

BEST PRACTICES FOR EFFECTIVE MANAGEMENT OF CONCURRENT EVENTS: A CASE STUDY OF CENTURY PARK HOTEL, MANILA

ABSTRACT

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This study examined the efficient management of concurrent events at Century Park Hotel, Manila, a leading hospitality venue recognized for hosting multiple events simultaneously. With the rapid growth of the events industry and the increasing demand for innovative, customized, and technology-driven experiences, hotels face heightened operational pressures. This research acknowledges the complexities involved in managing simultaneous events, particularly in areas such as resource distribution, coordination and communication, guest satisfaction, and overall operational performance. The study aimed to evaluate how Century Park Hotel addresses these challenges and identifies best practices that contribute to seamless, high-quality event execution. This study explores the effective management of concurrent events at Century Park Hotel, Manila, emphasizing both best practices and operational challenges encountered in the hospitality industry. using a quantitative research design, the study surveyed 50 employees selected through simple random sampling. Data were collected using a researcher-designed questionnaire, which was validated by industry experts and subjected to a pre-testing process to ensure clarity, reliability, and accuracy. The gathered data were analyzed using statistical tools, including frequency and percentage distribution, ranking, and weighted mean, with responses interpreted through a four-point Likert scale. The results provide meaningful insights into the hotel's strategies for handling multiple events simultaneously, contributing to the advancement of knowledge in event management and offering practical recommendations for improving operational efficiency in similar settings. This study examines the effectiveness of Century Park Hotel in Manila in managing multiple events simultaneously. Through a survey of 50 employees, the research assessed the implementation and impact of key event management strategies, including event planning guidelines, operational techniques, resource allocation, brand consistency, attendee flow coordination, and the provision of personalized guest experiences. The study also identified common challenges encountered by staff during concurrent events and proposed strategic improvements to address these issues. The findings contribute meaningful insights into effective multi-event management within the hospitality industry, offering practical recommendations and enriching the existing body of knowledge in hotel and event operations. The study conducted at Century Park Hotel revealed that while the establishment demonstrates a commitment to managing multiple concurrent events, several critical areas require strategic improvement. Survey results highlighted the need for enhanced effectiveness in key operational components, including event planning guidelines, execution techniques, resource allocation, brand consistency, attendee flow management, and the delivery of personalized experiences. Employees cited recurring challenges such as inadequate preparation time, limited resources, and poor interdepartmental communication, all of which hinder optimal event execution. In light of these findings, the study recommends reinforcing safety protocols, optimizing digital registration systems, and implementing comprehensive training programs to strengthen staff capacity in handling simultaneous events. By addressing these issues, Century Park Hotel can significantly enhance operational efficiency, elevate guest satisfaction, and reinforce its competitive advantage within the hospitality and events industry.

RECOMMENDED CITATION

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