereby, it is essential for the management of a hospitality entity to have full knowledge in the areas of operations to gain a competitive advantage over its competitors.

## **2. Framework**

This study is anchored on Assimilation Contrast Theory, which suggests that if performance is within a customer's latitude or scope of acknowledgment, even though it might miss the mark regarding desire, the inconsistency will be neglected. Absorption will work, and the execution will be regarded worthy. If execution falls inside the scope of dismissal, the contrast will prevail, and the difference will be exaggerated, the product or service deemed unacceptable.

The absorption differentiates hypothesis has been proposed up 'til now another approach to clarify the connections between the factors in the "disconfirmation" demonstrate. This hypothesis is the mix of both the osmosis and complexity speculations. This worldview sets that fulfillment is a component of the extent of the inconsistency among expected and seen execution. With osmosis hypothesis, the customers will, in general, absorb or modify the distinction in recognition about item execution to align it with earlier desires yet just if the disparity is moderately little. Absorption happens when upgrades from one seen entirety.

The supposition that an only inside occasion results in both an apparent entire and digestion pursue. There is additional proof that a change from osmosis to complexity can happen. This absorption ought to be because of one inside occasion, and this difference is contended to be because of communication between the inward occasions for two seen wholes.

Expectancy Disconfirmation Theory (EDT) contends that fulfillment is identified with the size and bearing of the disconfirmation encounter that happens because of looking at administration execution against desires. EDT has two primary factors that are desirable or want and encounter execution. These factors are characterized in two distinctive eras. Desire or want identifies with the pre-acquired period that a client has amid the underlying desire or want about a particular execution, for example, nature of items or administrations. Experience or seen execution is identified with the after-buy time frame that the client gets after seeing an actual execution, for example, nature of a particular item or administration. The contrast between starting desire or want and seen involvement or execution is known as disconfirmation of desire or want.

When actual performance of specific product or services cannot meet with the customer's expectation, negative disconfirmation will occur and leads to customer's dissatisfaction. Positive disconfirmation will lead to customer's satisfaction if the perceived performance of a specific product or services can exceed customer's satisfaction. Finally, when there is no difference between customer's expectation and actual performance of specific product or services, it means that they have perceived performance, which is equal with expectation, and simple confirmation occurred.

As for traveling, it can help oneself discover new beautiful and exciting places that can give the opportunity to experience different cultures. Shoreline resorts are adapted towards giving visitors an ideal blend of fun, experience and one of a kind ordeal they will recollect. Shoreline resorts are the ideal alternative when arranging an excursion. It stressed the vital role that tourism plays in the socio-economic development of a country, and at the same time examined the Philippines' tourist attractions, particularly major destinations like Boracay, Palawan, Camiguin, and Bohol. The Department of Tourism's strategy looked into the public and private sector partnership in tourism development and proposed possible alternatives for improved tourism in the Philippines.

In connection, there are significant reasons why customers are also eager to avail of the services. First, consideration is the product or service that is a critical element in determining the profitability of a business. Pricing is a critical determinant in the decision-making process that customers used to purchase a product or service. It is essential to establish how much target market will pay for the product or service. It shows how sensitive customers are to changes in price. Low price strategy is used to encourage trial of product or service as well as a repurchase on a regular basis while high price strategy refers to generate profits to cover launch costs hence, product or service may have a unique point of difference. Price sensitivity is the extent to which a customer's purchase will be influenced by price. Once the price is being set, it sends a message to some consumers about the business, product or service, creating perceived value. This affects the brand, image or position in the marketplace.

Furthermore, another consideration is the business location that is the key to successful operations and overall growth. Client accommodation is basic that if the business attracts clients to a store area, the site must be helpful to the client. The area must be effectively open and furnish the client with a sentiment of wellbeing upon their entry and exit. Adequate stopping is fundamental likewise for clients and representatives. On the off chance that clients cannot discover reasonable stopping, they may visit a contender who has the equivalently qualified administrations with more helpful stopping. It is a must to have adequate space for employees to park at or near the location. Services and sales opportunities are significantly affected by location.

