

Awareness of External Environment to the International Curriculum of College of International Tourism and Hospitality Management

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Abstract – *The study aimed to know the level of awareness of the external environment in Batangas City. Specifically, to assess the awareness of the external environment to the international curriculum of the College of International Tourism and Hospitality Management (CITHM) in terms of quality education, and employment opportunities. Furthermore, to propose an action plan to enhance the awareness of the external environment to the international curriculum of CITHM. The researchers used descriptive method of research in order to substantiate the awareness of external environment to international curriculum of CITHM. The results revealed that the respondents are aware in the international curriculum of CITHM in terms of quality education and employment opportunities. There are action plans to enhance the marketing strategy of LPU for the awareness of external environment on Dusit Thani Curriculum of CITHM.*

Keywords - External Environment, International Curriculum, CITHM

Introduction

Lyceum of the Philippines University- Batangas is an institute of higher education located at Capitol Site, Batangas City. It offers several courses that can accommodate the students' demands. One of the largest colleges in LPU is the College of International Tourism and Hospitality Management (CITHM) which in the past few years got several awards and recognition inside and outside the country. The CITHM offers several programs under the hospitality and tourism industry, the Bachelor of Science in International Travel and Tourism Management (BSITTM) provides in-depth knowledge in tour and travel operations, and managing the interdependency among the various segments of tourism, travel, airlines, food service, and accommodations, Hotel and Restaurant Administration (HRA) focuses on various operations and offering of quality service requirements of accommodations and food, Culinary Arts and Kitchen Operation

(CAKO) provides training in the art and science of culinary arts and baking, in a safe, sanitary and nutritious manner, including restaurant operations and the principles of food and beverage product preparation and service, Cruise Line Operation in Hotel Services (CLOHS) focuses on the accommodations and food and beverage service aspects on board a vessel, Cruise Line Operation in Culinary Arts (CLOCA) is geared towards the culinary and baking production and kitchen operations found on board a vessel.

Presently, the CITHM with its tie-up in Dusit Thani International continuously strives to be competitive in Asia Pacific Region and Hopes to turn out graduates whose training and skills are attuned to the needs of the tourism market both locally and abroad based on the LPU-Batangas Quality Policy.

Dusit will provide support in refreshment trainings; orientation to LPU's teaching professionals and defining quality standards that meet international standards. Today, the hospitality industries cater many services directly in line with the courses offered by the university. Students are sent out to work in a high class hotels and restaurants to show the art of service they have learned at the university. As such, the students are exposed in the environment where they would venture into their own business and professional careers.

The term 'external environment' in this context mean those who are year graduating high school students or those who are want to enter the tertiary level. A Lipman Hearne report (2009) claimed parents are deeply involved and influential to their high-achieving children's college choices. The report also found open houses, dialogue with college friends, alumni, and admitted-student programs are extremely influential to students. The report claimed these sources are not well known, but very powerful to student's decision making for their college.

The researchers aim to verify whether the student from the identified secondary schools and the hospitality practitioner or owners and the establishments, are aware of the international curriculum of CITHM in LPU-Batangas. The

understanding and anticipation of the respondents on having an International Curriculum is essential for the improvement in providing quality education and employment advantage for the students. The researcher may be of help in promoting the school specifically the College of International Tourism and Hospitality Management.

II. OBJECTIVES OF THE STUDY

The study generally aimed to know the level of awareness of the external environment in Batangas City. Specifically, it assessed the awareness of the external environment to the international curriculum of CITHM in terms of: quality education; and employment opportunities. Furthermore, it proposed an action plan to enhance the awareness of the external environment to the international curriculum of CITHM.

III. METHODS

Research Design

This research study used descriptive method of research in order to substantiate the awareness of external environment to international curriculum of CITHM. It described the relation of the data variables gathered from the participants' responses in relation to the objectives.

