ABSTRACT

Title: Reevaluation of Hotel and Restaurant Management Program of Selected Higher Education Institutions (HEIs) In Region IVA: A Basis for a Proposed BSHRM Enriched Program

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The study reevaluated the hotel and restaurant management program of selected higher education institutions (HEIs) in Region IVA as basis for Bachelor of Science in Hotel and Restaurant Management (BSHRM) Enriched Program. The research study utilized the descriptive study following an adaptation of Robert Stake’s model of program evaluation. There were three groups of respondents composed of administrators, hotel and restaurant management faculty, and third and fourth year students of the HEIs under study. The BSHRM program was reevaluated based on the modified PAASCU tool for BSHRM Program on the seven (7) areas of concern, namely: purposes and objectives, faculty, instruction, administration, student services, physical resources, and physical plant but the area of hospitality management laboratory was
evaluated for the first time. The modified instrument was subjected to content validation by experts and by selected number of students from HEI not included in the study. Statistical validation of the modified instrument was done to determine the test validity and reliability.

Findings showed that the participating schools were unanimous in their very satisfactory reevaluation on the seven areas. The data indicated that the respondents were in support of the short, and long-range provisions as regards implementation of purposes and objectives in harmony with the national goals and desirable Filipino cultural values. Faculty and the administrators found the faculty area as one of the strengths of the institutions where they belong while the areas of instruction, administration, student services, physical resources, and physical plant were found to be all strengths of the participating HEIs as attested by the students, faculty and administrators.

The computed Mann – Whitney and Kruskall – Wallis test statistics indicated that there were significant differences in the reevaluation of the respondents on the seven areas except for the area of purposes and objectives. Based on the findings of the study, a BSHRM enriched program was proposed. Furthermore, results indicate that tertiary schools should conduct a regular self-study to determine what aspects of input resources should be reformed and strengthened.
Despite very satisfactory rating of the HEIs in all of the areas reevaluated, opportunities for improvement were highly recommended to reach the statistical limits of 4.20 -5.00 with an equivalent interpretation of excellent. Furthermore, replication of this research may be undertaken by other HEIs along this area especially on the aspects where the present study is delimited.