Research Article

Employers' Feedback on Hospitality Management Graduates from Palawan State University: A Mixed-Methods Study

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ABSTRACT

This study examines employer feedback on the performance of Bachelor of Science in Hospitality Management (BSHM) graduates from Palawan State University's Brooke's Point campus. A mixed-methods approach using a descriptive research design was employed to explore employers' perceptions of graduates' soft and hard skills within the hospitality industry. The research was conducted across Puerto Princesa City, Coron, and Brooke's Point in Palawan, with data collected through surveys and interviews from 20 employers in various hospitality sectors, including Front Office, Housekeeping, and Food & Beverage. Purposive sampling was used to select employers who had hired BSHM graduates between 2019 and 2024. The data were analyzed using frequency counts, percentages, and means.

The findings revealed that BSHM graduates performed well in soft skills such as teamwork, adaptability, communication, and interpersonal skills, with employers expressing high levels of satisfaction. The graduates also demonstrated strong hard skills, including computer literacy, presentation, and writing abilities. However, areas for improvement were identified, including workplace ethics, confidence in managing complex tasks, exposure to international cuisines and standards, and proficiency in industry-specific software such as Property Management Systems (PMS) and Point of Sale (POS) systems.

The study recommends enhancing practical experience across all hospitality departments and increasing exposure to international standards. It further suggests updating the BSHM curriculum to better align with industry needs, with a focus on global practices, technological literacy, and skill development. These findings offer valuable insights for academic institutions, employers, and future researchers.

Keywords: *Hospitality Management, BSHM Graduates, Soft Skills, Hard Skills, Employer Feedback, Palawan State University*

Introduction

The hospitality industry in Palawan, one of the Philippines' premier tourist destinations, plays a vital role in the local economy. With its diverse attractions—from pristine beaches to cultural heritage sites—the province has seen an increase in hospitality establishments, ranging from local businesses to international chains. This rapid growth in the industry has heightened the demand for well-trained professionals capable of navigating its dynamic and competitive nature. Consequently, the Bachelor of Science in Hospitality Management (BSHM) program at Palawan State University (PSU) aims to equip students with the necessary knowledge and skills to thrive in this fast-evolving field.

However, despite the growing emphasis on academic preparation, there remains a significant gap between the competencies students acquire in academic programs and the practical skills employers expect. Employers in the hospitality sector are increasingly looking for graduates who not only possess technical expertise but also have strong soft skills such as communication, problem-solving, and teamwork, which are crucial in providing excellent customer service. Given this, understanding employer feedback on BSHM graduates is essential to evaluate the effectiveness of current curricula and to enhance the employability of future graduates.

This research aims to bridge this gap by investigating employer feedback on the performance of BSHM graduates from PSU's Brooke's Point campus. By examining the strengths and weaknesses identified by employers, the study will provide insights into how well the academic program aligns with industry expectations and where improvements can be made.

Background of the Study

The hospitality industry continues to evolve, shaped by shifting trends and changing consumer demands. As this global industry expands, the need for highly skilled professionals grows. For graduates of the Bachelor of Science in Hospitality Management (BSHM) program, the transition from education to employment is critical. Employers are seeking graduates who possess not only technical knowledge but also the ability to adapt to real-world scenarios. In this context, understanding how well BSHM graduates meet the demands of the hospitality sector is essential for ensuring their success in the workforce. Employer feedback plays a crucial role in assessing the skills, performance, and readiness of graduates to succeed in the industry (Zhao et al., 2016).

Employers' perceptions of BSHM graduates provide valuable insights into the alignment between what students learn in academic programs and what the industry expects. These insights reveal the strengths and weaknesses in graduates' skill sets, particularly in areas such as communication, leadership, problem-solving, and customer service—skills essential for success in hospitality (Chen, 2017). Understanding the extent to which these graduates meet employer expectations through their performance at work, especially in terms of soft and hard skills, can guide educational institutions in fine-tuning curricula to better prepare future graduates for their careers. This research explores employer feedback regarding the performance of BSHM graduates from PSU-Brooke's Point campus, assessing how effectively they apply their education in the workplace.

