

Emerging trends and challenges in CALABARZON's hotel industry: Informing tourism and hospitality development strategy

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Abstract

The hotel business is expanding rapidly and plays an important part in the travel and tourist industry worldwide. Lifestyle preferences, branding tactics, food supply chains, technology developments, and regulatory frameworks were all examined to determine how the hotel industry in CALABARZON is adapting to meet the changing needs of its customers. There were substantial differences between the evaluations given by various participants. The research also suggested a plan of action to improve the tourist and hospitality industry and overcome the problems currently facing the hotel industry. The quantitative strategy relied on the use of survey questions to gather descriptive data, while the qualitative strategy put an emphasis on in-depth interviews and focus groups. Purposive sampling was used to collect data from hotel owners/managers, employees, and customers at a subset of hotels in the CALABARZON region to compile hotel profiles that were studied about company structure, classifications, operational tenure, and personnel count. Many other types of statistical analysis were used, including ANOVA, frequency analysis, percentage distribution, weighted mean, and the Scheffe Method. Most survey takers categorized the hotel as corporate, with ratings of one star or lower, a short history of business (6-10 years), and a small workforce (25 employees or less). Most respondents said that the lifestyle, branding, food supply chain, technological, and regulatory compliance developments impacting the sector were obvious. The opinions of hotel owners, workers, and visitors on these tendencies differed significantly. Additionally, participants pointed out and evaluated hotel sector difficulties.

Keywords: tourism, hospitality, trends, challenges, development strategy

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1. Introduction

Because of the increase in domestic and international tourism, the hotel business has risen to a significant position within the broader tourist sector and is thriving as a result. The multibillion dollars in sales that have resulted from this dynamic growth indicates that this industry is rapidly developing. The wide variety of job openings in the business attracts talented people from many different backgrounds. Its reach is global since its operations can be found in many different nations. Hotels of today are a respite for weary tourists because of their dedication to offering polished quality service. Customers frequent these businesses to find pleasant settings for a wide range of events, from social gatherings to corporate conferences. They are easily accessible and provide a comfortable setting for a variety of events.

According to data compiled by Smith Travel (2018), the worldwide hotel sector is made up of over 14.6 million rooms. These hotels may be broken down into two major groups: those that share a brand name among several properties and those that operate independently. Globalization and an upward tendency in domestic and international travel, encouraged by hospitable demographic transitions and the globalization of travel, stimulate demand for hotels. Despite an initial drop in occupancy rates, the hotel business in the Philippines is expected to rise steadily over the following five years. Particularly in Manila, the average occupancy rate for the first half of 2018 was 68%. This was better than many other ASEAN countries, even if it was down from the previous year. The fact that hotel companies are still trying to grow shows how resilient and flexible the sector really is. A major contributor to national pride and economic growth, tourism is recognized as a sector of utmost importance and significance in the Tourism Act of 2009 (RA 9593). The Act highlights the significance of ecotourism, paving the way for the development of quality standards and structured processes with government engagement to promote the development and progress of the business.

Understanding the potential for both good and bad effects, this investigation dives into the unique concerns and challenges encountered by the hotel business in CALABARZON pertaining to its management. These tendencies, problems, and obstacles are analyzed, and concrete solutions are developed, so that quality requirements may be met through efficient and long-lasting management. The researcher has experience in the hospitality business and hopes to utilize her findings to help CALABARZON shape its tourism and development strategies. There has been a dramatic shift in the hotel, restaurant, airline, entertainment, and travel industries worldwide. There is now more of an emphasis on quality and competitiveness in service delivery because of technological advancements. To better their businesses, those in the hospitality industry depend on both general management principles and sector-specific best practices. This shift is a result of larger cultural and economic developments that aim to make hotels more distinct from one another.

The hotel sector in CALABARZON is booming because of the province's convenient location and wide choice of attractions. This area plays a crucial role in luring tourists because of its abundance of historical and cultural landmarks and natural attractions including Taal Volcano and Pagsanjan Falls. In addition, the region's increasing competitiveness has been driven by the local government's dedication to enabling training and orientations, which has resulted in more investment and possibilities for the local people. Whether traveling for business or pleasure, today's hotel guests want to feel at home during their stay. Strategic hotel management is essential for ensuring that hotels provide excellent guest experiences, boost local economies, and create jobs for locals. To create a tourism and hospitality development strategy that is both successful and sustainable, it is crucial to recognize and address the genuine trends and concerns in CALABARZON's hotel business.