The determination of the right area for an eatery is regularly referred to as the essential factor in a task's prosperity or disappointment concerning gainfulness. Before opening, site examination is required to decide the measure of activity, pedestrian activity and vehicle movement, vicinity to contending organizations, permeability to supporters, and openness. Existing tourist movement literature has indicated that tourist movement and behavior are influenced by different factors such as the expenditures, budget, personal factors, and knowledge of the destination. Therefore, the analysis of the over-all tourist behavior and movement in a region or city only provides general information for tourism organization. Tourists pick a goal when guided by a longing to learn, to investigate new encounters and grow their signs of life through the experience of movement.

This idea is critical to guarantee that the supply in the travel industry goals dependably takes care of the demand and experience that are favored by the sightseers. Sightseers pick a travel industry goal that can react to their desires and request. Tourists tend to respond well to tourist-friendly attractions, where they want services at a destination that are easy to avail. The tourism industry is not exceptional in this respect, but it is influenced more as it potentially has more interactions with people. Therefore, if tourism companies are to survive, training and educating the workforce is of great importance. In this sense, when tourism destinations are well managed, skill development can provide significant benefits to local communities and contribute directly or indirectly to nature conservation. Be that as it may, when goals are inadequately overseen, the travel industry can affect the environments and add to the loss of social respectability and the personality of the goal.

The travel industry is just conceivable in zones where harmony is available. It is missing in combat areas, and much decreased in regions of great clash and strain. A pivotal inquiry to answer is the manner by which the overall the travel industry could be overhauled to help manage real harmony in all parts of the globe. It is clear that harmony the travel industry ideas are hesitant to acknowledge the travel industry as a wellspring of peacemaking. The travel industry is defenseless in zones without harmony. Vacationers by and large will in general visit goals just if those spots are free from viciousness.

Cebu is best known for its world-class dives sites and beaches (Mendez et al., 2016). However, on the managers' side during their operations, they are also challenged over some issues in the hospitality establishments. One of these is financial sustainability. The most common challenges in financial sustainability are varied such as dependence on external sources of funding, unsuccessful branding or marketing, poor fiscal and operational reporting, duplication of mission and economic changes. Thus, an establishment must have strategies to answer these challenges like fundraising or allocation of budget, good branding and marketing, alliances, accurate fiscal reporting, and culture of commitment. It is a must to encourage staff and board members to participate, whether directly or indirectly, in the realization of the nonprofit's mission and goals to facilitate participation, and make roles and expectations as clear as possible.

Tourism is a well-established industry in the Philippines that contribute to the inclusive economic growth of the country. The continued concerted efforts of all the stakeholders of the industry in the implementation of all these initiatives will inevitably lead to sustainable Philippine tourism.

The structure of hospitality industry, is to identify the industry's forward linkages or markets, identify the suppliers, laws affecting operations and services, determine market potential or foreign market demand, determine industry's supply capability, identify the strengths, weaknesses, opportunities, threats and recommend policies that will enhance the industry's competitiveness. Consistency on managerial controls alludes to an organization, meeting its legal commitments, frequently to ensure the wellbeing, security, and welfare of others. Straightforward precedents of consistence incorporate getting a business permit around the local area and making good on regulatory obligations. Consistency issues turned out to be more mind-boggling as the business develops having extended duties in regards to laborers, covering procuring, terminating, separation, provocation, security, wages, finance, and advantages. The manner in which a business offers an item and administration may fall under the sponsorship of an administration office, for example, an eatery expecting to meet wellbeing division rules.

In the local economy, various establishments are belonging to the hospitality and tourism industry that provide various tourism services to both the domestic and local tourists in the local economy. The following are the most common services:

Scuba diving center is a place afforded by tourists and guests wherein the sports or past-time of swimming underwater is involved when using a scuba. It uses a device called scuba which refers to a self-contained underwater breathing apparatus provided for free-swimming divers. Scuba diving tourism encourages conservation, generates revenue, and supports local communities, but entails understanding its interactions with environmental, social, and economic factors is essential. Another type of hospitality services are the restaurants which are considered as destinations of importance since they carry meals which are served to customers and where people pay to sit and eat food which is cooked on the premises; thus, offering something for relaxation and comfort. Also, it also provides to its guests some pipe-inmusic, which is a typical scenario for them as well as providing video karaokes for sing-alongs or minus-one.

