



**SUCCESS RELIANCE AMONG HOSPITALITY MANAGEMENT ENTHUSIASTS:  
"VENTURING AND EXPLORING FOR A COMPETITIVE CAREER PATH"**

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**Abstract**

*Meeting the success reliance requires a lot of challenges as the employment opportunity is somewhat sensitive since it needs more skills for one to be equipped and land a competitive career path. Developing one's skills lies largely on how this will be developed with the aid of the many pillars in government initiating economic recovery. It is strongly agreed by both business owners that the aspiring workforce should be flexible and adheres to the changing times. Considering that this profession is universally recognized, can be a rewarding career that needs to be given more emphasis as such, building and enhancing this profession can be supplemented with further education and training. Proper training produces a caliber workforce that is typically what is needed in this industry and a strong determination when it comes to adaptability to change. Good communication also is a key towards achieving the realization of the aimed development as it creates a positive impact in terms of revenue generation and boasts the country not only for survival but thrives to excel in a border-less economy. The success of this endeavor is being contributed much through the imposition of service quality as a tool in keeping customer loyalty and retention.*

**Keyword:** *Success reliance among hospitality management enthusiasts: venturing and exploring a competitive career path.*

**Introduction**

Hotel is one among the many businesses that were affected during the strike of the unwanted pandemic that cripple its operation for quite a time. The lingering effects of the pandemic have posed unprecedented challenges for the hotel industry in the Philippines. Limitations and restrictions come in any form curtailed the hotel owners' desire to explore as it weakens the demand resulting in to drop drastically in the occupancy rates and revenue and the displacement of tourism and hospitality workers. Around the globe, many tourism destinations are likewise struggling and there are no clear indications yet as to its resumption to normal and have escaped from the pandemic. As reported by the Department of Tourism (DOT) data shows that from January 2021 to July, only 71,012 foreign visitors entered the country, representing a drop of 94.97 percent compared to the 1,410,653 of the same period before the pandemic. The decline results in restrictions on inbound international travel and a low daily average of incoming passengers from foreign countries. Figures on domestic tourism coming from the DOT and the Philippine Statistics Authority show that in the whole year of 2020, there were only 24,250,000 domestic trips taken representing a decrease of 77.90 percent compared to the 109,752,403 in 2019. It is so clear that this business (Hotels) suffered due to the slowdown of domestic travel. The rising of COVID-19 classification to level 4 in key major cities results in deprived hotels taking domestic leisure guests which in turn reduces revenue streams and hence, experience severe damage. The updated Tourism Response

and Recovery Plan (TRRP) of the DOT point to domestic travel as a key to tourism recovery in the future prediction even if they foresee some restrictions since the drops of pandemic cases reduce up to the level 1 classifications. This control classification allows businesses alike to operate at full capacity and in the process, their economic slate is hoped to become gradually firm. The Philippine Hotel Owners Association (PHOA) agrees with this track and is in full support of the efforts of the department for the safe since it will give a gradual restart of the tourism industry through greater inter-zonal spread and mobility were tourists are now mostly vaccinated. Despite the environmental challenge still evident, PHOA member-hotels continue to operate and service the need of various groups particularly those Overseas Filipino Workers (OFW) despite the pandemic to heed the call of the government to help mitigate the unfavorable impact brought by this pandemic. In the advent of these trying times since the strike of this pandemic, PHOA and the Overseas Workers Welfare Administration (OWWA) are closely working hand in hand to ensure the safe and comfortable stay of the OFWs, returning overseas Filipino and other clients. Despite challenging times, the Philippine Hotel Owners Association is firm in its commitment to helping the government in achieving herd immunity by inoculating its hotel workers. It is estimated that about ninety-five percent (95%) of hotel workers as PHOA confirms that they are already vaccinated indicating a manifestations that guests can therefore be assured of safe and worry-free and enjoy a comfortable stay.

As the sun shines after the storm, this opportunity brings another milestone and opportunity for this industry to take advantage of. The long wait is over and as freedom no longer restricted, it's about time to start a new beginning since the success lies largely on ventures and exploration, the industry that needs to strengthen some areas such as; skills, flexibility, training, adaptability, communication, and services quality for this will contribute a lot in taking a challenge and facing squarely the test of time.