1.1 Objectives

The purpose of this research is to create a thorough tourist and hospitality strategy for CALABARZON, one that takes into consideration the specific advantages and disadvantages of the hospitality sector in this area. This goal is accomplished by concentrating on the following aspects of the topic. trends in consumer lifestyle, brand positioning, food supply chain management, technology integration, regulatory compliance, and more need to be identified and analyzed for the hospitality industry. Considering the thoughts and opinions of industry leaders, employees, and consumers, among others. Finding and analyzing CALABARZON's hotel industry's problems. Using the research as the basis for a tourism and hospitality development strategy. Key drivers and problems in CALABARZON's hotel business will be illuminated by this study. The data collected will be utilized to formulate an all-encompassing plan for the industry's long-term health.

2. Materials and Methods

According to the study's subtitle, "Emerging trends and Challenges in CALABARZON's Hotel Industry: Informing Tourism and Hospitality Development Strategy," a mixed-methods research design was used. To better comprehend the present state of the hotel sector and the challenges it faces, a descriptive approach was adopted, as suggested by Fox and Bayad (2007). Using this process, we were able to create a strategy for the growth of CALABARZON's tourist and hospitality industries.

Given that this study aims to determine the standing and character of the hotel business, this method was chosen appropriate. The quantitative part of the study included a field survey using structured questionnaires to evaluate hotel sector trends and difficulties in the CALABARZON area, which fed into the tourism and hospitality development plan. Simultaneously, the qualitative dimension included stakeholder focus groups, which provided additional information used to refine the hospitality development strategy. This qualitative method made it possible to gather and analyze information that couldn't be captured by numbers, such as personal accounts, expert judgments, and abstract ideas.

A random sample of hotel owners/administrators, workers, and visitors from the CALABARZON region participated in the study. Twenty hotel owners/administrators, one hundred staff, and ninety visitors (for a grand total of two hundred and ten) filled out the survey. This eclectic group, well-established in CALABARZON's lodging business, contributed significant first-hand information. Interviews, for which a protocol was developed, provided additional data. In addition, focus groups were held with people whose personalities and backgrounds were thought to be most amenable to the study's goals. Data that was relevant to the study's conceptual framework could not have been gathered without the help of purposeful sampling. After receiving permission from the hotel's proprietors, queries were made to the appropriate authorities asking them to take part in the inquiry. The major method of collecting information, the carefully crafted and verified survey questionnaire, inquired into respondents' thoughts on hotel characteristics, trends, and Challenges. The credibility of the research was further bolstered using interviews and focus groups. The proponent, with the help of a research assistant, individually distributed the surveys to the participants. Tallying, statistical treatment, tabulating, and finalizing the acquired data made it ready for in-depth study and interpretation. To answer the studies' queries, we used statistical methods and software programs. The demographic profile of the respondents was defined using frequency counts and percentages. Respondents' opinions on hotel industry developments and difficulties in the CALABARZON Region were centered around the weighted mean. Also, discrepancies in respondents' evaluations of these tendencies were uncovered using the Analysis of Variance and the Scheffé Method.

3. Results and Discussions

This analysis delves into the present state of the hotel business in the province of CALABARZON. Lifestyle choices, brand strategies, food supply chain management, technology integration, and compliance with regulatory frameworks are all part of these broader movements. Hotel owners/administrators, hotel staff, and

hotel guests all provide feedback on these factors. Their combined knowledge of the CALABARZON hospitality sector helps shed light on its many complexities.

Lifestyle - In this part, we examine the lifestyle factors that have an impact on the hotel sector in CALABARZON. The respondents' average rating of 2.95 indicates that they found lifestyle aspects to be present in the hotels in CALABARZON. According to Fawaz (2015), hotels are trying to set themselves apart from the competition by providing unusual services and features. This method encourages a spirit of innovation, creativity, and dedication to exceeding the needs of diverse groups of customers. The survey also found that customers have various preconceptions of what the venues themselves will be like based on their location and the surrounding area. This means that individuals gave reasonable explanations for their individual hotel chain location choices. According to Fulgar (2019), modern hotels are expected to provide guests with cutting-edge amenities and a high level of personalized service. Meaningful interaction with guests from the time they arrive, breathtaking scenery, and thought-provoking architectural designs all fall under this category. Finally, the advertising of inexpensive vacations, with special focus on lower costs for eating out and shopping, obtained the lowest mean score (2.50), likewise evaluated as apparent. This may indicate that respondents are thinking about ways to reduce the cost of their vacations and are adjusting their spending accordingly. Interview data showed that visitors would rather spend their money on inexpensive excursions that give them a taste of the area's numerous tourist attractions without breaking the bank.