The influence of emotional response to interior color on restaurant entry decision, company stresses that color encourages a positive emotion and decision making for first-time customers wherein pleasure is the best emotional predictor to estimate the entry decision event. High-value colors received a high score for pleasure and influenced the entry decisions.

On the other hand, the small-time eatery is much smaller if compared to a restaurant with the purpose of serving customers for a fast-paced setting. The Asian flood of friendliness and the travel industry is being seen in a wide range of ways around the world, especially with nourishment. Inside Asia, there are plenty of road nourishment peddlers that have built up claim culture and commitment to the culinary world. Gourmet specialists over the world are taking the customs and flavors found in road nourishment around Asia and applying that to eateries and restaurants while likewise spanning these societies together.

Lodging house, on the other hand, is a supervised lodging place for people traveling or walking. In another instance, it is also a small hotel, a country inn, a tavern providing accommodation and meals for travelers and tourists while hotel refers to a commercial establishment offering to lodge to transient guests and often having restaurants, public rooms, shops and many more which are available to the general public. It also suggests a place of homelike comfort and old-time appearance or ways. The success of a guesthouse business is customer-based, thus, knowing the staying experiences of guests and identifying their evaluation system are significant. Such knowledge can strengthen the business understanding of the survival and success of guesthouse businesses (Hung, 2015). Ramifications of the elements that add to active visitor house tasks including adjusting the level of offices and valuing, advancing a home climate, looking after neatness, choosing the area, monitoring and responding to user-generated comments. Another name is a pension house, which is a small hotel or boarding house. It may also refer to a boarding house in school or school board.

On the other hand, lodging house is a small house with grounds occupied by a gatekeeper or other employees. This also has reference to a branch or meeting place of an organization. At times, it can also refer to rent accommodation in another person's house and provide with such accommodation. Thus, a private house providing rented accommodation especially in rooms for rent furnishing board and lodging. At some instance, it can be a temporary place to stay or temporary quarters, or it can also mean rooms rented for residence in another's house.

Also, Section 13 of Department of Tourism's (DOT) general rules on the operation and management of resorts stated the following: For maintenance and housekeeping, all sections of the resort shall be of an acceptable standard and shall be on a continuing basis, taking into consideration the quality of materials used as well as its upkeep. Housekeeping shall be of such a standard ensuring well-kept, clean and pollution-free premises. A vermin control program shall be regularly maintained in all areas of the resort. Regular and hygienic garbage disposal system shall be maintained. Sanitation measures shall be adopted following the standards prescribed under P.D. 856, the Code on Sanitation of the Philippines.

As for lifeguard and security, all resorts shall provide the services of a sufficient number of well-trained lifeguards duly accredited by either the Philippine National Red Cross, the Water Life Saving Association of the Philippines or any recognized organization training or promoting safety objectives and adequate security whenever there are guests.

For medical services, all resorts shall provide the services of a physician, either on-call or on a full-time basis, depending on their volume of operation and accessibility to the hospital or medical centers. Also, resorts shall employ adequate first-aiders who have completed a course in the first aide duly certified by the National Red Cross or any other organization accredited by the same. Adequate first aid medicines and necessary life-saving equipment shall be provided within the premises. Signboards, on the other hand, shall be conspicuously displayed outside the establishment showing clearly the name and classification of the resort as determined by the department.

On the part of the designated area, the distance fronting the area of the resort with an adequate number of buoys as provided in the preceding section shall be designated as the area for swimming purposes, and no boat, small boats or other crafts shall be allowed to enter the areas being designated. The resort owner or his duly authorized representative shall be empowered under these rules to enforce the prescribed rules and regulation, and shall likewise designate a portion of the beachfront to be used exclusively for loading and unloading of resort guests unless otherwise designated elsewhere by rules and regulations specific to the area.

There is solid proof that visitor comforts must be picked deliberately as they speak to an expense to the inn that must be either canvassed in the room rate charged to the visitor or alluringly evaluated, so the visitor who pays beyond a shadow of a doubt acknowledges them. A few inns utilize their luxuries to help enhance mark mindfulness and personality among potential visitors in a swarmed market.

