

A TRACER STUDY OF BACHELOR OF SCIENCE IN HOTEL AND RESTAURANT MANAGEMENT GRADUATES OF AIMS BATCH 2015–2020

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Abstract

In the recent findings of the Commission on Higher Education (CHED), “the four-year collegiate programs of Business Administration, Information Technology, Hotel and Restaurant Management and Electronics Engineering indicated a mismatch with the industry requirements (Flores, 2013). Taking this into consideration, CHED further integrated in their “Strategic Plan for 2011 – 2016” some programs, activities, and projects that would address the mismatch while the CHED Strategic Plan for 2017-2022 (2017) aims to produce higher education graduates who are competent and well-rounded global citizens who possess the intrapersonal, interpersonal, social and cognitive competencies and attributes necessary to lead, excel and compete in the 21st century. The above endeavors coincided with the study’s objective to trace the present employment status of Bachelor of Science in Hotel and Restaurant Management (BSHRM) graduates of the Asian Institute of Maritime Studies (AIMS) from school year 2015 to 2020. Descriptive-survey method was used in determining the personal and employment profiles of the HRM graduates, the rate of contribution of the AIMS-BSHRM program, and the concerns and other considerations on their current job. Sixty-two (62) graduates of Bachelor of Science in Hotel and Restaurant Management of Asian Institute of Maritime Studies who graduated from school year 2015 to 2020 have responded to the tracer questionnaire. To analyze the data, frequency count, percentage, and weighted mean were used. Results revealed that majority of the respondents were able to successfully find a job in less than a year. However, because of family concerns, lack of connection, health concerns and even lack of work experience, the HRM graduates landed in a job that is not related to their program of study. Some have decided to put up their own businesses while some decided to work in the BPO industry and have been there for a few years already. Though the respondents are satisfied on their present employment, most of them are still planning to change careers and shift a job related to their program. On the other hand, the top three (3) skills that AIMS helped develop among the graduates are: a) Human Relation Skills (82.26%); b) Communication Skills (74.19%); c) Initiative (53.23%) while the top three values acquired and developed from studying at AIMS are: a) Integrity (82.26%); b) Achievement (77.42%); and c) Respect for Others (75.81%). On the other hand, the competencies/skills they recommend AIMS to develop include: a) Strategy and Innovation (87.10%); b) Teamwork (79.03%); and c) Human Relation Skills (51.61%). Based on the results, it is recommended that the administrators and curriculum developers of the BSHM program of AIMS to revisit the current curriculum and syllabi used in major courses and make sure that there are topics and activities that will help enhance and develop the students’ creativity, strategy and innovation. It also recommended that the HM Department of AIMS continue to organize events that will give students additional knowledge and experience that will enhance their interpersonal and human relation skills.

Keywords: Tracer Study, Values, Skills, Bachelor of Science in Hospitality Management, Asian Institute of Maritime Studies.