Branding - The value that guests assign to a hotel depends not only on its ability to satisfy their needs, but also on how they are made to feel throughout their stay, which is reflected in the hotel's brand. The overall average of 2.96 indicates that hotel branding is widely used in CALABARZON. This is indicative of a concerted attempt by hotels in the area to use branding tactics, via the use of components like words, symbols, and graphics, to set themselves apart from rivals and better inform consumers about what they have to offer. The use of social media in establishing a brand's identity is the most noticeable branding technique, with a mean score of 3.81. This points to a widespread understanding throughout the industry that social media platforms are critical to the success of any modern marketing campaign. They may learn a lot about hotel industry trends, consumer behavior, and guests' changing expectations and wants through this kind of participation. Weed (2020) argues that identifying prospective networking possibilities and keeping up with current industry dynamics and new trends are impossible without the use of social media.

On the other hand, the separation of back-of-the-house operations from front-of-the-house activities in terms of location and scheduling is the least apparent practice, with a mean of 2.50. The results of this investigation show that this partition is strictly adhered to in CALABARZON's hotels. Separating the "front of the house" positions, which deal directly with customers, from the "back of the house" responsibilities, which may not be readily apparent to customers, is a common practice in the hospitality industry. One interviewee clarified that front-of-the-house duties include those that interact directly with customers like waiters and hosts, while back-of-the-house roles are more behind-the-scenes but no less important.

Food Chain Supply - It takes a lot of people and several kinds of equipment to keep the hotel food supply chain running smoothly. It struggles to keep up with customers' expectations for healthier, more environmentally friendly cuisine. In this part, we analyze the changing hotel food supply landscape in CALABARZON. According to the data collected, respondents overwhelmingly agree that all six indicators of transparency in the food supply chain are present. With a mean score of 2.65, respondents agree that changes in the food supply chain will have a major impact on hotels' ability to please their patrons. This exemplifies the trend in the hospitality industry worldwide, and in the CALABARZON area, to go outside of the usual places for supplies to stay competitive. SBS and Company LLP (2017) stressed the importance of supply network integration in guaranteeing product quality from farm to fork.

Additionally, respondents are aware of a new movement toward fresh and easy-to-prepare meals, which resulted in the highest weighted mean, 3.17. This is indicative of the growing demand for freshly prepared and

easily accessible foods. Convenience foods are highlighted by Axis Rooms (2020) as a type of commercially prepared meal that is intended to be consumed quickly and easily. Based on interview responses, refrigerating perishable goods is a significant difficulty and new storage solutions are required. Offering nutritious and performance-enhancing energy items was, however, cited as the reason for the lowest weighted mean score (2.63). This points to a growing tendency among hotel chains to provide energizing and nutritious meal alternatives. It is well acknowledged that providing visitors with a balanced diet may significantly improve their ability to go about their daily tasks. One responder said that giving a well-rounded nutritional experience will help guests feel more relaxed and energized during their stay.

Technology - The hotel sector has benefited greatly from the creative use of technology, which has increased both productivity and patron pleasure. Strategically combining separate processes has improved efficiency and helped cut costs. This analysis of the CALABARZON hotel industry's current technology trends highlights the many ways in which visitors and hotels alike may profit from developments in areas like reservation systems, communication, and service. Participant replies highlight the importance of technology in modern hotel design. A mean score of 3.48 indicates that technology has had a significant impact on CALABARZON hotel customers' expectations and the industry. According to Site (2020), technological advancements have had a profound effect on the hospitality business, with visitors feeling the effects of these advancements before, during, and after their stay. Many respondents pointed out that promotional activities make heavy use of social media sites like Facebook, Twitter, and YouTube. The highest weighted mean score of 3.97 was achieved by this, indicating a significant degree of exposure. This development highlights the tremendous potential of social media in hotel marketing, as it gives hotels of all stripes a direct route to communicate with current and prospective guests who are already engaging with businesses on these sites.