## **Method**

A qualitative method was used in this study and randomly selected 20 hotels located in the Misamis oriental. The respondents of the study are all at the managerial level that include hotel operators/owners. Since the time that this study was conducted, government restrictions are still in effect and the Inter-Agency Task Force (IATF) enforced policy, the mode of data gathering lies largely on the online platform. They were given equal opportunity to answer the same question where responses are recorded for further analytical review. Those respondents not available during the conduct of this study were interviewed using the social media platforms like calls by setting an appointment, Google meets, and even Skype whenever is convenient to respondents. Information gathered was carefully tallied and tabulated to ensure its veracity, credibility, and validity. The respondent's observation covering twelve (12) months from June 2020 to June 2021 was used to benchmark some competent initiatives in sustaining its operation. Reinforced data from other sources like the Department of Trade and Industry (DTI), and the Philippine Chamber of Commerce (PCC) were used as supplementary sources of information making the study more meaningful. Some important information drawn from selective face-to-face interviews following the mandated safety protocol from the Inter-Agency Task Force (IATF) is carefully observed. The information gathered in this study is limited only to the randomly selected hotels located in Misamis Oriental. Thus their executive reports received descriptively were triangulated to the ethnographic notes of the field researchers on the period specified. Since the study deals with the success reliance among hospitality management enthusiasts: venturing and exploring a competitive career path, the element of "truth" on the qualitative data, exchange of ideas, and other methods of generating prepondering shreds of evidence were carefully recorded.

## Findings and Discussions

The success reliance among hospitality management enthusiasts: venturing and exploring a competitive career path considers 1) skills, 2) flexibility, 3) training, 4) adaptability, 5) communication, and 6) service quality are among the necessary elements that need to be strengthened as it is believed that having all these factors contribute to in achieving goals of the hospitality business. Thus, the findings below are:

### On Skills

In the present times, education cannot be overemphasized as it is a yardstick for every success of an individual who aspires for a better life. As the world changes its mechanisms and abundant supply of white-collar jobs, skilled people are now becoming more popular since the nature of employment today is gauged by what skill one has possess. The leading government agency responsible for developing skills is headed by the Technical Education and Skills Development (TESDA), an agency envisioned to transform leaders in technical education into the Filipino workforce. This agency sets direction, promulgates relevant standards, and implements programs geared towards quality assured and inclusive technical education and skills development and including certification. The hospitality management or hotel management working enthusiast indeed depends largely on the skills developed to excel in the environment they want to venture into. This endeavor was supported by the Republic Act (RA) 7796 or known as the TESDA act of 1994 an act creating the technical education and skills development in providing for its power, structure, and another purpose. The majority of this program (Hospitality or Hotel management) were women. Thorough training is required to gain more skills in actual exploration or the theoretical aspect done in the classroom settings. The provision of quality training as declared in this policy is aimed at achieving efficient technical education to support the development of high-quality Filipino middle-level skills manpower to respond to and follow the Philippine's development priorities. This government landscape needs to be supported by the private sectors, particularly the different enterprises being the direct participants and immediate beneficiaries of a trained and skilled workforce.



As reported, Hospitality Management is preferred in a variety of industries ranging from food handling to wine and beverage. Each of these classes exposed students to varying industry aspects that will be useful in their future careers. As cited by Kent State University, it will help to achieve not only goals but including a career path. Higher employability probability awaits in this kind of profession when coupled with skills needed. Aside from hotels, there is a lot of employment destination that is potential to be captured by these labor force henceforth, skills are a must. In another environment, a hospitality management skilled individual has the potential to work either inland or sea-based and once they work at sea-based, they are called Shipboard Hospitality workforce. The wide scope of employment opportunities in this program coupled with skills somehow leads to excel in the industry and exposes some success. It is just but right and timely despite the pandemic occur to create a volume of work available to skilled people. The academic landscape focusing on educating the stakeholders is a noble task since the respondents agree that today's success is vehemently shadowed by the imposition of skills and for one to become competitive. It is applauded by most hotel business operators that the Technical Education Skills

Development Authority as one of the many pillars in government that helps in initiating economic recovery through continuous development skills and concluded that the participation of educators and hotel owners can pave the way toward recovery.