The study's primary objective is to examine employer feedback on the BSHM graduates' performance at work. By focusing on soft and hard skills, the research seeks to gain a deeper understanding of the graduates' preparedness for the hospitality industry. This includes evaluating their performance in practical, real-world scenarios and identifying areas that may require further development. The findings of this study can provide valuable recommendations to improve academic programs and ensure that BSHM graduates are better equipped to meet the needs and expectations of employers.

As the hospitality sector is both customer-centric and highly dynamic, the study also addresses the importance of feedback mechanisms in the professional development of employees. Feedback from employers serves as a tool to identify gaps in the skill set of graduates and inform the ways in which institutions can adjust their teaching methods and curricula. By understanding employer feedback on the

performance of BSHM graduates, academic institutions can refine training programs, enhance employability, and ensure graduates are well-prepared to navigate the complexities of the workplace.

This research is designed to provide a comprehensive understanding of how BSHM graduates transition from education to employment within the hospitality industry, focusing on the critical factors that influence their success in the workforce. To achieve this, the study examines several key dimensions of employer feedback, offering valuable insights into how well these graduates meet the demands of the hospitality sector.

A primary area of focus is understanding the diversity of the work environments in which BSHM graduates are employed. By examining the profile of the establishments where graduates are placed—including the type of department and the location of the establishment—the research aims to highlight the various hospitality settings that influence graduates' job performance. These environments, ranging from local businesses to international chains, play a significant role in shaping the professional experiences of the graduates. This provides a nuanced understanding of how their education translates into practical skills in different contexts. The study explores how these diverse work environments may require different skill sets and the extent to which graduates can adapt to the unique demands of their specific roles.

Another key aspect of this research is the performance of BSHM graduates as perceived by their employers. The study delves into the development and application of soft and hard skills among the graduates. Soft skills—such as communication, leadership, problem-solving, and teamwork—are integral to the hospitality industry's success, where interpersonal interactions and customer satisfaction are paramount. Understanding how well graduates perform in these areas provides a clearer picture of their strengths and areas for growth. Additionally, the study considers the importance of hard skills—technical competencies and specialized knowledge gained during their education. These hard skills are critical, as they provide the foundational expertise needed to excel in various operational aspects of hospitality. Evaluating the performance of graduates in both areas allows the research to offer recommendations for refining educational programs and better preparing graduates for the challenges they will face in their careers.

Finally, the research examines the gaps between the skills that BSHM graduates acquire through their academic programs and the expectations of the industry. By identifying areas where employers believe graduates may need further development—whether in terms of specific technical knowledge or essential soft skills—this study aims to highlight where improvements can be made in the curriculum and training methods. These insights are essential for enhancing the employability of future graduates, ensuring they are well-equipped to meet the ever-evolving demands of the hospitality sector. By addressing these gaps, institutions can better align their academic offerings with industry needs, ensuring that BSHM graduates possess the skills necessary to succeed in a highly competitive and fast-paced work environment.

Through these analyses, the research seeks to bridge the gap between academic preparation and industry expectations, providing valuable insights that will contribute to the continuous improvement of educational practices and graduate employability in the hospitality sector.

Statement of the Problem

This research aimed to explore Employer's feedback towards the graduates of BSHM of PSU-Brooke's Point campus, to identify how well they learn during their education by the reflection of their performance at work.

1. What is the profile of the respondents in terms of;
   1.1 department designation;
   1.2 name and address of the establishment they are employed?
2. What is the extent performance of the BSHM graduates as perceived by their employers in terms of:
   2.1 soft skills; and
   2.2 hard skills?

