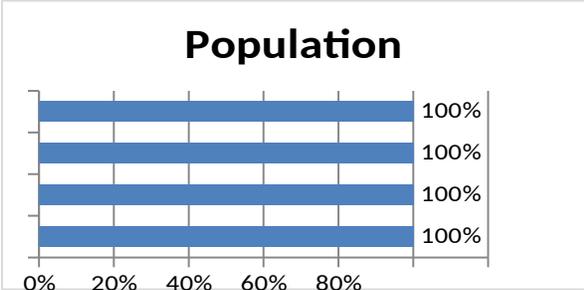


# Graphs and Tables (Bachelor of Science in Hospitality Management)

	2012			2013			2014			2015		
	Grad Summary	sample	survey									
BSHM	318	54	54	292	50	50	244	42	42	214	36	36

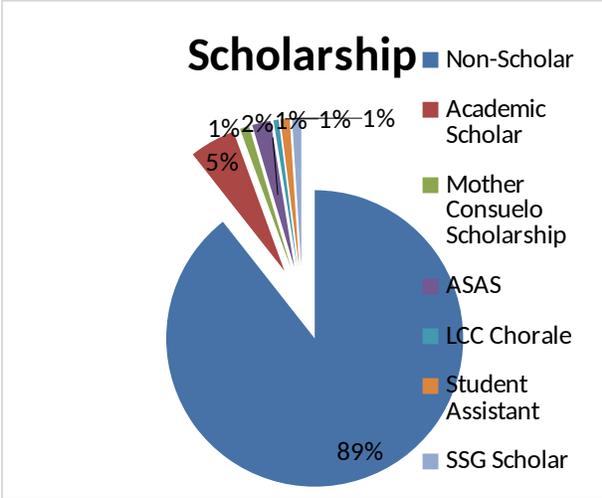
### Profile of Graduates

The collected parameters to illustrate the respondent’s profile have been classified into the number of respondents per year per program and the enrollment status.



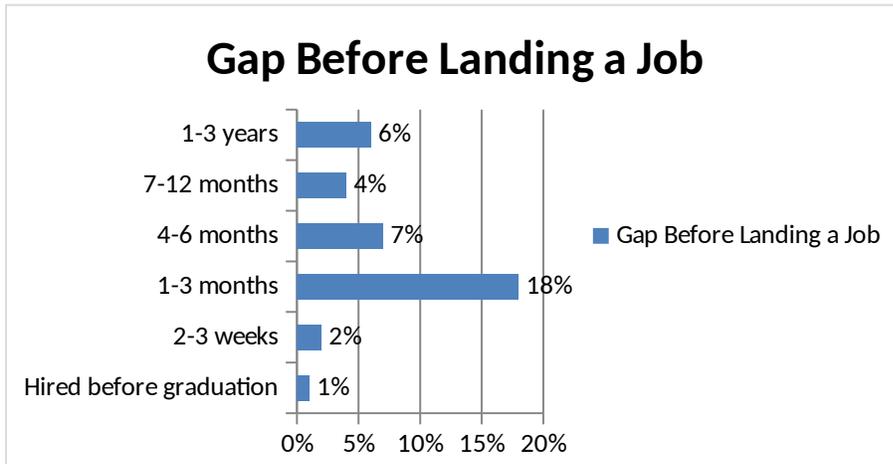
The graph presents the total percentage of surveys gathered from the given sample size of students per program/per year. The entire graduates of BSHM students from 2012-2015 is 1,068, the sample size requires 182 respondents, and the total number of surveys gathered from the Hospitality Management program is 100%.