A couple of inns, for instance, occasion motels, through the offering of bundle bargains and a magnificent determination of visitor inclination at the season of reservation, have actuated a framework whereby the visitors themselves can choose those civilities that speak to an incentive to them amid their remain. Concentrates that explore the connection between administration practices and efficiency have surveyed the effect of individual practice in seclusion, the impacts of joint reception of practices and the effect of bunches or frameworks of reciprocal practices. Inn and eatery administration (HRM) hones center around individuals' administration, especially on the enrollment, improvement, and administration of representatives. Common HRM rehearses include preparing, advancement, strengthening, and cooperation. Divider and Wood propose that it is improbable that there exists a "one size fits all" arrangement of profitability upgrading administration standards or practices.

Vocations of both inn and eatery chiefs are a piece of the cordiality business. This implies they rotate around making individuals feel good, inviting and addressing their requirements whether for an excellent supper at a sensible cost, or for a perfect, agreeable space for the night. On the other hand, since customer relations are part and parcel of the resort business management field, the role of the customers is the life and blood of the food service business. To ensure continuous patronage, their satisfaction must be sustained. They always deserve special, prompt and consistent attention.

In hotel housekeeping management and operations area, management is the effective utilization of given resources to achieve the enterprises' objectives. All enterprises, whether commercial or non-commercial have objectives. Adding further, the primary objective of all hotels is to provide comfortable lodging services. Relatively in the supervisory management-organizing field, it is defined as the act of organizing as the work of arranging, classifying, and apportioning the work to be done by people. He added further that the critical area of organizing requires the manager to identify and arrange the work logically in his function of developing the organizational structure aside from his other functions of staffing and establishing relationships and delegation.

As bartending is one of the resorts' amenities, it is the core of any bar management technique and to control the liquor inventory effectively. Every management should ensure that the number of guests never exceeds a certain limit, which would otherwise make it difficult to serve or keep tabs on the payment.

On the other hand, as food sanitation and hygiene is another major element in every resort of business management practice, Food safety is a serious concern for all establishments engaged in food production. As consumer safety cannot be compromised, adherence to sanitation guidelines of food handlers is vital. By employing proper sanitation procedures throughout the entire operation, the integrity of food is preserved, and the incidences of food-borne illness are reduced.

On some occasions, the resorts offer tours to their guests. Almost everyone feels the need to get away once in a while from work, school, or their everyday routine. Travelers viewed travel as a reward for one's hard work. The fact that tours eliminate much of the drudgery and headaches of traveling, it makes the reward seem even more attractive. Concerning resorts, the two resorts most often are located at beaches or near the mountains. Resorts offer their guests recreational activities, and they may be chained or individually owned. Understandably, the business management practice in resorts forms an integral part of tourism, in countries where the tourism sector forms an integral part of the national development plan. The government involves itself directly in the actual management of tourism over and above its general regulatory functions.

However, the Department of Tourism claimed that there are specific requirements for becoming an accredited particular interest resort establishment, which will be rated by the government above agency. It is composed of fifteen major parts namely: The location, lounge and reception center, room accommodations, toilet and bathroom, lighting, furnishing, and ventilation, staff and service, maintenance and housekeeping, lifeguard and security, medical services, fire-fighting facilities, signboards, beach resort policies, designated areas, precautionary measures, and prohibited acts and practices.

Moreover, a study on the impact of hospitality and tourism-related development documented on how some global trends are playing out along the coast. It was found out that all of the problems experienced in other coastal tourism destinations are also found in Costa Rica. On the other hand, the tourism sector in Costa Rica had a clear advantage over other sand, sun and sea destinations virtually developed over the years. Costa Rica had a successful small-scale nature-based tourism and had gained the reputation that leads in eco-tourism destination.

### 3. Objectives of the Study

The study assessed the hospitality industry services, facilities and amenities being provided by the hospitality establishments in Moalboal, Cebu. It further determines the challenges confronting these establishments in their business operation as well as the factors that influence the customers to avail of their services.

### 4. Methodology

This investigation utilized the predictive-relational research design using a modified tourism services assessment tool to gather data on the quality of services provided by the hospitality establishments in Moalboal, Cebu, Philippines and the challenges confronting these tourism business entities. The study was conducted the various tourism services establishments such as restaurants, resorts, small-time eateries, scuba diving centers, and lodging houses in the study area. There were 255 customers and 15 personnel of the establishments which served as respondents using predictive relational research design.