3. What are the areas needing improvement on Hospitality Management graduates based on their performance at work?

Methodology

This study employed a mixed-methods design, combining both quantitative and qualitative data collection to assess employer feedback on the performance of Bachelor of Science in Hospitality Management (BSHM) graduates from Palawan State University's Brooke's Point campus. A structured questionnaire and semi-structured interviews were used as the primary instruments for data collection. The sample consisted of 20 employers from various hospitality establishments, including local hotels, resorts, and international chains, who had hired BSHM graduates between 2019 and 2024. Employers from departments such as Front Office, Housekeeping, and Food & Beverage were included to ensure a broad representation of the industry. The questionnaire was validated through expert reviews and pre-testing with a small sample of employers, and its reliability was measured using Cronbach's alpha, yielding a value of 0.85, indicating strong internal consistency. The quantitative data from the questionnaire were analyzed using descriptive statistics, such as frequency distributions, means, and ranks, to provide insights into employers' perceptions of the graduates' competencies in areas such as communication, teamwork, computer proficiency, and presentation skills. Additionally, semi-structured interviews were conducted with a subset of 10 employers to gain deeper qualitative insights.

These interviews were audio-recorded, transcribed, and analyzed using thematic analysis, where recurring themes related to graduates' strengths and areas for improvement were identified. This analysis focused on aspects like workplace ethics, confidence, international exposure, and technological proficiency. Ethical considerations were carefully observed throughout the study, with all participants providing informed consent, understanding their right to confidentiality and voluntary participation. The research adhered to ethical standards by ensuring that all data were securely stored and that participants' identities remained anonymous. Validity and reliability measures were applied to both the structured questionnaire and interview process, ensuring the instruments' relevance and consistency. The findings from both the quantitative and qualitative analyses were used to generate recommendations for improving the academic program and enhancing the preparedness of BSHM graduates for the hospitality workforce.

Results and Discussions

The data gathered were presented, analyzed and interpreted in this chapter. Data were presented in a tabular form, and the interpretation of the data were made before or after the tables.

I – Profile of the Respondents

The table below shows the profile of the respondents in terms of department designation and Name and Address of the Establishment.

Table 4.1: Frequency distribution of the respondents' profile (BSHM Alumni) in categorical data

Categorical Variables	Indicators	Frequency	Percentage	Rank
Department Designation	Front Office Department	8	40%	1
	Housekeeping Department	5	25%	2
	Kitchen Department	1	5%	4.5
	Food & Beverage Department	5	25%	3
	Others	1	5%	4.5
	Total	**20**	**100%**	
	Aziza Paradise Hotel, BM Road Barangay San Manuel, Puerto Princessa City	10	50%	1
	Baia Serena Resort, Coron Palawan	2	10%	4
	Jollibee, Brooke's Point Branch,	1	5%	5.5

Categorical Variables	Indicators	Frequency	Percentage	Rank
Name and Address of the Establishment	Pangobilian Brookes's Point			
	Panja Resort, Puerto Princessa City	3	15%	2.5
	Sir Brooke's Apartelle	3	15%	2.5
	Tambayan by: Grab eat Go.	1	5%	5.5
	Total	**20**	**100%**	

The analysis of the respondent profile, as presented in Table 4.1, illustrates that a significant majority of BSHM graduates (40%) are employed in the Front Office Department, followed by 25% in both the Housekeeping and Food & Beverage Departments. This finding implies a correlation between the academic focus of the hospitality management program and industry placement, affirming that effective departmental training aligns with employment opportunities. Research shows that graduates who secure positions in customer-facing roles often have received extensive training in customer service and operational management, highlighting the effectiveness of curricula aimed at these competencies (Hosny, 2018; Singh & Jaykumar, 2019). Moreover, the concentration of graduates in specific establishments like Aziza Paradise Hotel—with 50% representation—underlines the potential influence of institutional relationships in securing employment pathways. This trend is corroborated by the literature indicating that strategic partnerships with the industry enhance graduate employability by ensuring curricula are tailored to sector demands (Moumen & Mejjad, 2021; Putra et al., 2022).

II - Extent of Performance of BSHM Graduates as Perceived by their Employers

The following tables shows the result of the extent of performance of BSHM graduates as perceived by their employers in terms of their soft and hard skills.