Participants

From the total population of 2,965 fourth year graduating students that belongs to the top five most populated graduating students both private and public, 191 as were selected respondents of the study using 7 percent margin of error. For the employees, 30 practitioners from the different hospitality industry were the other set of respondents. They were selected randomly using the stratified proportional allocation.

Instruments

This research used self-structured questionnaire that includes: Part I consist of the demographic profile; Part II assessed the awareness of respondents toward International Curriculum of CITHM as an initial assessment; with the sub-category that determined the awareness of the respondents on quality education and employment opportunity of CITHM graduates.

Procedure

The researchers consulted books and thesis on how to construct the questionnaire. Likewise, they sought help from knowledgeable people and professors. Step by step, the instrument that was constructed was

presented to the researcher's adviser for enrichment, refinement and editing of the final draft.

The questionnaires were tied out to selected secondary high school students from different high schools in Batangas and professional practitioners in the hospitality industry. The questionnaires were distributed to the respondents. The questionnaires were retrieved upon completion of the respondents.

Data Analysis

All the needed data were computed using descriptive statistics. This includes frequency and weighted mean which was used to determine the awareness of the external environment to the intentional curriculum of CITHM. The data gathered were treated using PASW version 18.

IV. RESULTS AND DISCUSSION

As seen from the table 1, most of the respondents are aware that LPU offer different programs , utilizes international curriculum , has international linkages, provides international exposure to the students, level III PACUCOA accredited, COD accredited in Tourism and a fully accredited by the ICE .This was revealed by the obtained data. The students are aware that the LPU offer those because of its school campaign that held annually in every high school in the Batangas. More on that, LPU has several tarpaulins that addressing to the public that it is a COD and COE accredited. LPU serves its students with the services equipped with quality instruments. According to Chanin Donavanik, Chief Executive Officer of Dusit Thani Public Company Limited, Lyceum of the Philippines University is such a well known and established institution with campuses in various strategic locations, in the fastest growing region of the Philippines.

Based on Table 1, the respondents are aware that CITHM used International Curriculum has 64.6 percent whereas not aware on the partnership by CITHM and Dusit Thani International has 56.5 percent. Therefore, the external environment knows that Internationalization of CITHM but not as the Dusit Thani partner.

As a result of the good services that LPU continually give to its market, there are increases in the number of enrollees. With the interview on Roberto P. Laurel, LPU, currently with the largest student enrollment of more than 10,000 students in the Philippines in Hotel & Restaurant Management and Tourism, plans to upgrade facilities at all their campuses to meet the high standard expected for the future programs (www.dusit.com).

Table 1. Awareness of the External Environment to the International Curriculum of CITHM- LPUB

Indicators	Yes		No	
	f	%	f	%
1. Is an exclusive partner of DusitThani International	97	43.50	126	56.5
2. Utilizes International Curriculum	144	64.6	79	35.4
3. Offers the following program:				
3.1 Bachelor of Science in International Travel and Tourism Management(BSITTM)	172	77.1	51	22.9
3.2 Bachelor of Science in International Hospitality Management specialized in:	172	77.1	51	22.9
3.2.1 Hotel and Restaurant Administration (HRA)	167	74.90	56	25.1
3.2.2 Culinary Arts and Kitchen Operation (CAKO)	148	66.4	75	33.6
3.2.3 Cruise Line Operation in Hotel Services (CLOHS)	150	67.3	73	32.7
3.2.4 Cruise Line Operation in Culinary Arts (CLOCA)	161	72.20	62	27.8
4. Provides international exposure to their students	152	68.20	71	31.8
5. Has international and local linkages	159	71.3	64	28.7
6. Uses International standards in Hospitality Practices	118	52.9	105	47.1
7. Is the first and only Center of Excellence in the Program	118	52.9	105	47.1
8. Is the first and only Center of Development in Tourism Program	135	60.5	88	39.5
9. Is the First and only full accredited member by the ICE- International Center of Excellence	121	54.3	102	45.7
10. Is Level III- accredited by PACUCOA in HRM and Tourism Programs	134	60.10	89	39.9

The customer is said to be the judge of quality. Understandably current and future customer needs to keep pace with the changing market require effective strategies for listening to and learning from customers. The importance of satisfying the customer has been highlighted in the operational processes of LPU by making it as one of the wildly important goals (WIG) of the institution. Moreover, since LPU is Certified to ISO 9001:2000 where customer satisfaction is one of the leadership principles, LPU puts heavy emphasis on satisfying the customers in all its daily processes and transactions. Therefore, the more customers received the LPU services, the more people will know and become aware about the school.