There were two sets of questionnaires used in this study. First set was a modified tourism services assessment questionnaire for assessing the quality of facilities, amenities, and services of the different hospitality establishments. The second set was a researcher designed tool that pertains to the determination of assessing the challenges that confront the establishments in the areas of financial sustainability, marketing and promotion, operations and compliance to regulatory requirements, and the third questionnaire refers to the factors that influence the customers to visit the hospitality establishments.

To test the reliability of the researcher-designed gathering tool, a pilot testing procedure was conducted. The Cronbach's Alpha value for the first set of questionnaires for the customers was 0.771, while for the second set that was administered to the managers or owners was 0.8829. Both results mean that the survey tool exhibits high reliability.

In this study, the proponent asked permission beforehand from the management of the various hospitality establishments in Moalboal, Cebu. Once the permission was obtained, the proponent personally undertook the data gathering process. After the administration of the questionnaire, the data were tallied, tabulated and subjected to statistical analysis. Weighted mean was used in analyzing the extent of the quality of services and challenges confronting the hospitality establishments. ANOVA (Analysis of Variance) was used in determining the degree of difference in the quality of services and the challenges confronting the hospitality establishments.

### 5. Results and Discussions

This part reveals the assessments of the two groups of the respondents on the hospitality establishments' *facilities*, *amenities*, and *services* in Moalboal, Cebu. The factors that influence the customers to visit this hospitality mentioned above establishments, as well as the challenges confronting these businesses, were also explored. The data contained in Table 1 reveal that the results on the assessment on the quality of facilities and amenities offered by the hospitality establishments in Moalboal, Cebu, Philippines.

**Table 1. Quality of Facilities and Amenities of the Hospitality Establishments**

Indicators	Managers (n = 15)		Customers (n = 255)		Over-all (N = 270)	
	Mean	Description	Mean	Description	Mean	Description
A. Entrance/Exit & Parking	2.91	Satisfactory	2.80	Satisfactory	2.85	Satisfactory
B. Reception Size	3.20	Satisfactory	2.96	Satisfactory	3.08	Satisfactory
C. Reception Lounge	3.09	Satisfactory	3.00	Satisfactory	3.04	Satisfactory
D. Ambiance	2.79	Satisfactory	2.96	Satisfactory	2.87	Satisfactory
E. Lighting	3.07	Satisfactory	2.95	Satisfactory	3.01	Satisfactory
F. Comfort Room and Toilet	3.01	Satisfactory	2.91	Satisfactory	2.96	Satisfactory
G. Food and Beverage Equipment	2.67	Satisfactory	2.82	Satisfactory	2.74	Satisfactory
<b>Aggregate Mean</b>	<b>2.96</b>	<b>Satisfactory</b>	<b>2.91</b>	<b>Satisfactory</b>	<b>2.93</b>	<b>Satisfactory</b>

Based on the results, the over-all aggregate mean of all the indicators under *facilities and amenities*, was at *satisfactory* ( $\mu=2.93$ ) level, comprising of the assessment made by the managers/owners ( $\mu=2.96$ ) and customers ( $\mu=2.91$ ). The data signify that in the context of facility and amenity, the hospitality establishments do have a remarkable performance in delivering quality services to the guests.

Among the aspects in the provision of *facilities and amenities*, the *reception size* was considered as the most *satisfactory* ( $\mu=3.08$ ) which obtained the highest weighted mean. This means that the hospitality establishments' personnel provided quality customer service to their customers and guests where initial impressions about the business establishment are formed.

The aspect that got the least mean ( $\mu=2.85$ ) was on the provision of the quality entrance, exit, and parking, even though the evaluation was marked as *satisfactory* in rating. This result has linked the fact that the customers do not care about its necessity as they only ride on passenger vehicles and more of them may have noticed that several entities do not have a valet parking. Therefore the data indicated that there are still rooms for more improvements in order to reach the peak of excellence.