### On Flexibility

Being flexible denotes that one can easily adapt to the changing environment in many different options. In hospitality businesses wherein customer dealing is the most important factor for this business success demands one to be flexible or defined as a well-rounded individual. Flexibility is one big thing of being reliable and the most profound behavior a client is expecting from people engaged in this service



business. This is a sophisticated type of environment where different groups of people, cultures, and attitudes are evident and hence, dedicated service should be established as a way of assuring clients that they can be well-taken care of. Workplace flexibility can be considered as a strategy for responding to uncertain times and expectations. An employee who possesses the flexibility in their job and mindset are typically classified as a high valued type of workers where employer admires them and looks forward hiring them. Being flexible on the other hand, cultivates a good working environment since it exhibits no less than the willingness to

perform since he/she can adapt to change in getting the work done. This is also regarded as a tool for retaining and engaging employees to challenge in reaching goals.

A survey on employee flexibility shows that it emanates through training where the process provides thorough learning on how to be flexible in facing the changing times. Flexibility on the part of the worker could be a working attitude that shows behavior and practice of coming early and staying late or working on an off day to accommodate clients. Being flexible is a trait that most employers seek for an employee to possess as it is tantamount to defining one as a holistic type of person. In the present economic trends where life is somewhat threatening, the economic well-being requires one to be flexible in many ways as such, having this kind of attitude has a higher tendency to capture easily the set goals and objectives since flexibility is being possessed by positive outlook type of a person. Easily adjust to a trying environment wherein, business owners are assured that progress can be attained through the help of this positive mind-set employees. Respondents were interviewed regarding the skills they wanted for an employee to possess, majority of them are in agreement that over and above, they prefer to hire people or workers who are flexible because for them (Businessmen) having this kind of gift to a person is seldom to find. When ask about their experience in terms of acquiring workers specifically in the hospitality industry, finds that not all workers possess the flexibility they wanted. This is probably happening due to the so-called specialized working category. Nowadays, despite the introduction of technology, it cannot be denied that people are still the only asset that helps a lot to any business and hence, requires to be imparted to them to capitalize the need of time. It is therefore suggested that to become competent in the workplace, every aspiring workforce in the hospitality industry should possess the attitude of being flexible. It is further suggested that since these are the needed behavior of the industry today, education and other learning mode should emphasize the value of inculcating learners who soon be a member of the working force to adopt and adheres to the changing time and be flexible so that higher percentage of employability can be attained.

## On Training

Training is one of the most needed elements and appurtenance to the basic requirement in the hospitality business as it contributes a lot to in providing great services that will satisfy client desires. Training enriches one's capability to facilitate full and equipped the workers to face a challenging job. Businesses employing people with complete training in the field contribute a lot to in achieving the organization's goals. Since human resources are the most important element and play a vital role in business success, making this happen requires more efforts from the industry to conduct training to prepare workers or manpower to be equipped. Every walk of life today faces a varying level of competition in the global and local arena henceforth, the effectiveness and efficiency of manpower are considered to be an asset to an individual workforce.

Technology is also a major component that entails training making one efficient in his/her job. As the world becomes modern in many ways, one cannot just overemphasize advancement to keep abreast of the changing time, environment, and business landscape. One cannot be effective in performing an assigned task in the absence of technological advancement so that in every industry may it be local or foreign lies largely on technology. To stay in the business and adhere to the use of technology increases the competency requirement in providing fast and accurate service to clients and maintain an image thereby creating the atmosphere of having trust and confidence among stakeholders. Every company that needs manpower has its objectives set to sustain business operation and able to obtain the maximum desired earning levels which can be made possible through the help of quality human resources or manpower. According to Fahmi (2016), human resource management is a series of organizational activities directed at attracting, developing, and maintaining an effective workforce, the provider of manpower should be aware that the soon to be a member of the workforce must undergo a series of training attune to direct the achievement of the stated goals. Several randomly selected respondents (Hotel Owners) were asked about the readiness level of that Hospitality who man their business see it in compliance to the basic requirements and exhibit some element of expertise, they are not complacent to stay on that particular level since the societal change manifest its prevalence and certainty that day-by-day with different classifications of clients has a different perception on how they are satisfied through service provision. On the other hand, the manpower provider agrees on what the business observed that triggers them (The Manpower Provider) to keep part of their usual routine to send their people to training for gaining more knowledge and skills. Sometimes different groups of respondents viewed as training a process that takes time, however, they agree that it improves workforce performance. In the present time, changes come unexpectedly where Hospitality industry enthusiast is the primordial front lines, equipping manpower through training is a mandatory activity that enhances workers and should be provided with substantial concern to a service provider such as schools and the like to be maintained. A career in the Hospitality industry is something that is universally recognized and can be a rewarding career. Building and enhancing this profession can be supplemented with further education and training.