In interviews, it was stressed that these social media sites are useful for analyzing how well technology and innovation are being used in the hotel business, which in turn leads to massive success, brand advocacy, and higher sales and income. However, respondents gave the lowest grade (a weighted mean of 2.29) to the use of the internet to aid mobile research, indicating a moderate degree of exposure. This seems to imply that while the internet is useful as a supplementary tool for traditional research techniques, its influence is seen as less significant in mobile research. Waida (2020) explains that new hospitality technologies can save money and bring in more customers, which in turn increases the likelihood that they will return and lead to greater business.

Rules and Regulations - When it comes to guest safety, security, and satisfaction, hotel rules and regulations are essential. These form the basis of the agreement between the hotel's administration and the people staying there, and they spell out the rules that the visitors must follow. Guests' safety and happiness are emphasized as this part evaluates recent developments in CALABARZON's hotel laws. A weighted average of 3.02 shows that CALABARZON hotels follow the guidelines presented in the table. This is consistent with what Masiero, Yang, and Qui (2019) found, where they highlight the role that guests' own hotel preferences play in the decision-making process as vacationers weigh different options based on a variety of criteria and organize the data they gather according to predetermined norms and standards. The adoption of a non-smoking policy scored the highest among evaluated regulations, with a weighted mean score of 3.59 indicating a high degree of public awareness. This is consistent with the rising preference for smoke-free spaces and demonstrates a firm stance against smoking in hotel rooms. Guests are asked to notify the front desk immediately if they see any smoking or other offensive scents, as noted in the interviews. A weighted mean of 2.80, nevertheless considered substantial, was given to the application of health and safety rules relating to food security, food traceability, and healthy lifestyles. This highlights the significance of enforcing standards to protect guests, especially regarding food. Respondents noted that in the event of a major sickness, visitors have the option of calling neighboring healthcare institutions to arrange for immediate transportation and treatment.

Overall, the analysis of lifestyle, branding, the food supply chain, technology, and laws and regulations in CALABARZON hotels shows their pervasiveness in the sector. The highest composite mean was for technological advancements (3.48), suggesting that this development has had the greatest effect on hotel visitors

and operations. This highlights the potential advantages gained by both hotel staff and visitors from the use of innovative technological applications and improved communication within the hotel business.

Table 1

Summary of results on the assessment of hotel trends in CALABARZON

Hotel Industry Trends	Composite Mean	Verbal Interpretation
1. Lifestyle	2.95	Evident
2. Branding	2.96	Evident
3. Food Chain Supply	2.65	Evident
4. Technology	3.48	Evident
5. Rules and Regulations	3.02	Evident
Average Assessment	3.01	Evident

Table 1 shows that in their evaluation of CALABARZON hotel trends, respondents place equal importance on lifestyle, branding, food chain supply, technology, and rules and regulations. Technology has the highest composite mean among these trends, coming in at 3.48. This exemplifies the importance of technical progress in the hospitality industry, particularly with regards to boosting client services and communication systems. Increased client satisfaction and better services are the end results of lower labor expenses made possible by the integration of technology. The next highest average was found in regulations and statutes (3.02). Next in line is branding (2.96), followed by lifestyle (2.95). Finally, the aggregate mean score for food chain supply was 2.65. Considering these rankings, the hotel's branding and regulatory framework should receive more consideration in the design process. These are essential in the hospitality industry and should be made available to a wider audience. To keep up with the expectations of today's discerning travelers, hotels must continuously improve all aspects of their guest services. To retain the sector's credibility and to fulfill the needs of discriminating visitors, the hospitality industry must adhere to the criteria established by the Department of Tourism.

3.1 Significant difference on the assessment of owners, employees and tourist of hotel industry

Table 2

Difference of the assessment of owners, employees and tourist of hotel industry current trends

Hotel Current Trends	P-Values	F-Values	Decision on Ho	Verbal Interpretation
Lifestyle	0.002	7.153	Reject	Significant
Branding	0.001	8.015	Reject	Significant
Food Chain Supply	0.043	3.330	Reject	Significant
Technology	0.000	13.453	Reject	Significant
Rules and Regulations	0.000	9.665	Reject	Significant

Table 2 presents an in-depth summary of the various opinions held by hotel owners/administrators, hotel staff, and hotel customers about recent developments in the hotel business. By comparing the perspectives of these many stakeholders, we get insight into the complexities inherent in their arguments. Distinct contrasts in opinions on lifestyle, branding, food chain supply, technology, and laws and regulations are highlighted in the table. The null hypothesis is rejected, confirming that there is a statistically significant difference between the three groups' evaluations of recent developments in the hotel business (all P-Values are less than 0.05). Validity of these differences based on the viewpoints of hotel owners, staff, and visitors is supported by the different responses these three categories of respondents gave across the five variables relevant to current developments in the hotel sector. A comparison between the higher ratings given by hotel guests/tourists and the lower ratings given by owners/administrators and personnel suggests a disparity. Although most workers saw a few trends, not everyone gave them high marks.