However, more than half of the respondents are not aware of the exclusive partner of Dusit Thani International of LPU. Since the respondents are high school students and employees who have not yet or did not take the Dusit Thani curriculum it is hard for them to be aware on it and get involved. For the students, they do not exert time and effort to know all about it. On the other hand, employees may not know about it because as they first heard the Dusit Thani, they will think of the hotels and not the curriculum. More so, as can be seen from the table almost half of the respondents are not aware that LPU uses international standards in hospitality practices. The high school students and employees who do not or did not enrolled in LPU will not be aware about the international

practices that the school offered because they are not the one who experienced the facilities that provides internationalization in the hospitality practices. Furthermore, the respondents are not aware of the COE because they got confused of the difference between COD and COE.

Based on Table 2, the respondents are aware on the quality of education LPU offer since the obtained composite mean was 2.86. All items were positively assessed as aware and Good teaching and learning facilities ranked first with weighted mean score of 3.37. Students and industry professionals are aware of the good learning facilities of LPU because it was discussed during school campaigns. It was showed to them via video presentation. Because of its advertisements indicating that LPU is utilizing international curriculum it is expected to have good learning facilities. LPU places prime importance on education in the lives of each of its students by offering a curriculum that would best suit ones interest and enhance their talents. LPU is aware of the society's need for a better education and so, it incorporates new programs for students and continually improves its facilities and curriculum. Through the collaborative partnership of the university administration and its professors, LPU stands as an institution ready to meet the ever increasing needs of a university geared toward internationalization (Ylagan et al, 2013).

Table 2. Awareness of the External Environment to the International Curriculum of CITHM- LPUB in terms of Quality Education

CITHM has...	WM	VI	Rank
1. Received many prestigious awards	3.05	Aware	10.5
2. Good teaching and learning facilities	3.37	Aware	1
3. Advance teaching methods	3.18	Aware	4
4. Exposure to internship locally and abroad	3.08	Aware	8
5. Student- oriented leaders	3.06	Aware	9
6. Good records in competition: regional, National and international	3.12	Aware	5.5
7. Good administrative system	3.04	Aware	12
8. Training facilities for cruise lines students	3.05	Aware	10.5
9. Favorable academic environment Both social and physical environment	3.01	Aware	13
10. Competent faculty members	2.90	Aware	18
11. Active student organizations	3.11	Aware	7
12. Different foreign languages integrated in the curriculum	2.94	Aware	16
13. Enriched learning activities using up-to-date reference	2.90	Aware	18
14. Good range of wifi connections to help in researching books, magazines, journals and newspapers	3.19	Aware	3
15. Various off- campus tours and activities	2.99	Aware	14
16. Hands-on training on professional careers/ subjects	3.12	Aware	5.5
17. Conducive to learning classroom (fully air-conditioner, Built-in projector in all classrooms)	3.20	Aware	2
18. Attended different seminars in line with their courses	2.96	Aware	15
19. TESDA Competency Assessment Program	2.65	Aware	20
20. Practiced innovation towards globalization	2.90	Aware	18
Composite Mean	2.86	Aware	

Legend: 3.50 – 4.00 = Highly Aware; 2.50 – 3.49 = Aware; 1.50 – 2.49 = Less Aware; 1.00 – 1.49 = Not Aware

The Lyceum of the Philippines University with its continuing aim of providing quality education through excellent instruction and giving better facilities and resources had never stopped giving quality standards that the students should have to be able to compete locally and internationality.