Table 4.2: Extent of performance of BSHM graduates as perceived by their employers in terms of Soft Skills particularly their Teamwork Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Ability to collaborate effectively with the team	3.40	0.49	2.5	Very Satisfied
2. Can clearly articulate thoughts and ideas to team members	3.40	0.49	2.5	Very Satisfied
3. Can handle disagreements or conflict within a team	3.40	0.58	2.5	Very Satisfied
4. Ability to delegate tasks effectively	3.35	0.65	5	Very Satisfied
5. Ability to fulfill responsibilities within a team	3.40	0.58	2.5	Very Satisfied
Grand Mean & Standard Deviation	**3.39**	**0.56**		**Very Satisfied**

Legend:
Numerical Scale   Descriptive Interpretation
1.00   -   1.75   Very Dissatisfied
1.76   -   2.51   Dissatisfied
2.52   -   3.26   Satisfied
3.27   4.00   Very Satisfied

The ratings of teamwork skills in Table 4.2 reflect an overall mean of 3.39, indicating that employers are "Very Satisfied" with the graduates' capabilities in collaboration. Effective teamwork is recognized as a key competency in hospitality settings, where service delivery necessitates coherent cooperation among varied departments (Commey et al., 2020; Ngoepe & Wakelin-Theron, 2023). Research has shown that graduates who are trained in collaborative environments display higher effectiveness in real-world applications (Spanjaard et al.,

2018). Furthermore, the consistency in high ratings across all indicators suggests that academic programs are successfully instilling these competencies; however, there remains potential for further development through experiential learning opportunities, as identified by Spanjaard et al. (2018), who emphasize that real-world experiences enhance these soft skills significantly.

Table 4.3: Extent of performance of BSHM graduates as perceived by their employers in terms of Soft Skills particularly their Adaptability Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Ability to adapt in any situation at workplace	3.35	0.48	5	Very Satisfied
2. Staying calm under pressure	3.40	0.58	3	Very Satisfied
3. Can quickly adjust in every situation	3.40	0.49	3	Very Satisfied
4. Ability to deal with changes	3.40	0.58	3	Very Satisfied
5. Ability to shift priorities to the demands of situation	3.45	0.67	1	Very Satisfied
Grand Mean & Standard Deviation	**3.40**	**0.56**		**Very Satisfied**

Legend:
Numerical Scale   *Descriptive Interpretation*
1.00 - 1.75   Very Dissatisfied
1.76 - 2.51   Dissatisfied
2.52 - 3.26   Satisfied
3.27   4.00   Very Satisfied

The adaptability skills perceived by employers, with a grand mean of 3.40 in Table 4.3, suggest a strong ability among graduates to manage workplace dynamics and unexpected challenges effectively. This aligns with findings by Singh and Jaykumar (2019), who argue that adaptability is crucial in the fluid and often unpredictable nature of the hospitality industry. Moreover, institutions that emphasize scenario-based training can cultivate such adaptability in students, preparing them for variable job requirements post-graduation (Machado et al., 2024). This adaptability can lead to improved job performance and customer satisfaction, both pivotal in the hospitality sector.

Table 4.4: Extent of performance of the BSHM graduates as perceived by their employers in terms of Soft Skills particularly their Active Listening Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Can avoid distractions and stay fully focused on the speaker	3.40	0.58	1.5	Very Satisfied
2. Can summarize and/or paraphrase what the speaker said	3.30	0.56	4.5	Very Satisfied
3. Paying attention to the speaker	3.35	0.57	3	Very Satisfied
4. Focus to the purpose of the conversation	3.40	0.49	1.5	Very Satisfied
5. Ability to ask question after the conversation/presentation	3.30	0.64	4.5	Very Satisfied
Grand Mean & Standard Deviation	**3.35**	**0.57**		**Very Satisfied**

Legend:
Numerical Scale   *Descriptive Interpretation*
1.00 - 1.75   Very Dissatisfied
1.76 - 2.51   Dissatisfied
2.52 - 3.26   Satisfied
3.27   4.00   Very Satisfied