## On Adaptability

The willingness to change that suit in different situations is a very important characteristic that a hospitality enthusiast must possess. The hospitality sector is currently experiencing an unprecedented change and in many instances, it is being torn up an organization in embarking new journey using a fresh perspective in taking a step toward successful future business operations. As a source of inspiration, investing in people, society, and community can be a potential process that builds personal resilience. Adaptability is a matter of changing existing mindsets attune to the present need of times and constant change, and it is a potential way of overcoming threats while converting them into opportunities. An individual worker having the instinct of adaptability contributes to building up an organization's future growth which can be considered as the potential addition of the workforce that helps in the attainment of the organization's success. Business like hospitality is very progressive in a sector that is a challenge and even pushes their boundaries to adapt new business environment. Workers who comes innovative and adaptive to change can easily connect to the community and customers in a very authentic way. Their purpose/goal/objectives can be built up through resilience, tenacity, empathy, and compassion which can be often observed that fuel in driving adaption, and innovation.

As we face the challenges of the pandemic, many hospitality organizations were very much affected and employees are trying to help in overcoming those challenges. One of the many motivations to access career adaptability is having a positive mindset backed by a proactive personality and by doing so, it draws a perspective that motivates the formation of career adaptability. There are some notion that career adaptability faces different impact on employees and somehow contribute to employees' turnover intentions hence, it is a must for them to be aware of different specifics in the workspace. Some potential worker enthusiast sometimes feels negative impressions if they fail to realize and achieve their goal. It has been manifested that different hotels are in agreement that it indicates proactive personality postulates in

association with adaptability. In the challenging times stability in terms of disturbance, it is a must enthusiast to keep that possibly hinder one and dynamic career path the scope of preparing challenges and being embraced with the readiness of one should that will lead them to in life through equipping



employees' career advent of these wherein attaining the economics and social for every hospitality abreast of the eventualities ambition of having a clear by putting more weight on them to explore the future ready for whatever battle profession. The said start from the mere process land the dream they desire and reshaping them and

adheres to the changing environment. A caliber workforce in this industry can be potentially strong when it comes to adaptability if and when mindset, preparation, and determination are properly in place as part of their venture. Hotels and hospitality businesses are the recipients of these workers as the frontline needs to be well equipped with all the necessary information and the potential paradigm shift so adjustment and adherence to whatever predetermined changes by nature or by social won't affect them severely as they are aware and has already had the potential armor to combat and submerge to environmental change.

## On Communication

It is a process of linking people of different cultures which are considered a very important role in all aspect of this career. The profession is somewhat unique from others considering that this demands great communication skills for the business to succeed. Good communication skills are necessary to understand clearly and quickly respond to clients of different ethnicity, and poor communication will lead to a contradiction and somehow results in misunderstanding, irritation, anger and to include annoyance. This profession is not only designed for local career ventures henceforth, the ability in communicating to different languages should also be a built-in package. Having been linguistic is not that easy as it requires a lot of effort acquiring them. This should emanate from the academic settings attune towards exploring a career opportunity from local to global and including universal as it seems that this type of profession has gone far beyond the limit. Most of the product in this field is designed and prepared to explore an opportunity in different countries in the world with different languages. To prepare the students and soon-to-be workers, different languages needs to be part of their curriculum such as foreign language in Spanish, French, Chinese, Korean, Japanese, and Italian. These identified groups of ethnicity are places where the hospitality business enthusiast potentially meet and hence, being ready to navigate these different languages can be a potential accumulation of skills. Some other academic institutions named this program the science of international studies where there is a learning in the form of exchange scholars. This is done by most top universities not only to equip students in terms of communication but including the culture of that particular country. Communication is being valued a lot as most of the schools/universities aimed at providing and leading dominantly the relevant globally recognized as their mission to enter into the global market.