### Type of Participants



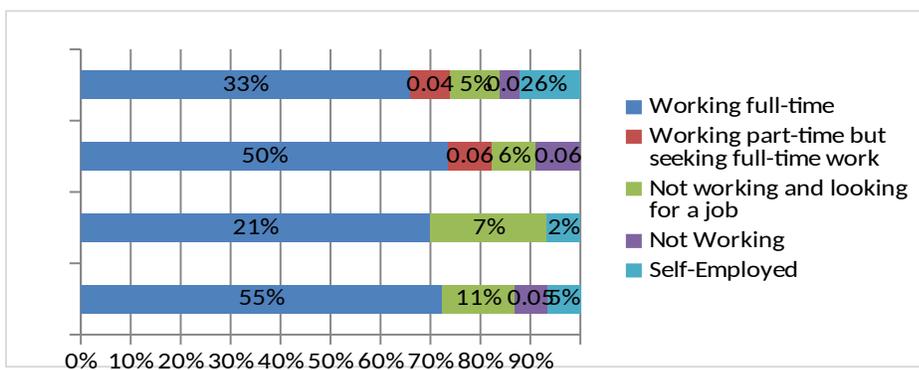
The data presents that majority of the BSHM graduates (89%) are fee-paying or have not availed any scholarship program of the school, and only 12% of the actual numbers of respondents are scholars (Academic Scholars, Mother Consuelo Scholarship Program, and Student assistants, LCC Chorale, and ASAS).

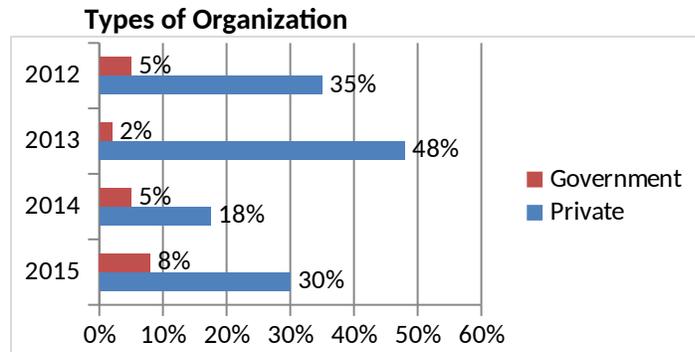
## Job Acquisition



The data revealed that majority of the BSHM graduates have spent at least 1-3 months looking for an acceptable and permanent job. Majority of the graduates who were hired within the 3-month period decided to take a vacation after graduation; they opted to take a break before looking for a job. A number of graduates decided to help in their family-owned businesses before deciding to hunt for a job. Some had to accomplish their Transcript of Records, Diploma, and other legal forms during the intended break. There were respondents (2%) who were hired a few weeks after graduation while (1%) of the total numbers of respondents were hired even before the graduation, and absorbed for work by the company where they rendered their on-the-job training. The process of transitioning in looking for a full-time job to work after obtaining their degree was not that long.

