

## **WORK ORIENTATION OF EMPLOYEES IN TOURISM BUSINESSES IN TANAY, RIZAL**

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**ABSTRACT:** *In a competitive environment organizations are turning towards an important internal wealth, their employees. Because satisfied employees are considered to perform and stay loyal, the present paper examines the viewpoints in the literature regarding job satisfaction, work orientation and delimits the need to address the variables which influence and explain the high and low satisfaction for the specific labor market. Additionally, the author aim to discuss the variable differences between the public and the private sector. The Grounded Theory methodology was chosen due to its ability to extract theory from data. The qualitative research focused on 20 in-depth semi-structured studies with employees from the different public and private tourist destinations. After a thorough analysis, three (3) main job satisfaction variables emerged with sub-elements. All 36 determinants were included in a new honeycomb model of work orientation variables which offers a strategic perspective for human resource management strategies that will help the tourism industry in the municipality of Tanay, Rizal*

**KEYWORDS:** ecotourism; resource manager perspective; operator perspective; visitor perspective; protected areas; sensitive management; motivation; Philippines; Luzon Island; nature-related tourism.

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### **INTRODUCTION**

Tourism has been the fastest growing industry in the world with an annual growth rate of 8% for decades according to the United Nations World Tourism Organization (UNWTO). However, despite the pressing, controversial issues hounding the sector, local travel and tourism remained a bright spot for the Philippine economy and the real estate industry. In 2017, the travel and tourism sector contributed a total of P3.35 trillion to the Philippine economy, accounting for about 21 percent of the country's gross domestic product (GDP), according to the latest report from the World Travel and Tourism Council (WTTC).

The industry's total contribution—which reflected not only the economic activities of directly related industries, but also the wider effects from investment, supply chain and induced income impacts—is similarly expected to rise by 5.9 percent in 2018 and further increase by about 5.8 percent yearly to P6.24 trillion by 2028, data from the WTTC's Travel and Tourism Economic Impact 2018 report showed. Apart from its contribution to the local economy, travel and tourism directly supported some 2.3 million jobs or about 5.8 percent of employment last year. This figure included employment by the hotels, travel agents, airlines and other passenger transportation services (excluding commuter services), as well as the activities of the restaurant and leisure

industries that are directly supported by tourists, and things are looking up, too, as far as jobs are concerned.

According to WTTC, employment in this industry is expected to rise by 6.6 percent in 2018 and further increase by 2.6 percent yearly to 3.22 million jobs by 2028. The total contribution of travel and tourism to employment, including jobs indirectly supported by the industry, stood at 19.2 percent of total employment, or 7.8 million jobs. WTTC further disclosed in its 2018 report that the money spent by foreign visitors, or what the WTTC had termed as visitor exports, was deemed a key component of the direct contribution of travel and tourism to the local economy.

In 2017, the Philippines generated P379.7 billion in visitor exports, a figure expected to grow by 3.4 percent this year, and by 5.4 percent yearly to a whopping P665 billion by 2028. Meanwhile, investments in travel and tourism last year reached P95.1 billion, a figure seen to similarly rise by 4.5 percent in 2018, and by 5.2 percent yearly over the next 10 years to some P164 billion in 2028. Indeed, travel and tourism remained one of the largest economic sectors not only in the country, but also globally. It continues to create jobs, drive exports and generate prosperity for many countries across the world.

In the Philippines, the booming travel and tourism sector is currently driving the growth of many industries, including real estate as the influx of foreign and domestic travelers pushed the demand for new hotels and resort projects. Colliers International Philippines earlier noted that the development of three- and four-star hotels in resort destinations would be more visible over the next two to three years. “Colliers believes that among the most attractive locations for these developments are Cebu, Bacolod, Iloilo, Palawan, Davao and Bohol. We also encourage investors to build budget hotels to cater to a continuously growing domestic market that is primarily driven by millennial travelers,” it earlier reported. For 2018, Colliers expects foreign arrivals to grow by as much as 15 percent to 7.6 million, due to sustained demand from traditional visitor markets such as Korea, Japan and China.

“With the ongoing improvement of the country’s transport infrastructure, we encourage firms to consider developing hotels near transport terminals...”. Developers and operators should emphasize cultural and historical aspects of old buildings that could be redeveloped into accommodation facilities. To encourage similar projects, local and national governments should consider granting attractive incentives to potential developers,” Colliers had said.

Tourism is an important industry in the Tanay, Rizal because it provides a direct source of income to the community. It is a significant contributor to the economy, adding 5.8 percent of direct gross value to the GDP from 2000 to 2010, and generates earnings from revenue and employment.

Tourism is a major employment generator, both directly and indirectly. Tourism quickly creates income for small and large businesses, for the government through sales tax revenues and for households through wages from tourism-related jobs. The income collected by the government in the form of taxes provides activities, services and products used by tourists. The surge of jobs in a

tourist-flocked spot promotes vocational and skills development, open opportunities for youth to gain experience and knowledge and allows the government to export world-class services.

The development of tourism in regions and provinces such as Tanay, Rizal away from the metropolitan area paves the way for tourism infrastructure spending. The once poorly developed areas are integrated with proper infrastructures and are given more opportunities for economic growth. Tourism also improves the Philippines' image in the international trade. A travel-friendly country promotes a culture of tourism, where visitors, locals and the whole community were able to share a safe and clean environment.