Today, more companies are skipping the reception area altogether by incorporating the reception and waiting experience into their actual office space. It also reinforces brand importance. How companies physically convey their unique brand and culture, is of growing importance and designing the right office layout space which is an important aspect when communicating with guests and clients. Having an open waiting area is a crucial way to make clients feel connected with the people who are working for them, giving them a sense of immersion into space and culture. Hanged posters with the establishment's mission statement or company values near the entrance, is essential to give guests a snapshot of what drives the entity. Also, it will not only drive employee engagement but will also indeed show the clients on what can be accomplished with the institution's creativity and collaboration.

Another aspect being evaluated by the respondents pertains to the quality of *services* that the hospitality establishments in Moalboal, Cebu is offering to their clientele/guests. It shows the hospitality management's scope of concerns, more particularly on aspects of *reception service hours, registration and check-in process, the personality of reception, environmental conservation practices, food and beverage services, sanitation, and security services*. It also displays the different results of perceptions from the two groups of evaluators, composed of the managers/owners and customers.

Table 2 presents the data. This part reveals which item obtained much higher in positive responses and which aspect obtained the lowest mean ratings. It also exposes the comparison between the manager/owners' and customers' perceptions as well as the over-all value evaluation of the items.



**Table 2. Quality of Services of the Hospitality Establishments**

Indicators	Managers (n = 15)		Customers (n = 255)		Over-all (N = 270)	
	Mean	Description	Mean	Description	Mean	Description
A. Reception Service Hours	2.49	Fair	2.70	Satisfactory	2.59	Satisfactory
B. Registration & Check-In Process	2.64	Satisfactory	2.88	Satisfactory	2.76	Satisfactory
C. Personality of Reception	3.15	Satisfactory	3.18	Satisfactory	3.16	Satisfactory
D. Environmental Conservation Practices	3.05	Satisfactory	3.01	Satisfactory	3.03	Satisfactory
E. Food and Beverage Services	2.80	Satisfactory	2.99	Satisfactory	2.89	Satisfactory
F. Sanitation	3.04	Satisfactory	3.13	Satisfactory	3.08	Satisfactory
G. Security Services	2.92	Satisfactory	2.83	Satisfactory	2.87	Satisfactory
<b>Aggregate Mean</b>	<b>2.87</b>	<b>Satisfactory</b>	<b>2.96</b>	<b>Satisfactory</b>	<b>2.91</b>	<b>Satisfactory</b>

The data connote the focal concentration of the establishments on the front office or reception area as a primordial aspect in the personality of reception as indicated by the overall mean of 3.16 (*satisfactory*), so the guests or customers will be lured to visit the hospitality establishment due to commendable customer service and assistance afforded to them.

The aspect of practicing proper *sanitation* services was also found to be *satisfactory* with a rating of ( $\mu=3.08$ ), which indicates that it is directly inclined to health and cleanliness, and the concern for *environmental conservation practices*. The lowest factor mean was on the aspect of *reception service hours* due to the non-operation of some other establishments like some eateries which are also during midnight and dawn time as indicated by the over-all aggregate mean of 2.59 (*satisfactory*) rating.

Thus, the data imply good customer satisfaction to the customer group; however, there is still a need for the hospitality establishments in Moalboal, Cebu to comply with all of the stipulated standard regulatory and organizational requirements especially on the reception service hours category which could somehow build more impressions and penetrate for more potential customers. Moreover, in order to successfully attain the highest point of excellence, there is a need to improve aforesaid identified items that got lower scores.

The learning and comprehension of different identity kinds of visitors would help them to plan their techniques to bargain successfully with various sorts of visitors in all of their job functions. The process of analyzing the guests regarding their personality characteristics assists the professionals to know their guests in a better way. Once they know the prominent dimension of a guest's personality and their temperament regarding their planning, reservation making, spending, lodging, and complaining habits, they can very well devise the apt strategies to meet their expectations and increase the customer satisfaction.

This section involves the different influences that affect the interest of customers to visit the hospitality establishments in Moalboal Cebu. This third set of data was collected from the customers who indicated their perception as to why they prefer to visit the research area.

The data contained in Table 3 shows the responses from the respondents in the context of affordability, accessibility, popularity, destination sites, and peace and order. It further displays the results of the tallied data with the use of the weighted mean computation.