## Current Employment Job Status

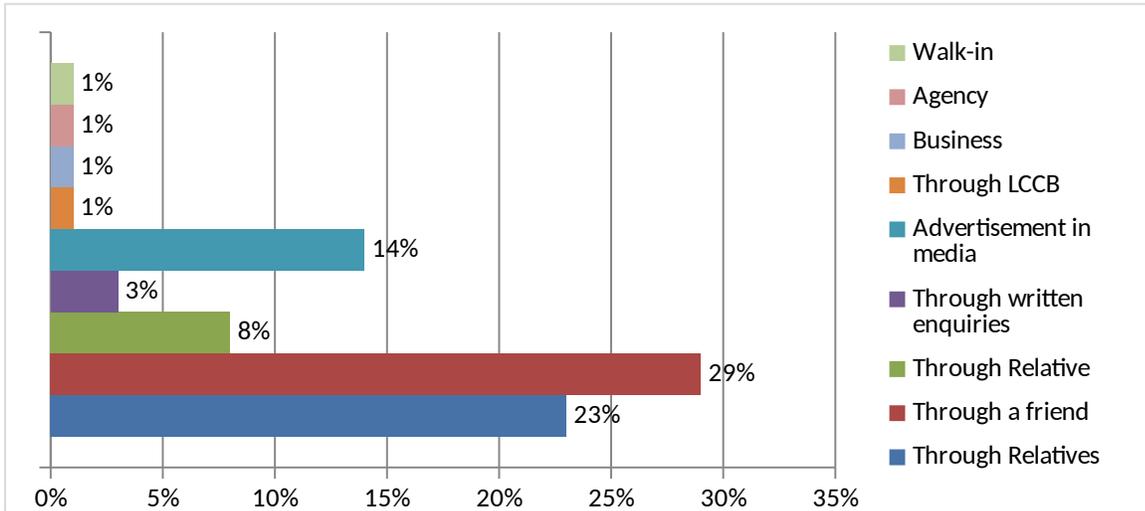




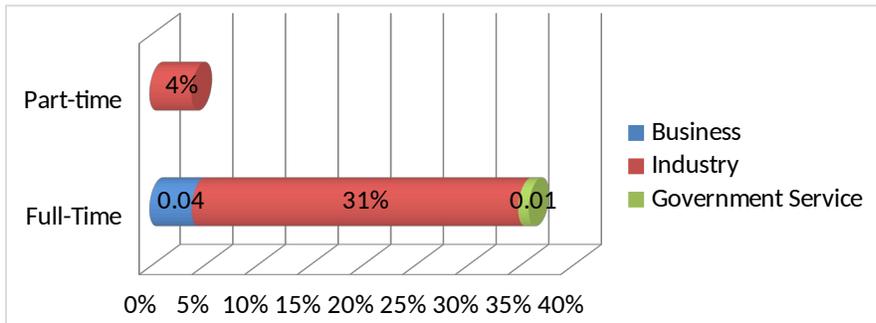
The graphs on **Current Employment Job Status** and **Types of Organization** present that majority of the employed respondents are working full-time in private companies. A few percentages are working part-time but seeking full-time work. Most of the respondents who are working in private companies landed on the job that is expected of them. They are currently employed in Hotels, Airlines, shipping companies, Travel and Tour Agencies, Restaurants, Banks, Academe, and BPO Industries. Our graduates are mostly stationed in Bacolod and Luzon, we also have graduates who are currently based in Qatar, Kuwait, Dubai, Canada, and USA.

BS Hospitality Management graduates of La Consolacion College Bacolod are very well-skilled for a career in the field of Tourism, Hotel, Restaurant and Travel operations. They are well-versed in the process of conception, planning, development, human resource and management of the different aspects of hotel, restaurant and resort operations. Graduates of this program will almost certainly be employed in establishments and companies to work as Front Office Desk Clerk/ Receptionist , Travel Agency Staff, Barista , Kitchen staff in Hotels/Restaurants, Housekeeping staff , Cruise ship staff, Bar Attendan, Accommodation Assistant, and commis. With years of extensive experience and practice, graduates are also employed inMid-level positions like Restaurant Supervisor , Event Organizer, Food and Beverage Supervisor, Front Office Manager, Instructor/professor.

