

SWOT Analysis of Hospitality Management and Tourism Services: A Basis for Tourism Development Road Map

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Abstract— The study focused on analyzing hospitality management and services and their effects on hotels and resorts' customer satisfaction. The hospitality management and good services are key to satisfying customers, especially in the tourism sector, in providing the necessary and desirable goods and services to travelers in the Nueva Ecija, Philippines, and worldwide. This analysis used the design of quantitative research to secure a relevant answer to the study's problem. And in selecting the sample respondents, the researcher used a total sampling technique. A total of 75 respondents composing of 40 customers/travelers, 33 staff, and two owners/managers were selected as respondents. The findings show that the majority of the respondents were satisfied with the owner/s responses on issues and concerns of their customers regarding the hotel services and management. The proposed research strategies to product diversification and event management, the destination's image, sustainable visitor management framework, marketing, branding strategies, collaborations, and cooperation among its stakeholders. The results show that the growth of the tourism industry can break down the based economic structure. Therefore, some strategic measures are required to achieve sustainable tourism in the province of Nueva Ecija.

Index Terms— Hospitality Management and Services, Customer Satisfaction, Hotel and Resort Management and Services

I. INTRODUCTION

The hospitality management and good services are key to satisfying customers, especially in the tourism sector, in providing the necessary and desirable goods and services to travelers in the Nueva Ecija, Philippines, and worldwide. According to UNEP/WTO, sustainable tourism should ensure optimal use of environmental resources, respect the socio cultural characteristics of local communities and at the same time, provide socio economic value to stakeholders. "Sustainable tourism" means all types of tourism operation, management, and growth that maintain ecological, economic and social integrity and guarantee tourism in maintenance of natural and cultural resources (Niedziolka, 2012).

According to Sriyam (2010), guest satisfaction in the hotel and resort industry is the highest priority for owners and managers competing with hundreds of others. One of the most valuable things that travelers consider when considering a

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hotel and resort is the best services, especially in the personal services they provide.

Many hotels and resorts were established in Nueva Ecija because of the conviction to give their fellow Novo Ecijanos the relaxation plenty of customers within the province is looking outside the area. Now, locals would not need to go for miles, and travelers have a reason to visit the province, which has been popularly known as the "Rice Bowl of the Philippines." Besides, may not have beaches that most people look for, but they did build the premier wave pools in Nueva Ecija. Their strengths are the groundbreaking project and its accessibility. It is mainly their task to promote regions and self-governments (Goranczewski, Szeliga-Kowalczyk, 2015).

Despite bringing people of adventure experiences and the cheapest pricing rate, there are different challenges encountered by the hotel and resort owners like; hospitality operations, strategic planning, and services to make their goals nurture.

According to Boris 2012, customers are positioned in the central place. The practices of maintaining a long-term relationship marketing and, more recently, customer relationship management.

The hotel and resort receive many tourists during the summer season. Most were students who graduated from various school levels. Many hotels and resorts in the nearby cities and municipalities in Nueva Ecija and offered the same services. Although completion is fierce, the abundance of local customers, students, and tourists seems to provide sufficient business for most establishments to do well. There are usually lines waiting for cottages, tables, and venues at most hotels and resorts for gathering different occasions on weekends and summer season. Despite its good management and operations, hotel and resorts met glitches on their pool waves services due to unexpected electric current flowing in water that made the management and the customers suffer. Due to several unwanted incidents, the management forced themselves to provide a much better marketing strategy and assurance of safety.

Every organization considers the organizational environment, and they want it to be "like a family". Standard operating procedures, training methods, and employee manuals exist but are not followed consistently. Good organization and management will be successful if all of the members will follow the organization's procedures at all times to avoid any forms of accidents.

This study seeks answers on how the owners resolved challenges, assess their customer satisfaction perception, and find strategies that can enhance customer satisfaction and

sustained performance in the hotel and resort and tourism in Nueva Ecija using SWOT or TOWS Analysis. SWOT analysis is the first step in formulation of the tourism development strategy, because it constitutes a comprehensive evaluation of the current situation constituting the starting level and integrating all the relevant information (Holloway, Robinson, 1997).

II. RESEARCH METHODOLOGY

This study utilized qualitative research design, in order to secure relevant answer to the problem of the study. And in selecting the sample respondents, the researcher used total sampling technique, a total of 75 respondents composing of 40 customers/travellers, 33 staffs and 2 owners/managers were selected as respondents. An interview guide questions served as the instrument to gather the needed data and were personally designed, developed and validated by the researchers.