In Table 4.4, the employers' assessment indicates high levels of satisfaction (mean = 3.35) regarding graduates' active listening skills. Active listening is essential for effective communication within teams and with customers, influencing overall service quality (Radwan & Sawy, 2022; Ali et al., 2016). This reinforces earlier findings indicating that listening skills are critical for understanding and anticipating customer needs in hospitality contexts, where service differentiation can be a significant competitive advantage (Anselmo et al., 2024). The results imply that the curriculum effectively integrates communication training; however, continuous emphasis on listening exercises could further enhance this competency, as per community feedback highlighted in related literature (Mgaiwa, 2021).

Table 4.5: Extent of performance of the BSHM graduates as perceived by their employers in terms of Soft Skills particularly their Communication Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Can convey thoughts and ideas to others effectively	3.40	0.58	3.5	Very Satisfied
2. Ability to understand others' perspective and feelings during conversations	3.55	0.50	1	Very Satisfied
3. Ability to comprehend written instructions	3.45	0.59	2	Very Satisfied
4. Ability to comprehend verbal instructions	3.35	0.57	5	Very Satisfied
5. Can adjust their communication style when interacting with different people or in various situations	3.40	0.49	3.5	Very Satisfied
Grand Mean & Standard Deviation	**3.43**	**0.55**		**Very Satisfied**

Legend:
Numerical Scale   *Descriptive Interpretation*
1.00 - 1.75   *Very Dissatisfied*
1.76 - 2.51   *Dissatisfied*
2.52 - 3.26   *Satisfied*
3.27   4.00   *Very Satisfied*

Communication skills are rated at a grand mean of 3.43 in Table 4.5, evidencing that graduates proficiently convey and engage with diverse stakeholders. This result aligns with multiple studies that emphasize the necessity of strong communication skills in customer interactions and team collaborations within hospitality settings (Singh & Jaykumar, 2019; Quinn & Buzzetto-More, 2019). Moreover, the ability to adjust communication styles based on contextual requirements greatly enhances interpersonal relations in hospitality services (Quinn & Buzzetto-More, 2019). Institutions should consider refining communication training further by incorporating role-playing and simulated interactions that emphasize real-world conversational dynamics (Putra et al., 2022).

Table 4.6: Extent of performance of the BSHM graduates as perceived by their employers in terms of Soft Skills particularly their Critical Thinking Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Can construct logical arguments to support ideas or opinions	3.25	0.62	5	Satisfied
2. Ability to encourage creative thinking and brainstorming within a team/group	3.35	0.57	3.5	Very Satisfied
3. Ability to recognize problems or challenges in various situation	3.45	0.59	1	Very Satisfied

Indicators	Mean	SD	Rank	Descriptive Interpretation
4. Ability to make decisions when faced with multiple opinions or uncertainties	3.35	0.57	3.5	Very Satisfied
5. Can describe a scenario where use creative for logical reasoning to persuade others or solve a problem	3.40	0.58	2	Very Satisfied
Grand Mean & Standard Deviation	**3.36**	**0.59**		**Very Satisfied**

Legend:
Numerical Scale			Descriptive Interpretation
1.00	*-*	*1.75*	*Very Dissatisfied*
1.76	*-*	*2.51*	*Dissatisfied*
2.52	*-*	*3.26*	*Satisfied*
3.27		*4.00*	*Very Satisfied*

Employers rated critical thinking skills, as shown in Table 4.6, with an overall mean of 3.36. These skills are essential for navigating complex situations that require swift decision-making (Ngoepe & Wakelin-Theron, 2023; Ali et al., 2016). Employers place value on graduates who can analyze situations and propose logical solutions, solidifying the need for curricula that incorporate problem-solving frameworks and critical assessments in practical exercises (Anselmo et al., 2024). The findings emphasize that while graduates are viewed positively, programs must continue to evolve and adapt in their instructional methods to remain relevant in a rapidly changing industry landscape (Williamson et al., 2020).