### Knowledge of Job Vacancy

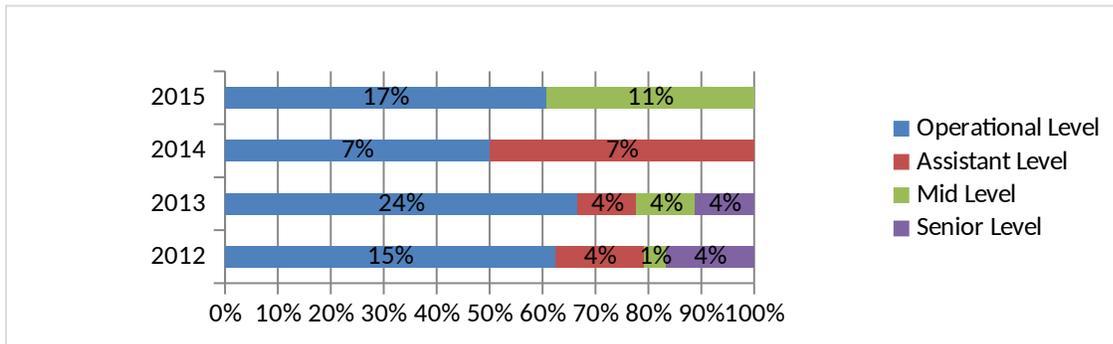


### Employment type

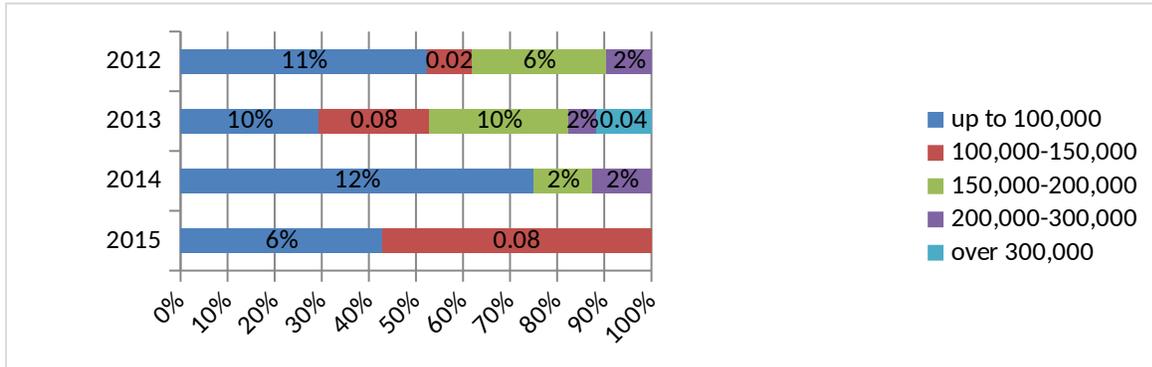


It should be recognized that amongst the respondents who found a job, 31% of the graduates are working full-time in the industry trade. Specifically after graduation, majority of the graduates (29%) learned about Job Vacancy and availability **Through Friends**. The graduates relied on the information and referral mostly from their friends and **Advertisement in Media** to acquire their first jobs.

### Designation



## Annual Income Range

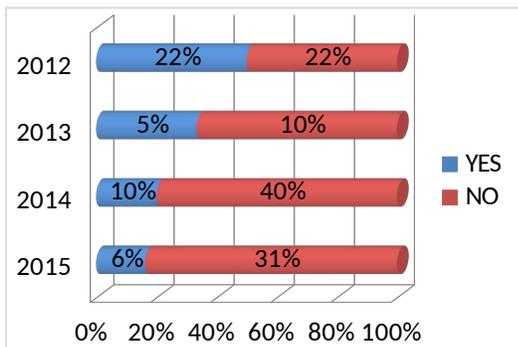


The data indicates that the **Job Designation** of majority of the respondents per year varies. It is surprising to know that among the other programs offered by the School of Hospitality and Tourism Management, BSHM has fresh graduates who are already relinquishing a Mid-level position in their respective companies. Majority of our graduates are working on **Operational Level**.

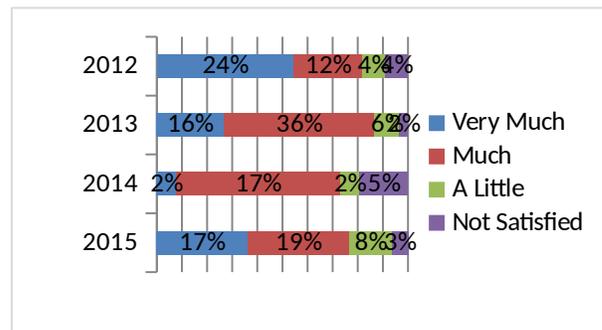
The graph on **Annual Income range** shows that majority of the respondents from 2012-2014 are currently earning a salary of up to 100,000php and we have graduates who earn an annual income of 200,000-300,000php. It shows that the remuneration of the respondents increases as their **length** in the company progresses as seen on the data above. Those who are seasoned are generously well compensated. We can say that work promotion and level progression are evident as time progresses, especially when the experience and familiarity of the respondents strengthened.