The instrument was accompanied by a letter stating the purpose of the interview and personally administered by the researchers. The respondents were briefed on the significance of the survey questions so that the researchers would elicit honest responses from them. And finally, the data gathered were analyzed thru logical and matrix analysis.

The TOWS method is a reverse SWOT analysis, which results from the change of sequence of proceeding in the scope of analysis of particular factors, beginning from the external ones, i.e., from the organization's surrounding (outside to inside method). Feili et al., used the SWOT approach and fuzzy logic to find sustainable tourism development strategies. The key strategic factors were determined utilizing SWOT analysis. The SWOT analysis provides us with awareness of the situation and helps us to design procedures that might be considered appropriate for strategic thinking (Lozano and Vallez, 2007).

III. RESULTS AND DISCUSSION

The TOWS matrix defines four alternate strategy group: Strengths- Opportunity (SO), Strengths – Threats, Weakness – Opportunity (WO), and Weakness – Threats (WT). This methods are derived by optimizing strengths and opportunities and mitigating vulnerabilities and risk. SO strategies aim to exploit both strengths and opportunities, while ST strategies are focused on the strengths that can overcome environmental challenges. WT strategies are generated by minimizing both vulnerabilities and risks, while WO strategies aim to minimize weaknesses and maximize opportunities. (Weirich, 1982). Such an approach makes it possible to base the management processes on facts/empiric premises (evidence-based management) rather than on conjectures (Lobos, Puciato, 2013)

In this study, the tourism industry's strategy development process is presented analytically by utilizing the A'WOT hybrid method. The province of Nueva Ecija, Region 3 was chosen as a case study and explored step-by-step. The initial step of the case was to recognize groups of expert from various experiences. The specialist groups consisted of

managers of tourism and cultural organization, travel agency owners, hotel managers, local manager and academics. The expert. The related factors of the internal environment (strengths and weaknesses) and external environment (opportunities and threats) have defined by selected experts working in the tourism field, as shown in appendix section as Figure 1.

Managing a region's natural heritage values is an important tool in sustainable tourism planning (APEC, 2009). While cave tourism improves the local community's social and economic well-being and the protection of the environment (Okonkwo et al., 2017) hunting tourism establishes a synergy between eco-tourism, rural tourism, and sports tourism and takes out as a special tourism deal focussed on sustainability (Milojica et al., 2014). The strengths would also be among the most important assets in improving the province's sustainable tourism practical.

Hotel and Resort owner/s faced issues and concerns of their customers

Most of the respondents were satisfied with the owner/s responses on their customers' issues and concerns regarding the hotel services and management. They said that the owner/s addressed the problems as soon as possible in a very approachable and nice way to make their customers feel safe, secure, and special. Additionally, the owner found solutions and ways as soon as possible for the customer's and resort's sake for a win-win situation.

Customer Satisfaction on Services of Hotel and Resort

All of the respondents said that the services of crystal waves are "excellent." They are consistent in their customers' services from booking, accommodation, food, and other services. The staffs are very approachable and accommodating and very consistent in providing high-quality services.

Marketing strategies in Addressing Issues

The owner/ manager of the hotel and resort always plan innovative strategies that make their customers satisfied with an excellent and unforgettable experience using visualizing more creative, unique services that could offer to its customers focusing on personal care, needs and concerns, personalized services provisions that could lead to a great experience of each customer. The manager managers' task is to always ensure that all employees stand up to the customers' safety and expectations guided by hotel and resort provisions leading to customer satisfaction and excellent services.

New services can be offered to capture a continuous flow of costumers

According to the owner/manager of the crystal waves hotel and resort, they are continuously planning for the uniqueness and excellent services they will provide to their customer. Designing customer care service policies are their main concerns, and continuously serve and offer high-quality

services and standards to maintain and raise customer satisfaction. Strictly monitor guidelines and provisions guided by the International Standardization Organization (ISO) to eliminate or minimize negative feedback. Constantly, aim a better tourism spot and area by improving and providing quality services to offer Filipino cuisine in boodle fighting styles that make customer experiences uniquely, unforgettable, and memorable and would get value for money they spent..