Conducive to learning classroom (fully air-conditioned, built-in projector in all classrooms) rank second with the weighted mean of 3.20. Given that LPU has good learning facilities, it has fully air- conditioned classrooms, with built- in projector in each room. During school campaigns the university promote that it has fully air- conditioned classrooms compared to other universities in Batangas are. The school facilities and educational environment involves design, seating arrangement, temperature, color and sound, light and peripheral learning materials good range of WiFi connections to help in researching books, magazines, journals and newspapers, advance teaching methods, good records in competition: regional, National and international and hands-on training on professional careers/ subjects.

Good range of WiFi connections to help in researching books, magazines, journals and newspapers

rank third with the weighted mean of 3.19. There are wifi connections in every part of LPU so students can access the internet anytime and anywhere needed. WiFi is a wireless broadband connection that allows you to connect to the internet without using any cables. It's particularly popular for use with laptops because they can be used in any room of the house. Wifi is also available in lots of public places such as pubs, cafés, hotels and even some buses. Wifi will be insufficient in a larger structure and wireless networking signals are subject to a wide variety of interference as well as complex propagation effects that are beyond the control of the network administrator. The speed on most wireless networks (typically 1-54 Mbps) is far slower than even the slowest wired networks (100Mbps up to several Gbps). However, in specialized environments, the throughput of a wired network might be necessary (Deyo, 2008).

However, competent faculty members, enriched learning activities using up-to-date reference, practiced innovation towards globalization and TESDA Competency Assessment Program got the lowest mean value of 2.90 and 2.65 respectively. Respondents are not that knowledgeable of the competent faculty

members of the CITHM Department because they are not a student of LPU and they don't have personal contact with them. Moreover, TESDA Competency Assessment Program got the lowest rank because it was newly implemented in LPU. LPU in cooperation with TESDA offers Competency Assessment Program to all CITHM students. National Certificate (NC) is a document issued to individuals who have achieved all the required units of competency of a national qualification as defined in the promulgated Training Regulations.

Lyceum of the Philippines University has shown this irresistible push as it takes the lead toward globalization. This has been the trend of LPU as it provides the highest quality of education and service to compete on a global basis. LPU continues to nurture its vision by unlocking new heights of knowledge. The quality of education and service is internationalized through the process of developing the curriculum in order to pass the requirements of internationalization. Developing the curriculum internationally and competitively, will create a distinguished reputation and make the institution in a high profile ranking. Not only on the development of international curriculum we are focusing but also on the level of teaching qualities of the faculties which we believe will attract more students. LPU's sophisticated and innovative environment for learning is a plus factor to achieve the internationalization requirements also and that there is an entrenched proof that LPU is on this track because of the achievements that we have reached so far and the locally and internationally, and the products that it produced in the lives of the students. After 45 years of existence, LPU has much to look back with pride. It has cultivated and fostered so many lives of men and women and saturated their minds with knowledge, enhanced their skills and talents, and ingrained in their hearts the values of life (Ylagan et al, 2013).

The table 3 presents the awareness of the external environment to the International Curriculum of CITHM –LPU B in terms of employment opportunities in BSITTM. It was found out from the result that tour operator ranked number 1 with a weighted mean of 3.17 followed by tourism business analyst and travel reservation agent with a weighted mean of 3.00 and 2.96.

Supposedly, the researchers expect that the flight attendant should rank 1 but it ranked no.9 with the average mean of 2.82. Once an individual heard taking tourism course, Flight attendant is the first thing that comes to our mind to be their future job. Bureau of Labor statistics (2011) stated that employment

opportunities for flight attendant are expected to grow by eight percent through 2018. Flight attendant who are also known as the cabin crew of an aircraft, are responsible for the safety of the passengers.