**Table 3. Factors that Influence Customers/Tourists to Visit the Hospitality Establishments**

	Indicators	Mean	Response Category	Description
A.	Affordability	3.05	Moderately Agree	Moderately Influential
B.	Accessibility	3.28	Strongly Agree	Highly Influential
C.	Popularity	3.38	Strongly Agree	Highly Influential
D.	Destination Sites	3.29	Strongly Agree	Highly Influential
E.	Peace and Order	3.11	Moderately Agree	Moderately Influential
	<b>Overall Aggregate Mean</b>	<b>3.22</b>	<b>Moderately Agree</b>	<b>Moderately Influential</b>

As can be gleaned in the data contained in Table 3, the *popularity* of the place is the *most influential* factor that enticed tourists to visit Moalboal, Cebu. The data related with the effort exerted by the Department of Tourism and other blogging sites that promote the beauty of the locality especially to the sight of domestic and foreign tourists.

On the other hand, *affordability* was considered as the *moderately influential* factor that motivated the visitors or the tourist to visit the hospitality establishments and avail of the products and services, which obtained the aggregate mean of 3.05.

This signifies that the respondents who were tourists in Moalboal, Cebu were indeed willing to spend money for the sake of adventure, fun, and exploration though they too are also enticed by the natural wonders of the local *destination site*.

Customers do not give much weight to seller messages anymore. People talk directly to each other. The customers are saying they will either help sell more or drive away business. If one can develop a positive brand reputation in the marketplace, he will be able to influence customer purchase decisions more frequently. People will look at the product, recall what others have said, and choose the item over the opposition. By and large, positive notoriety can even balance insufficiencies in different regions.

This section discusses the different challenges posed to the managers and the hospitality establishments, in general, encompassing financial sustainability, marketing and promotions, operations, and compliance with regulatory requirements.

**Table 4. The Challenges Confronting the Hospitality Establishments**

	Indicators	Mean	Response Category	Description
A.	Financial Sustainability	2.84	Challenging	Moderately Agree
B.	Marketing & Promotions	2.89	Challenging	Moderately Agree
C.	Operations	2.57	Challenging	Moderately Agree
D.	Compliance to Regulatory Requirements	2.33	Less Challenging	Agree
	<b>Overall Aggregate Mean</b>	<b>2.66</b>	<b>Challenging</b>	<b>Moderately Agree</b>

The category items in this section to present a *challenge* to the managers of the hospitality establishments in doing their business *operations* with a mean of 2.66 (*challenging*) rating but not on a severe level as they may find them manageable still.

*Marketing and promotions* were considered the most *challenging* aspect. Based on the weighted mean score at 2.89 (*challenging*) as this may significantly affect the operating costs of the business, followed by the *financial sustainability* ( $\mu=2.84$ ) rating, since it is a difficult job to gain continuous sales but can somehow also be answered by various means of advertisement especially during the offseason. Meanwhile, the *least challenging* aspect among the indicators pertains to the *compliance with regulatory requirements*, based on the weighted mean of 2.33. This can quickly be resolved with reorientation among the personnel involved regarding the importance of this particular business aspect.

As the *most challenging* factor, hospitality industries' *promotion* is a critical ingredient in the marketing campaign. *The promotion* has contributed a lot to boost a better image of both significant and minor hotels in every part

of the world. It does communicate to its publics, the type of services it renders, and also believes in fair deals and considers the interest of its customers and various publics. Hospitality industry services, pricing, as well as promotional policies and strategies, constitute elements of its promotion mix. Mainly, many proprietors were not taught the new style of advertising, sales promotion, use of television, use of radio, personal contact, use of handbill, in fact, many managers failed to apply for aggressive advertising or *promotion*. When aggressive advertising come into place, all those problems that militate against hotel business will be a thing of the past, and much will be achieved.

Table 5 uncovers the results on the test of significant variance between the assessment made by customers on the quality of facilities/amenities and services and the factors that influence them to visit the hospitality establishments in order to determine if there is a significant variance between the two items. The results were computed with the use of ANOVA or analysis of variance.