This program is being back by the Commission on Higher Education (CHED) following the pertinent provisions of the Republic Act (RA) no.7722, otherwise known as the "Higher Education Act of 1994," and the purpose of rationalizing the undergraduate tourism management/hospitality/hotel and restaurant and/or travel management education in the country with an end view of keeping apace with demands for global competitiveness, following the policies and standards are hereby adopted and promulgated by the Commission. From this government mandate, communication is very vital in this profession which needs thorough consideration since it is manifested to be the world's largest industry to generate USD 514 Billion in receipts from 697 million tourists and employing hundreds of million people worldwide. In the year 2004, an estimated 760 million traveled across borders to include domestic travels. Good communication helps in realizing government commitment to its development as this creates a positive impact in terms of revenue generations and boasts a country's cultural heritage. It was viewed that the ramifications of the tourism education system are often observed, however, addressing them is not that heavy for as long as correct training and preparations outweigh the given scenarios. This program is considered a good starting point for reform and contributes to the development hence, a review of the management-oriented curriculum that the aims to produce graduates that will not only survive but also thrive in a border-less economy.



## On Service quality

Good and quality service in any type of business is not just an ordinary tool in keeping customers but it is a marketing strategy used to retain patronage and entice others thereby increasing loyalty to the

business. Some of the characteristics of a successful hotel business lie largely in the proper presentation of tangible and qualitative services that exceed customer expectations. The business nature is embraced by different levels of competition and offers similar types of services, attracting customers through the provision of quality services does not define the end. This business needs to attract in the long term but guest retention is the primordial concern to maintain its position and be ready to compete in the future, and hence, it is necessary to provide quality services. Customer satisfaction, on the other hand, is considered critical for the business survival since this is psychological that does not limit providing services to a higher level but includes understanding the feeling and well-being.

Service quality in the hospitality industry has one major goal to attain and it is very essential in the quest of gaining a sustainable competitive advantage and customer confidence more so in the highly competitive marketplace. Most hotel owners agree that benefits can be achieved by service quality such as establishing customer satisfaction by contributing to business image, customer loyalty, and providing



customer satisfaction. Service quality is practically defined as the total customer satisfaction brought by uncontested employee performance and motivated employees produce quality results. Reading about how service quality is defined suggests that it is "what the customer gets out and is willing to pay for" rather than what the supplier puts in. In short, quality service is a yardstick that measures the gap between what the customers expect versus the actual perceived service. There are different dimensions of service quality that the respondents of this study confirm and can only be attained if there is a so-called provision of physical facilities, staff, and materials. As the environment is becoming more sophisticated, they expect a very high overall level of service in this type of industry. As the need for change is evident, practitioners and educators alike will find remedies to meet this standard in preparing the soon-to-be workforce in the hospitality industry and to be globally competent. The learning and training should

emphasize more understanding of clear and comprehensive theoretical concepts thereby making them the competitive edge in facing the fast-changing field. Learners in partnership with the educators should stay focused on enriching learners to accommodate knowledge as a tool in strategizing a step-by-step process in providing service quality. The provision of service quality in the hotel industry is supported by the mandate of the Commission on Higher Education (CHED) under CHED Memorandum order number 62 series of 2017 following the pertinent provision of Republic Act ( RA) no 7722 otherwise known as "Higher Education Act of 1994". Quality service to this kind of profession is mandated; both hotel and hospitality operators put in mind that the value-added through service quality demands to be in place.

## Conclusion and Recommendations

Meeting the success reliance requires a lot of challenges as the employment opportunity is somewhat sensitive since it needs more skills for one to be equipped and land a competitive career path. Developing one's skills lies largely on how this will be developed with the aid of the many pillars in government initiating economic recovery. It is strongly agreed by both business owners that the aspiring workforce should be flexible and adheres to the changing times. Considering that this profession is universally recognized, can be a rewarding career that needs to be given more emphasis as such, building and enhancing this profession can be supplemented with further education and training. Proper training produces a caliber workforce that is typically what is needed in this industry and a strong determination when it comes to adaptability to change. Good communication also is a key towards achieving the



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