Table 3. Awareness of the External Environment to the International Curriculum of CITHM- LPUB in terms of Employment Opportunities (BSITTM)

CITHM graduates have opportunities like:	WM	VI	Rank
1. Travel Reservation Agent	2.96	Aware	3
2. Tour Operator	3.17	Aware	1
3. Flight Attendant	2.82	Aware	9
4. Corporate Travel specialist consultant	2.88	Aware	7
5. Ground Steward	2.91	Aware	5.5
6. Front Desk Manager	2.95	Aware	4
7. Airport representative	2.86	Aware	8
8. Passenger Service Agent	2.74	Aware	10
9. Ticketing Agent	2.91	Aware	5.5
10. Tourism Business Analyst	3.00	Aware	2
Composite Mean	2.92	Aware	

Legend: 3.50 – 4.00 = Highly Aware; 2.50 – 3.49 = Aware; 1.50 – 2.49 = Less Aware; 1.00 – 1.49 = Not Aware

Many people are aware that when they take tourism courses it will lead them to be a flight attendant career. According to Bernardo (2008) flight attendant demand was a big boom in past few years. The tourism program comprises the study of attractions and natural events of different country. You can find it interesting because you can visit many places.

Students become interested to take tourism course because a job they once had proved particularly captivating. One of the considerations for many students is that they like and are genuinely interested in people and different places.

The Passenger Service Agent ranked number 10 with the average mean of 2.74. The Passenger Service Agent act as ground host and is highly visible and helpful to the public. Working as a passenger service agent for an airline come with same unique benefits such as great pay and benefits, meet people of all nationalities, great career prospects and free travel perks (www.careersfortravel.com).

The respondents are not aware that when taking tourism course, one of the possible job can be a passenger service agent. The respondents are probably much aware of the term receptionist than passenger service agent. People who are not working in the

Hospitality Industry are hard for them to categorized different term for job opportunities offered by the tourism course.

Table 4. Awareness of the External Environment to the International Curriculum of CITHM- LPUB in terms of Employment Opportunities (HRA/ CLOHS)

CITHM graduates have opportunities like:	WM	VI	Rank
1. Assistant General Manager	2.94	Aware	7
2. Front Desk Supervisor	3.07	Aware	2
3. Reservation Officer	2.95	Aware	5.5
4. General Manager (hotel/Restaurant)	2.95	Aware	5.5
5. Human resource Assistant	2.99	Aware	4
6. Hotel Sales coordinator	2.92	Aware	8.5
7. Food Attendant	2.90	Aware	10
8. Cabin Steward/ Room Attendant	3.08	Aware	1
9. Cocktail Server/ Bartender	3.00	Aware	3
10. Restaurant Manager	2.92	Aware	8.5
11. Catering/ convention Manager	2.91	Aware	
12. Bar attendant	2.94	Aware	7
13. Housekeeping Manager	3.07	Aware	2
Composite Mean	2.95	Aware	

Legend: 3.50 – 4.00 = Highly Aware; 2.50 – 3.49 = Aware; 1.50 – 2.49 = Less Aware; 1.00 – 1.49 = Not Aware

Table 4 shows that Cabin Steward or Room Attendant got a weighted mean of 3.08 which rank first. Based from the interview conducted when Hotel & Restaurant services is the course, the job must be a Cabin Steward. According to William McCoy, Hotel room attendants, whom most people refer to as maids or housekeepers, are integral to the successful operation of a hotel and according to the StateUniversity.com. Large hotel, employ a number of room attendants, whose job description is consistent regardless of where they work.

In addition, a hotel room attendant is responsible for keeping guest room in a hotel, motel, lodge or inn clean, safe, stocked and maintained. She is expected to be friendly and engaging when interacting with patrons to project a positive image of the establishment. Her job is usually a staff position that requires her interaction and coordination with other service employees (www.ehow.com).

However, the researchers found out that the lowest rank of employment opportunities of HRA/ CLOHS is the food attendant. The food attendant is not a common

term use and knows by the high school students. They are much aware of the term waiter though it has the same duties and responsibilities.