## **RESULTS**

The World Conference held in Manila in 1980 and the Brundtland Report (UNWCED 1987) contributed to applying the concept of sustainability to tourism introduced by UN-World Tourism Organization (UN-WTO 1993). Sustainable tourism is a complex concept and a dynamic construct which includes many correlated concepts (Clifton and Benson 2006). It has been defined as the tourism that meets the need of the present tourists and host regions while protecting and enhancing the opportunity for the future (Responsible Travel Handbook 2006). Sustainable tourism emphasizes the need to preserve the local community, in terms of traditions and socio-cultural identity, protect the environment, generate revenue and labor for the host destination and involve the local community in decision-making processes (Medina 2005) giving rise to forms of shared territorial governance (Del Baldo 2017a). Accordingly, numerous 'labels' are associated with sustainable tourism: acceptable, appropriate, consistent, conscious soft, durable, eco-friendly, green, ethical, equitable, integrated, light, soft, non-random, not harmful, responsible, socially leg, and humanitarian-tourism. These labels also include accessible tourism, which addresses specific categories of people and, among these, the elderly, the disabled, or minority categories and groups (Manente et al. 2014).

The International Coalition for Responsible Tourism associated responsible tourism with the concept of sustainability, qualifying responsible tourism as an application of sustainable development within the tourism sector (UNEP 2005). The Responsible Travel Handbook states that responsible tourism goes beyond fancy packaging and eco-certification, or simplistic internal hotel policies of washing sheets and towels, or accommodations located in natural jungle. Rather it has to do with an everyday lifestyle that promotes cultural and biological diversity, environmental and natural resources conservation, at home and while travelling (see: Responsible Travel Handbook 2006: 13). This definition has been further developed (Second International Conference on Responsible Tourism Destinations held in Kerala in 2008) through guidelines and recommendations for actions in different fields (education, training, campaigning and awareness raising, media, governance, partnerships and markets) to promote it. Responsible tourism takes a variety of forms of travels that minimize negative environmental, social and cultural impacts, generate greater economic benefits for local people and enhances the well-being of host communities, involve local people in decisions, make positive contribution to the conservation and valorization of natural and cultural heritage, provide access for physically challenged people and enjoyable experiences for tourists through meaningful connections with local people and a greater

understanding of local cultural and environmental issues, and engender respect between tourists and hosts (Cape Town Declaration 2002). Therefore, responsible tourism can be considered a sort of umbrella, which includes all types of tourism afore mentioned, included the fair-trade tourism, solidarity tourism, community-based tourism, rural tourism, agro-tourism, heritage tourism, reality tourism, pro-poor tourism and conscientious tourism. “Responsible tourism is a broad concept that includes different conscious and respectful ways of travelling, which bring people to take responsibility for their actions while sustainable tourism represents the natural reply that tourist operators give in order to fulfill the needs and wishes of responsible tourists” (Manente et al. 2014: 12).

One training need identified in the research was in local tourism assets. Particularly, some visitors to businesses such as restaurants often receive a negative reaction to their questions concerning what there is to see locally. Accordingly, a packet highlighting local attractions, history of the area, directions to attractions, and information about regular events is being developed for training new tourism employees in Wood County. Interested Extension personnel should consider developing such materials for training tourism business employees in their communities.

In a 2010 Tourism Vancouver Island training and education needs assessment survey, employers and managers indicated that customer service skills were one of the most significant issues (Tourism Vancouver Island, 2010). Employers and human resources managers were most concerned with employee skills and training related to personal development, tourism/hospitality knowledge, computer and communication skills, leadership/management skills, and customer service skills and attitudes.

A similar finding emerged from a 2014 LinkBC roundtable discussion held between tourism and hospitality educators and industry professionals. One of the main topics raised by employers was the need for new tourism professionals to learn customer service skills and to continue to hone these skills over time. In all groups, across all sectors, many students and graduates were found lacking in these skills (LinkBC, 2014).

In 2012, Cornell Hospitality presented a report from PKF Hospitality Research that showed guest satisfaction is heavily influenced by service factors such as employee attitude and the pacing and order of services provided. It found that the greater the client satisfaction, the higher the revenues for a given hospitality business, and that service plays a far greater role than price and location in the guest-purchase decision (Cornell Hospitality Research, 2012).

Training is critical to ensuring quality service and meeting these objectives (Brown et al., 2009). On a global scale, Canada ranks high in human resources capabilities. Unfortunately, due to the seasonal nature of many tourism and hospitality positions, and limited access to affordable and accessible training, the industry isn’t always able to take advantage of this position (Blanke & Chiesa, 2009), as it can be difficult to attract, train, and retain reliable and qualified staff year-round.

The concept of Total Quality (TQ) refers to an approach by businesses to integrate all employees, from management to front-level, in a process of continuous learning, with a goal of increasing customer satisfaction. It involves examining all encounters and points of interaction with guests to identify points of improvement. Total quality management (TQM) in tourism and hospitality is a process where service expectations are created by the entire team, with a collaborative approach between management and employees (Kapiki, 2012).

## SUMMARY

This study has analyzed research articles related to work orientation (KM) in tourism business that were published in various journals from 2009 to present. These articles were found by searching databases available in the university system. They are Hospitality & Tourism Complete, ABI/INFORM, Academic Search Premier and Business Source Premier. The searches from these databases for KM topics yielded 1992 hits, of which 62 articles were identified. The purpose of this study is to identify research trends and the direction of scholarly research in hospitality and tourism work orientation and to analyze the potential contributions of published scholarly studies via systematic content analysis. Given this systematic review, this study uses several methods, including content analysis, taxonomy and weighted proportional counting system. This study classified all 62 contributions into two groups: 17 conceptual articles and 45 empirical articles. Researchers did not recognize the importance of conceptual studies, since the conceptual articles only account for 27.4% of all the identified contributions. It is crucial to maintain a balance between empirical research and conceptual research. However, this study did not find this balance, and more conceptual work orientation research is needed.

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