For fresh graduates in the Philippines, a Front Desk Receptionist may earn a salary of P8,000 to P13,000 per month. The salary for a Kitchen worker/Cook/Chef depends on his/her position and years of experience: Fresh Graduates earn P 9,000 to P 12,000 per month, Experienced Employees earn P12,000 to P18,000, Supervisors receive P16,000 to P22,000, and Assistant Managers & Managers make P23,000 to P40,000. Salaries for those who work abroad are generally much higher. (Jobstreet.com)

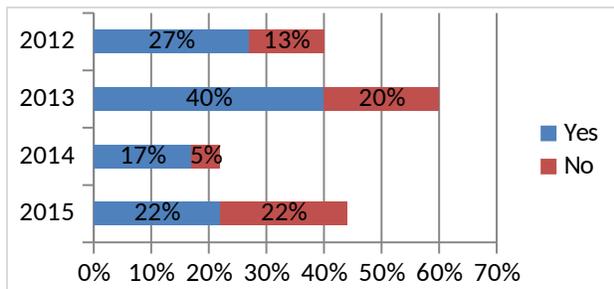
## Job Challenges



## Job Satisfaction



## Likelihood of staying on the Job



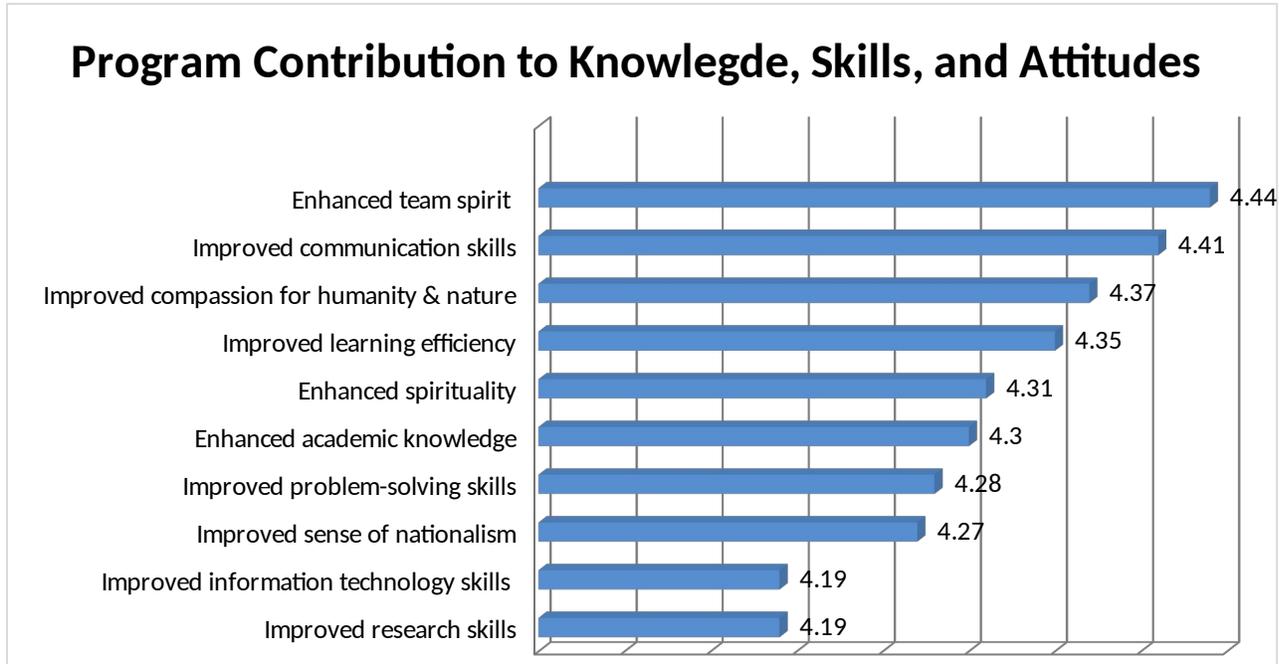
The graphs above presents that majority of the respondents DO NOT face any major problems in their job assignments. Most of the respondents indicated that they are **Much** satisfied with their current job, and intend to stay in the same job/profession.