Table 5. Awareness of the External Environment to the International Curriculum of CITHM- LPUB in terms of Employment Opportunities (CAKO/ CLOCA)

CITHM graduates have opportunities like:	WM	VI	Rank
1. Executive Chef	3.14	Aware	1
2. Pastry Chef	3.10	Aware	2
3. Food and Beverage Manager	3.05	Aware	3
4. 1 st 2 nd 3 rd Cook	2.98	Aware	5
5. Kitchen Director	3.00	Aware	4
Composite Mean	3.27	Aware	

Legend: 3.50 – 4.00 = Highly Aware; 2.50 – 3.49 = Aware; 1.50 – 2.49 = Less Aware; 1.00 – 1.49 = Not Aware

Table 5 presents the awareness of the respondents on International Curriculum of College of International Tourism and Hospitality Management – Lyceum of the Philippines University in terms of Employment Opportunities. It was found out that the overall assessment was 3.27 and rated Aware. Among the items enumerated, executive chef ranked first with mean value of 3.14 and probably chef ranked second with a mean value of 3.10.

Many people are aware that when a person took culinary arts the first thing that comes to their mind is that they will become an executive chef. Every chef must learn how to handle and maintain kitchen equipment, proper knife technique and banquet service. Chefs are the most highly skilled and trained of all kitchen workers, although the terms chef and cook are still used interchangeably.

However, cook got the lowest mean value of 2.98. Employees are much aware for the new term for cook like sous chef, chef de rang and etc. Cook are the old term for the different roles in a kitchen. Students especially who are not yet in the college degree are hard to familiar with the term cook, even the other roles in a kitchen.

Employment of chefs and head cooks is projected to grow 8 percent overall during the 2006–16 decade, more slowly than the average for all occupations. But most of the new jobs for these workers are expected to be in full-service restaurants (www.careerplanning.com).

In the 2012-2013 Occupational Outlook Handbook released by the United States Bureau of

Labor Statistics (BLS), the number of chef jobs is expected to remain fairly flat with little change through 2020. Even though the food service industry is the second-largest private employer, the position of executive chef is highly-competitive and has a small

rate of turnover. This should dissuade you from trying to reach your goal to become an executive chef but know going in that the road can be a little bumpy, (www.bls/employment opportunities.com).

Table 6. Plan of Action

Objectives	Activities	Person Involved
1. To inform the students that LPU is tied up with Dusit Thani Colleges covering the Dusit Thani Curriculum.	a. Marketing Strategy through: -Including the Dusit Thani logo and details in LPU tarpaulin. - Advertisement like media and radio announcing about the internationalization of CITHM. - Discussing school campaign activity.	a. Marketing Department b. CITHM Department
2. To increase the awareness of the students that LPU is now an assessment centre.	a. Advertise through tv and radio commercials b. Include in tarpaulins advertise.	a. Marketing Department b. CITHM Department c. CITHM TESDA Coordinator a. CITHM faculties b. Marketing Department
3. To heighten their ideas about employment especially passengers service agent for tourism	a. Discuss in school campaign activity.	b. Marketing Department
4. To give insights of employment opportunities in HRA as a professional food attendant	a. Discuss in school campaign activities.	a. Marketing Department b. CITHM faculties
5. Promote the sense of employability after graduation of culinary Arts students as a professional cook.	a. Discuss in school campaign activities.	a. Marketing Department b. CITHM faculties

V. CONCLUSION AND RECOMMENDATION

The respondents are aware on the quality of education and employment opportunities. A proposed plan of action was formulated to enhance the marketing strategy of LPU for the awareness of external environment on DusitThani Curriculum of CITHM. The marketing strategies of LPU on CITHM programs may be enhanced to raise public level of awareness. The proposed action plan may be used by LPU to enhance LPU's marketing strategy. For the future researchers this study may be replicated but in different perspective.

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