This result is consistent with the research conducted by Jayawardena (2013), who found that despite favorable developments in the hotel business, problems still existed that required quick and high-quality solutions. Guests' input into evaluating CALABARZON's trend evidence is, thus, crucial for highlighting problem areas throughout the hotel's lifestyle, brand, food chain supply, technology, and compliance with rules and regulations. If the hotel business takes this proactive tack, promotes itself well, and maintains a strong public

image, it may greatly aid in the country's economic growth through the adoption of standardized standards. Through 14 show the outcomes of post hoc tests performed on the study's significant differences. Scheffe's technique is used in the statistical analysis to support the rejection of null hypotheses on lifestyle, brand, food chain supply, technology, and laws and regulations as they relate to hotels. This technique helped verify the clear differences between the answers given by different pairs of respondents.

3.2 Challenges encountered by hotel industry

The challenges that the hotel business in CALABARZON faces is discussed in this section. The hotel industry faces several challenges due to the increasing level of competition in the industry. There are a few problems that the hotel sector faces that cut into client retention and income. Here, with the help of a focus group discussion, we give the respondents' evaluations on these difficulties in the CALABARZON hotel business. According to the data, most respondents found seven of the items to be obvious, two to be somewhat obvious, and one to be extremely obvious. According to the respondents, several problems and concerns in the hotel industry have been noted, and this is reflected in the mean score of 2.85. This indicates that, while each hotel's problems are distinct, there are similar threads that may be annoying for customers. During the conversation, one participant said that the tourism sector has become quite profitable due to the large number of tourists who visit each year. The highest weighted mean of the 10 items, 3.91, indicates a high level of evidentiary certainty that organic vegetarian meals are costlier. This suggests that there is widespread agreement that organic food is more expensive, mainly because of the potential for short-term risk and the huge initial commercial investment needed for organic food production.

Site Minder (2020) claims that this insight helps hotels better cater to their guests' tastes, while also allowing suppliers to focus manufacturing more precisely for hotels and save wasteful shipping expenses. Specific hotel customers' willingness to spend more for organic food than for conventional choices was highlighted in the focus group discussion. However, a weighted mean of 2.13 suggested that trademark abuse had a somewhat noticeable effect on brand image. This implies that if the hotel's brand is overused, it may influence the hotel industry's reputation. Site Minder (2020) notes that strong evidence of affiliation with a hotel may be seen in the website's heavy reliance on the hotel's name, emblem, and other distinguishing features. The need for quick action in defending the hotel's brand was stressed throughout the focus group. This is because the sooner an infraction is dealt with, the less likely it is that the hotel's reputation will be permanently damaged.

3.3 Emerging trends and challenges in CALABARZON's hotel industry: Informing tourism and hospitality development strategy

The researcher based their tourism and hospitality development proposal on insights gained from an analysis of current trends and problems facing hotels in the CALABARZON area. The research showed that the hotel business is experiencing observable trends and problems, pointing to the need for improvements in day-to-day operations. This is about more than just generating money; it's about providing excellent service to your clients through overall quality management. Distributed questionnaires were used to compile the survey data that informed the development plan's all-encompassing strategy. In line with the goals and aspirations of hotels, it helps stakeholders in the hospitality industry overcome the many obstacles they face when providing service to guests. The goal of the strategy is to work with many stakeholders to position them as responsible partners in tackling a wide range of issues relating to housing.