Table 4.7: Extent of performance of the BSHM graduates as perceived by their employers in terms of Soft Skills particularly their Interpersonal Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Ability to show interpersonal relationship	3.50	0.59	2	Very Satisfied
2. Ability to work with co-worker/team members	3.55	0.50	1	Very Satisfied
3. Ability to handle stressful situations or high-pressure environments while maintaining professional relationships and composure	3.25	0.62	5	Very Satisfied
4. Ability to appreciate and understand individual difference	3.45	0.59	3.5	Very Satisfied
5. Able to accept and provide feedback in a constructions and considerate manner	3.45	0.59	3.5	Very Satisfied
Grand Mean & Standard Deviation	**3.44**	**0.58**		**Very Satisfied**

Legend:
Numerical Scale			Descriptive Interpretation
1.00	*-*	*1.75*	*Very Dissatisfied*
1.76	*-*	*2.51*	*Dissatisfied*
2.52	*-*	*3.26*	*Satisfied*
3.27		*4.00*	*Very Satisfied*

With a grand mean rating of 3.44 for interpersonal skills in Table 4.7, employers noted strong capabilities among BSHM graduates in fostering professional relationships. Interpersonal relations are vital in hospitality, where emotional intelligence and a customer-centric approach can significantly influence service delivery (Ngoepe & Wakelin-Theron, 2023; Ali et al., 2016). Indeed, literature supports that graduates who receive comprehensive training in interpersonal skills exhibit higher levels of

job satisfaction and performance, affirming the need for continual emphasis on these training elements throughout the educational experience (Zhang et al., 2017).

Table 4.8: Extent of performance of the BSHM graduates as perceived by their employers in terms of Hard Skills particularly their Presentation Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Able to prepare presentation including researching the topic and organizing the content	3.25	0.54	5	Satisfied
2. Ability to engage the audience and can make presentation interesting.	3.40	0.58	3	Very Satisfied
3. Able to communicate with simplicity and clarity to ensure everyone understood the message	3.50	0.50	1	Very Satisfied
4. Able to provide adequate support or resources for follow-up questions or issues.	3.35	0.48	4	Very Satisfied
5. Able to review responses and can reflect on feedback of audience.	3.45	0.50	2	Very Satisfied
Grand Mean & Standard Deviation	**3.39**	**0.52**		**Very Satisfied**

Legend:
Numerical Scale   *Descriptive Interpretation*
1.00 - 1.75   *Very Dissatisfied*
1.76 - 2.51   *Dissatisfied*
2.52 - 3.26   *Satisfied*
3.27   4.00   *Very Satisfied*

The findings presented in Table 4.8 reflect an overall "Very Satisfied" mean rating for presentation skills (3.39). Effective presentation abilities not only assist in conveying information clearly but also are essential in engaging audiences and stakeholders (Spanjaard et al., 2018; Hewitt & João, 2023). There is consistent recognition across studies that practice-oriented learning significantly enhances presentation skills, indicating a potential area for development where institutions can implement more formative assessments and opportunities in public speaking roles (Zhang et al., 2017).

Table 4.9: Extent of performance of the BSHM graduates as perceived by their employers in terms of Hard Skills particularly their Computer Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Able to do basic computer task using a keyboard and mouse, navigating the operating system	3.45	0.59	4	Very Satisfied
2. Can work with Microsoft Office applications (Word, Excel, PowerPoint, Outlook)	3.30	0.64	5	Very Satisfied
3. Sending and receiving e-mails	3.50	0.50	3	Very Satisfied
4. Able to work with any project management or collaboration tools	3.60	0.49	1.5	Very Satisfied
5. Rate their familiarity and proficiency with database management systems	3.60	0.49	1.5	Very Satisfied
Grand Mean & Standard Deviation	**3.49**	**0.54**		**Very Satisfied**

According to Table 4.9, BSHM graduates demonstrated strong computer skills, reflected by a mean rating of 3.49. This proficiency is increasingly critical in a digitally driven hospitality landscape, where various software applications (PMS, POS) are integral to operations. The literature corroborates this importance, highlighting that employers increasingly seek graduates who exhibit technological competence to streamline operations and enhance customer service efficiency (Mgaiwa, 2021; Neroorkar, 2022). As emphasized in existing studies, it is essential for curricula to continue integrating advanced technology training and application-focused learning (Ali et al., 2016).