A number of respondents stated that they encounter primary challenges in the profession. Dealing with the management and co-workers, incompetent salary, and unprofessional immediate superiors challenged our graduates. Respondents, who are based abroad, especially in Middle East, shared that they have to learn how to speak and read Arabic and they had a hard time adapting with the respective culture in the workplace, and location. Respondents who work in cruise lines stated that they have difficulties communicating with passengers who are mostly Chinese; they would need to learn how to speak mandarin in order to deliver good customer service. Dealing with different types of irate guests and customers are among the factors that they find challenging/.In terms of work, our graduates detailed that they continuously learn and develop their skills because the competition is tough in the real world; they said that employers abroad prefer those that speak multiple languages.

On the other hand, a number of the graduates, especially those that are not yet employed, are expecting to find a job that is related to their chosen program. They stated that they intend to obtain an occupation that is related to the course that they have completed like in hotel and restaurant, travel agencies and other hospitality Industry.

## Program Review

The graphs below establish the views of graduates regarding the study experience at LCCB in which supported their current employment and sought their assessments of the programs.

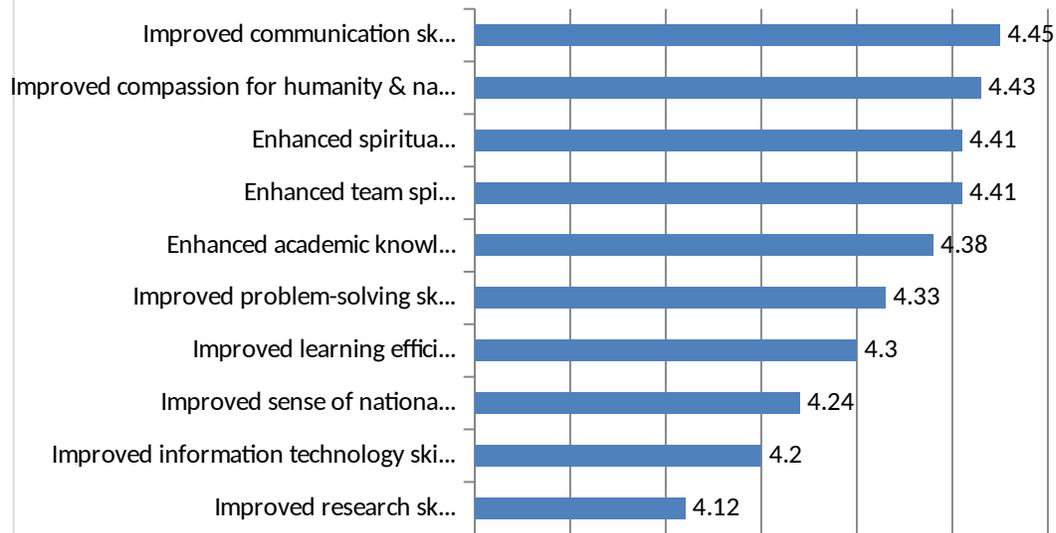


The Graduates were asked to rate the relevance of knowledge, skills and competencies which enabled them the most in their professional careers. Overall, most of the respondents believed that their *Enhanced Team Spirit*, ranked first (4.44) in giving them reasonable competency in their fields. This falls within the high range in a scale of 1-5. The mean rating was assigned the verbal description of **Very Satisfactory**.