**Table 5. Significant Variance on the Quality of Facilities/Amenities and Services and Factors that Influence the Customers to Visit the Hospitality Establishments**

Variable	df	Sum Square	Mean Square	F-value	P-Value	Significance	Results
<b>A. Facilities &amp; Amenities</b>							
Between-Group	47	48.616	1.034	4.00	0.000	Significant	Reject Ho
Within Group	207	53.497	0.258				
Total	254	102.113					
<b>B. Services</b>							
Between-Group	47	50.758	1.080	5.12	0.000	Significant	Reject Ho
Within Group	207	43.664	0.211				
Total	254	94.422					

There are significant variances on the assessment of customers of the hospitality establishments, on the quality of the facilities and amenities and services and the factors that influence the customers to visit the hospitality establishments, as indicated by the P-value of 0, and is lesser than the 0.05 level of significance. Therefore, the null hypothesis was rejected.

The data can be explained that the respondent customers had different ideas on the distinct characteristics of features of the various facilities or amenities and the services offered by the hospitality establishments. Also, it can be said that the different factor influences had made their contribution to the customer's preferences in availing the hospitality services.

Analysis of the essence of consumer behavior showed that it concentrates on how people formulate decisions. A tourist's decision-making process is a complicated, multi-faceted course influenced by different internal and external factors. Factors affecting consumer behavior help identify what products and services on which individuals consume situations. Mostly four main elements influencing consumer behavior: cultural, social factors, personal and psychological factors are analyzed. Tourism destinations with specific attributes (attractions, amenities, accessibility, image, price, and human resources) make them appropriate and available for tourists. The types of tourism destinations (ethnic, cultural, historical, environmental and recreational tourism destinations) serve the goal to meet tourists' needs and purposes according to geographical location, environment, and nature or human-made structures like urban, seaside, alpine and rural destinations.

Table 6 uncovers the results of the test of significant variance on the *quality of facilities, amenities and services*, and the *challenges confronting the hospitality establishments*. The results were computed with the use of ANOVA or analysis of variance.

**Table 6. Test of Significant Variance between Quality of Facilities/Amenities and Services and Challenges Confronting the Hospitality Establishments**

Variable	df	Sum Square	Mean Square	F-value	P-Value	Significance	Results
<b>A. Facilities &amp; Amenities</b>							
Between-Group	11	1.948	0.177	1.73	0.359	Not Significant	Accept Ho
Within Group	3	0.307	0.102				
Total	14	2.255					
<b>B. Services</b>							
Between-Group	11	2.959	0.269	1.84	0.337	Not Significant	Accept Ho
Within Group	3	0.438	0.146				
Total	14	3.398					

There is no significant variance between the assessment of the manager respondents on the quality of the *facilities/amenities* and the *challenges confronting the hospitality business establishments*, based on the p-value of 0.359. Further, the p-value of 0.337 indicates that there is also no significant variance on the evaluation of the quality of the *services* as provided by the hospitality establishments and the *challenges confronting the hospitality establishments* as well.

Thus, the hypothesis was accepted. The data reveal that there were no variances on the assessment of the managers regarding on facilities, amenities, and its services as well as the challenges confronting the hospitality business entities in Moalboal, Cebu.

The results imply that the operational parameters, which affect the establishments' existence. These are the availability of the service like hours/day, the availability of all or part of the service package at the time it is needed such as food dishes, goods on shop shelves, service people, the responsiveness of the service organization to the demand for the service by a customer like telephone, hotel, or field service receptionist, and waiting time for the service.

## 6. Conclusions

The hospitality establishments in the rural tourism area provided adequate facilities or amenities, as well as the services that call to heap on effort on the part of the management to convalesce various aspects in the operations to conform to the standards and norms set both by the government and industry sector.

The presence of various factors that motivated the tourists to visit the locality and avail the products and services offered by the business establishments have an enormous impact on the sustainability of the local hospitality industry that afforded benefits to the local people, primarily through the provision of an alternative source of income and jobs.

Furthermore, there were minimal challenges that hindered the smooth operations of these hospitality establishments and a potential threat to their continued business existence was insignificant.

## 7. Translational Research

Therefore, the Local Government Unit (LGU) of Moalboal, Cebu should at this moment adopt the proposed Sustainability Development Plan to ensure that the hospitality business entities that have provided income to the community can survive in the fore long. There should also be a study on the feasibility of a tour package to the various tourists' destination sites to upsurge the revenue generated by both the LGU and the local stakeholders.

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