Table 4.10: Extent of performance of the BSHM graduates as perceived by their employers in terms of Hard Skills particularly their Information Technology Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Familiar with computer hardware components	3.30	0.46	5	Very Satisfied
2. Have knowledge about computer networks	3.40	0.58	3	Very Satisfied
3. Ability to make use of the internet and intranet to facilitate work and business	3.45	0.59	1.5	Very Satisfied
4. Locate, gather and organize information using appropriate technology and information system	3.45	0.50	1.5	Very Satisfied
5. Rate their knowledge of cloud services and platforms (AWS, Azure, Google cloud).	3.35	0.48	4	Very Satisfied
Grand Mean & Standard Deviation	**3.39**	**0.52**		**Very Satisfied**

The mean score of 3.39 in Table 4.10 suggests that graduates are perceived to possess satisfactory information technology skills. This finding aligns with industry trends, as employers consider technological literacy critical for operational efficiency (Francis et al., 2019). Given the rapid evolution of technology in hospitality, graduates must commit to ongoing education and adaptability within this domain to meet future demands (Ali et al., 2016). Continuous assessment of technological competency against industry standards is recommended to ensure that graduates remain industry-relevant (Quinn & Buzzetto-More, 2019).

Table 4.11: Extent of performance of the BSHM graduates as perceived by their employers in terms of Hard Skills particularly their Writing Skills

Indicators	Mean	SD	Rank	Descriptive Interpretation
1. Can communicate ideas in writing effectively, ensuring clarity and coherence	3.50	0.50	1.5	Very Satisfied

Indicators	Mean	SD	Rank	Descriptive Interpretation
2. Able to organize writing to effectively present ideas and arguments	3.50	0.50	1.5	Very Satisfied
3. Thorough in editing and proofreading the writing to eliminate errors and improve clarity	3.40	0.49	3	Very Satisfied
4. Ability to generate sentences with correct grammar	3.35	0.48	4.5	Very Satisfied
5. Quickly learn new concept and translate ideas into original context	3.35	0.65	4.5	Very Satisfied
Grand Mean & Standard Deviation	**3.42**	**0.52**		**Very Satisfied**

Legend:

Numerical Scale — *Descriptive Interpretation*

1.00 - 1.75 Very Dissatisfied
1.76 - 2.51 Dissatisfied
2.52 - 3.26 Satisfied
3.27 4.00 Very Satisfied

Table 4.11 reflects high performance in writing skills, with a grand mean of 3.42. Mastery in writing is essential for effective documentation and communication in professional settings, particularly in hospitality contexts where clarity in communication can directly affect customer satisfaction and operational efficiency (Spanjaard et al., 2018; Ceylan & ÖZYEŞİL, 2019). As study results indicate, strategies that enhance writing through practical assignments and feedback can further solidify graduate competencies in this area, as documented in literature regarding the significance of robust writing skills (Pranić et al., 2021).

Employers identified several key areas where BSHM graduates from Palawan State University (PSU) could improve to better meet industry standards. The feedback highlights four primary themes: workplace ethics and confidence, exposure to international standards and cuisines, technological proficiency, and practical experience.