It can be interpreted that the respondents' good team spirit creates a huge impact in their ability to exhibit their interpersonal skills and ability to work well with others. Cooperation and hard work are two major factors that help them realize their goals. The graduates' Team spirit is simply the willingness to cooperate as part of a team; the level of excitement, enthusiasm, and commitment illustrate both productivity and progress at work.

It should be recognized that the graduates' satisfaction and awareness to the relevance of the education they acquired in LCCB is very high and that they found these advantageous in the changing job market.

## Relevance of Education in Present Job

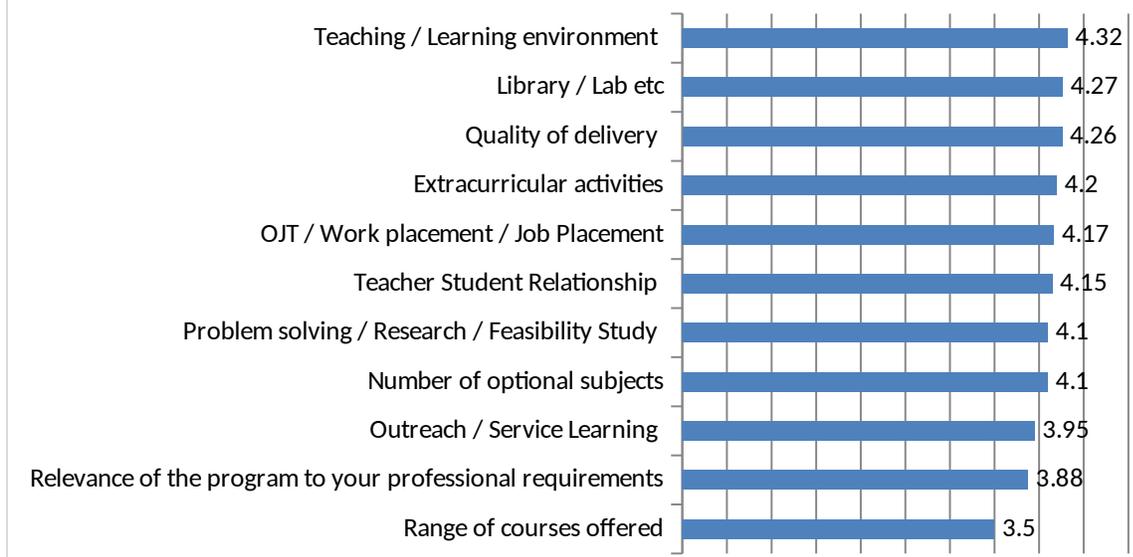


The respondents were asked to evaluate the relevance of their education/programs and how qualified they feel in their work because of the knowledge attained at LCCB. The table above indicates how the relevance of the program was rated when the respondents were asked to rate the relevance of Education offered in LCCB in their current Job. The respondents' gave a mean rate of 4.45 in *Improved communication skills*. The result falls in the highest range in a scale of 1-5. The mean rating was assigned the verbal description of **Excellent**.

It can be inferred that the respondents' written and verbal communication skills, particularly in English, create a huge impact in their ability to exhibit their personal & social skills, and ability to work well with others. The respondents' communication skills have greatly helped them to get by and succeed. They were able to work efficiently and effectively because they did not have a hard time connecting with their co-workers and customers thru conversational and interactive communication skills because they feel that they are prepared and capable of speaking the English language.

This significantly compliments the conclusions from the previous graphs. It only suggests that In terms of the academic perceptions, many of the respondents were generally satisfied with the qualifications and skills obtained from LCCB. A large number of graduates felt they were able to work in the careers they expected a few months after graduation because of these competencies that helped them in the changing job markets.