The CALABARZON region's hotel business will benefit greatly from the planned proposal, according to the proponent. The planned tourism and hospitality development plan would help all lodging establishments maintain happy customers, deliver on their promises of high-quality service, and delight returning visitors. Its goal is to aid in the provision of high-quality hotel experiences by providing useful insights to hotel managers and their primary and secondary suppliers. In addition, the strategy considers a wide range of difficulties and developments in the hotel industry in CALABARZON. This suggested strategy is hoped to provide answers to

the problems that have been noticed, allowing for its eventual adoption. The strategy may be greatly improved with the help of objective assessments and feedback from qualified evaluators in this subject. Therefore, the weakest spots within hotel trends and concerns that require immediate attention and action to improve the lodging business are targeted by the tourism and hospitality development plan. Specific topics requiring attention within the hotel sector include the advertising of inexpensive vacations, the division of back-of-the-house activities from front-of-the-house activities, the provision of cuisine that is beneficial to guests' health, and the utilization of the internet for mobile research.

Implementing health and safety requirements that include food security, traceability, and healthy lifestyles arose as a place where hotels might do better in terms of their own rules and regulations. The planned strategy is also in line with the present administration of the Department of Tourism, which has set its sights on strategic improvements and expansion in the hotel business. It aims to synthesize previous progress and promote novel ideas to liberate resources for a wide range of parties. The strategy is built on a vision that strengthens trust among stakeholders by emphasizing global competitiveness, CSR, and sustainable growth. The plan lays forth detailed information including target outcomes, program components, key performance indicators, implementation partners, timelines, and rough cost estimates. This provides the relevant parties with a transparent structure, specifying the timetables and financial commitments necessary to carry out the planned tourist and hospitality development strategy.

4. Conclusions and Recommendations

In sum, the findings of this research have contributed significantly to the evaluation of trends in the CALABARZON hotel sector. According to the survey's respondents, the sector places a lot of emphasis on lifestyle, branding, the food supply chain, technology, and laws and regulations. Among these tendencies, technological advancements stood out the most, particularly the widespread use of social media channels like Facebook, Twitter, and YouTube for advertising purposes. The research also showed that owners, staff, and guests all had quite diverse opinions on the state of the hotel industry. This demonstrates the value of including several viewpoints in hotel sector decision making. In addition, the respondents pointed out several industry-specific challenges, such as the fact that a Non-Smoking Policy must be implemented. This emphasizes the importance of policies and programs that put visitors' needs first. A tourist and hospitality development strategy is developed in light of the findings. The officials in the CALABARZON region's hotel industry can use this strategy as a strategic framework to enhance and promote the sector. It takes a holistic approach to supporting development and excellence in the sector by considering factors like way of life, branding, food chain supply, technology, and laws and regulations.

In sum, the findings of this research offer the hotel business in CALABARZON a solid basis on which to make educated decisions and carry out long-term strategic planning. The planned development plan aims to increase the number of hotels in the area and make them more competitive, which would benefit the region's tourist industry.

Several suggestions are made based on the findings: Department of Tourism Recommendations Based on the Study's Findings, the Department of Tourism should host public forums and conferences devoted to the hotel business. These gatherings will aid in spreading information and fostering sustainable practices. The results of the study may be used as a foundation for better management, policy formulation, and decision making. Sustainability as a Primary Concern for Financial and Economic Decision-Makers: The CALABARZON region's tourist and hospitality business should be prioritized for long-term viability by economic planners and investors. For the hospitality industry to be competitive and continue to deliver high-quality service, constant monitoring is required. Working together with other initiatives and interested parties will help the sector develop further. Owners and Managers of Hotels Working Together: Hotel management should work together to identify patterns and problems in the various CALABARZON provinces based on hard data. With this data, program and project proposals may be built, with the hope of receiving funding from public and private sources. It can also

help in the establishment of efficient financial management procedures that are in accordance with policy making. Before submitting the suggested growth plan, the hotel sector should consult with key stakeholders to ensure it meets their needs.

The substance and efficacy of the strategy will be improved with their feedback, comments, and ideas. Responsible decision-making in support of the plan's progress and sustainability should be led by administrators and officials. Promotional resolves, program designs, and project plans should all incorporate data on CALABARZON's hotel industry's most pressing trends and challenges. As a result, this will make it easier for industry to receive help from the public and private sectors. After the necessary government reviews and approves the proposed hotel sector growth plan, it should be widely implemented. Possibilities for Future Studies: Researchers in the future are urged to replicate these kinds of studies, preferably in tandem with tourism and hospitality faculty and industry advocates. By visiting new places and gathering new perspectives, you may learn more about the industry. The tourism business and the local economy will both profit from the suggestions made here, which will help the hotel industry in CALABARZON to expand and improve.

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