Workplace Ethics and Confidence

One of the most emphasized areas for improvement was the need for graduates to strengthen their workplace ethics and boost their confidence. Employers mentioned that while PSU graduates were generally proficient at basic tasks, they often lacked the assertiveness needed to handle more complex and demanding responsibilities. For example, Respondent 2 and Respondent 3 both suggested that graduates should be better prepared to handle international guests and be more familiar with global technologies. Respondent 2 stated, "Our staff from PSU are good with their jobs but it would be better if they can expand their skills. There's more than just simply cleaning the rooms and accepting guests. They should also be prepared to have foreign guests. Be familiar with technologies used by different countries." This sentiment was echoed by Respondent 17, who emphasized that graduates should go beyond routine tasks to gain confidence in managing more varied responsibilities.

Exposure to International Standards and Cuisines

Employers also noted that PSU graduates lacked sufficient exposure to international standards and cuisines. While they were adept in local food and beverage operations, there was a gap in their understanding of global cuisines and catering to international guests. Respondent 4 suggested that PSU should implement educational tours outside the province to explore diverse cuisines: "The BSHM program must create an educational tour outside the province and explore different cuisines for better service." Additionally, Respondent 11 and Respondent 12 both pointed out that graduates needed to expand their culinary knowledge beyond Filipino food, with Respondent 12 emphasizing the importance of gaining experience

with international cuisine: "Good but need more experience cooking other country cuisines, not only Filipino."

Technological Proficiency

Another major area for improvement was technological proficiency, particularly in industry-specific software. Many employers pointed out the growing importance of technology in the hospitality industry and emphasized the need for graduates to be proficient in systems like Property Management Systems (PMS) and Point of Sale (POS). Respondent 5 highlighted that technological skills are essential for success in modern hospitality: "Technological proficiency in today's industry increasingly relies on technology from PMS - POS, graduates need further proficiency in relevant software and online tools." Respondent 7 also stressed the need for computer literacy: "The BSHM program must engage in computer literacy and must be knowledgeable in Microsoft Word and computer apps."

Practical Experience Across Departments

Employers also highlighted the importance of gaining hands-on experience across various departments within the hospitality industry. Graduates with more practical exposure to roles in food and beverage, bar, and cashiering would be better equipped to handle the diverse challenges of the industry. Respondent 18 shared that graduates should rotate through various outlets in the F&B department: "Willing to learn wherever outlet of F&B department, bar, cashier, graveyard. Continue your good performance. Keep it up, but need more to know about different cuisines." Additionally, Respondent 17 noted the importance of practical experience: "The graduates need to improve their workplace ethics, and boost their confidence. Our staff from PSU are good with their jobs but it would be better if they can expand their skills.".

Conclusion

This study explored employer feedback on the performance of BSHM graduates from Palawan State University's Brooke's Point campus, with a focus on both soft and hard skills essential in the hospitality industry. The findings revealed that graduates were highly rated in soft skills, including teamwork, adaptability, communication, critical thinking, and interpersonal skills, all of which were seen as crucial for success in the industry. Employers also expressed satisfaction with the graduates' hard skills, particularly computer proficiency, IT skills, presentation abilities, and writing skills. However, several areas for improvement were identified, such as workplace ethics, confidence in handling complex tasks, exposure to international standards, and proficiency in industry-specific software like Property Management Systems (PMS) and Point of Sale (POS) systems.

Based on these findings, several recommendations were made. The curriculum should be updated to include more international exposure and emphasize the development of technological competencies, particularly in industry-specific software. Additionally, practical training should be enhanced, with a focus on fostering workplace ethics, building confidence, and strengthening industry-related skills. Employers are encouraged to provide more internship opportunities and workshops to expose students to real-world environments, while students are advised to actively seek additional training and certifications to improve their competitiveness in the job market.

These recommendations are designed to address the gaps identified in the study, ensuring that graduates are better prepared to meet the evolving demands of the hospitality industry. However, it is important to note that the study was limited by its small sample size and geographic scope, as it focused only on employers in Puerto Princesa City, Coron, and Brooke's Point, Palawan. Future research could expand the sample to include a broader range of employers across different regions and hospitality sectors, providing a more comprehensive perspective on the readiness of BSHM graduates. A longitudinal follow-up study could also assess how the proposed curriculum updates and training enhancements impact graduates' long-term success in the workforce.

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