## Strengths & Witnesses of the Program



The graph presents the major strengths and weaknesses of the institutional program that the respondents attended. A mean rate of 4.32 in *Teaching/Learning Environment* was given by the respondents. The result falls in the High range in a scale of 1-5, with a verbal description of **Very Satisfactory**.

A great deal of appreciation was mentioned to the activities and programs that are conducted by the SHTM department. The graduates said that they were trained by brilliant educators from the industry; there were several activities, programs and competitions that prepared them in finding a job and in facing the real world. It enhanced their personality in having the confidence to deal with different kinds of people anywhere in the world; it has encouraged students to maximize the skills and excel in the field thru several enhancement seminars that were conducted, they were exposed to the industry at an early stage through various tours and practicum opportunities around the world, it has molded them to become better persons.

Respondents credited the school because they are well equipped in both knowledge and experience. Everything that they are experiencing in their job has been explained, taught, and was practiced when they were still in school. According to the graduates, LCCB has provided useful and current knowledge regarding their chosen field.

Through various trainings like Mock Interview, most of the graduates acknowledged that they were hired in their first interview. They were more confident and determined when they were looking for a job. Trainings and exposures to the realities in the industry such as tours, and other familiarization activities like laboratories, and the unwavering passion of teachers made them competitive in the real world.

Knowledge on Marketing and Sales Cost Control, purchasing, and other related lessons in accounting aided them well in their current job. They gain more knowledge on how to handle business like selling products, sales talk, and dealing with the customers especially on dealing with customers and helping them with their concerns.

A recommendation to improve the *Enrollment process* of the institution has also been made, it was cited that improving the enrollment procedure will allow the students and parents to save more time and effort. A call to *improve the Library services* in LCCB was rendered by the respondents. LCCB should invest on new books that could help the students with their research/learning is one of the suggestions provided when respondents were asked to give recommendations for the betterment of the institution; the graduates believe that books are still more helpful. Additional activities and programs that can help students enhance their problem solving skills are also recommended.

According to the graduates, the school also needs to acquire and bring up to date trends to the students regarding the latest leanings in the industry, as well as obtaining updated operating systems. An update on the learning instructions grounded on the latest trends and innovations in the industry, as well as demonstrating the actual and legitimate SOPs being followed in highly hospitality/tourism entities would also be beneficial to the present HM students. As for the professors, the graduates indicated that actual discussions of lessons should be in the class. They said that there are some who just gives the class a topic, advised them to search for them over the library or internet, and just assign a reporting on the next day. When the exam comes out, nothing matches what has been discussed. The educators should teach their students well, for the students to learn well.

Respondents cited that it would be beneficial if the school will provide subjects that focus above and beyond the degree itself, and lessen the minor subjects. Team work and proper coordination between Major and Minor Subjects to prevent discrepancy or conflict in the schedules accordingly would also be advantageous to the students.

When it comes to OJT it would be better if the school will provide the designated place to train; LCCB should continue on sending students for internship in 5-star hotels in the Philippines and international hotels. A suggestion to maximize linkages and networking to significant and related organizations & entities within the Philippines, and abroad to ensure adequate employment to its graduates were given by the graduates.

Improvement on *Foreign Languages* offered in General Education subjects since fluency and sufficient knowledge of other languages is a must and an edge in the corporate world.

There were numerous testimonies that graduates were able to apply all things learned and exposures on the actual field while studying made journey to the real world better. We can conclude that the majority of respondents have received benefit from their study and been satisfied with their education at LCCB. The information given by the respondents suggest that In terms of the academic perceptions, many of

the respondents were generally satisfied with the qualifications and skills obtained from LCCB. They have acknowledged that the holistic learning acquired in school has a great relevance in the current job.

Generally, the aptitude earned from the institution and the improvement of their capacities and skills appeared to give the recent graduates better access to the labor market.