

CULTIVATING CAREER READINESS: STRENGTHENING EMPLOYABILITY SKILLS AMONG HOSPITALITY MANAGEMENT STUDENTS

ABSTRACT

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This study aims to assess the career readiness of Hospitality Management students at Bestlink College of the Philippines. It explores the extent to which these students are prepared for employment and identifies specific areas where employability skills require further development. The primary goal is to bridge the gap between academic training and the demands of the hospitality industry by fostering skills that align with workforce expectations. This study employs a quantitative research design using a descriptive approach to examine the career readiness and employability skills of Hospitality Management students. The participants consist of 150 alumni from the 2022–2024 batch of Bestlink College of the Philippines, selected through purposive sampling to ensure relevance to the research objectives. The findings revealed that the majority of respondents belonged to the young adult age group, with 62.7% aged 20 to 25 and 37.3% aged 26 to 30. A significant portion of participants graduated in 2022, 2023, and 2024. Their areas of specialization include Food and Beverage, Events and Entertainment, Accommodations, Travel and Tourism, and Recreation and Leisure. In terms of employment, 58% of the respondents held full-time positions, while the remainder were employed part-time or under contract, casual, or seasonal arrangements. Most of the alumni were employed within the land-based sector. The study concluded that Hospitality Management students demonstrated strong career orientation and were generally well-prepared through experiential learning. However, they still encountered employment challenges, particularly in areas such as building professional networks and acquiring sufficient practical experience. To address these gaps, the study recommends the enhancement of hands-on training, development of soft skills, and increased engagement with the industry. Additionally, the implementation of inclusive recruitment practices, provision of financial support, broader job placement strategies, and flexible learning opportunities are advised to further strengthen employability and support long-term career progression.

RECOMMENDED CITATION

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