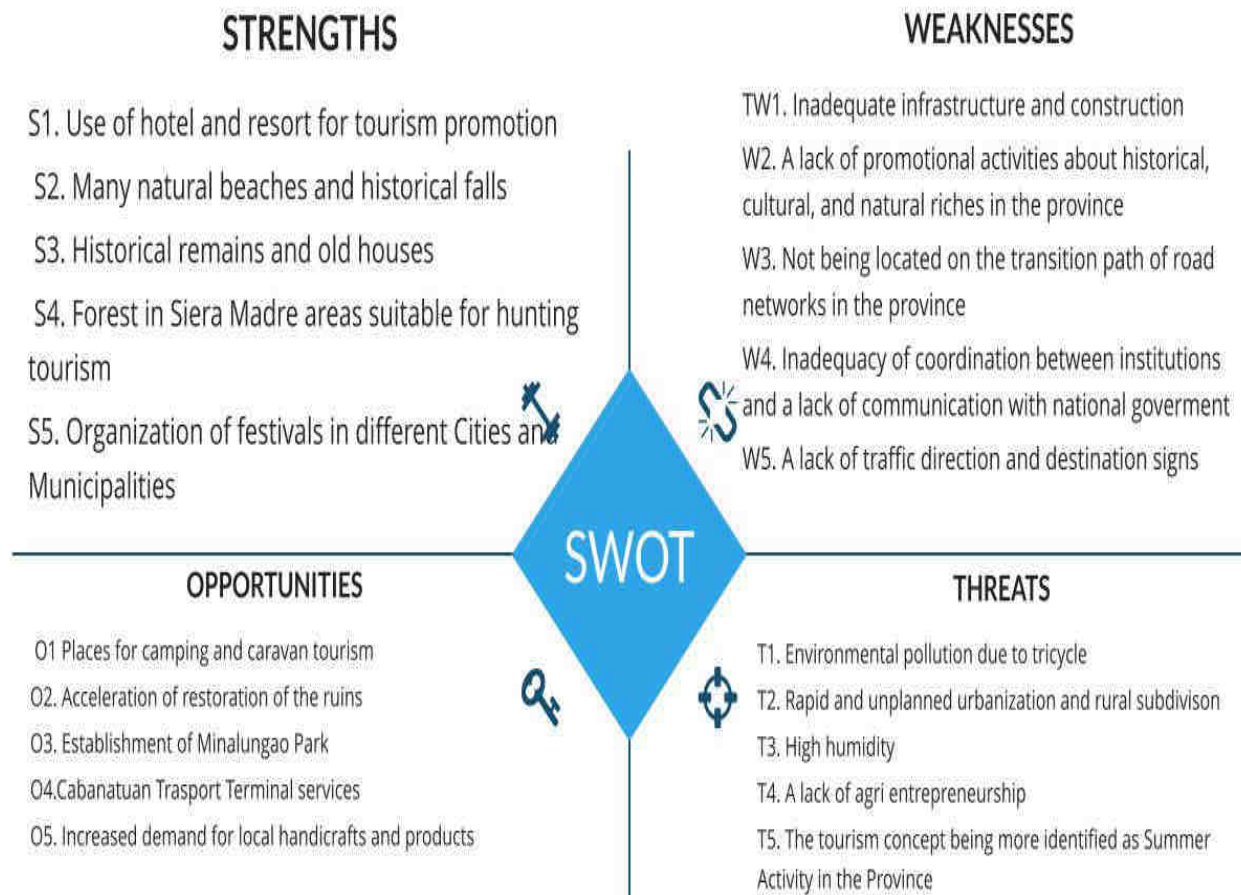
IV. CONCLUSION AND RECOMMENDATIONS

Effectiveness in realization of strategic tasks in the field of tourism and recreation is only possible where, in the phase of formulation of a strategy, appropriate analytical tools are applied. The TOWS analysis presented in this article may be applied as a substitute or as a complementary element accompanying the better known and disseminated SWOT analysis. Based on the findings, the following conclusions are

attained. The majority of the respondents were satisfied with the owner/s responses on their customers' issues and concerns regarding the hotel services and management. All of the respondents said that the services of crystal waves resort and hotel are "excellent" and consistent in providing services. The hotel owner/management and resort always plan innovated strategies that make their customers satisfied with excellent and unforgettable experiences. Always making follow-ups for the services offered, including policies to secure and maintain quality services they will provide to satisfy customers. Based on the conclusions, the following are recommended. Always put in place all guidelines and policies that will benefit both parties (management and customers). May continue to provide excellent services that make value the money that the customers they spent. May provide different pieces of training and seminars for all employees for their professional growth and development. May always provide and offer new services for a higher level of customer satisfaction.

APPENDIX

**HOSPITALITY MANAGEMENT & SERVICES USING TOWS MATRIX: A BASIS FOR
 TOURISM INDUSTRY ROAD MAP**



SOURCE: XARA CLOUD

SWOT MATRIX

xara

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