

ABSTRACT

ALMUENA, JOHN REY C., CAPCO, MARIA KATRINA IZZA D., and SANTAMARIA, LIMUEL I. 2013., Mariners' Polytechnic Colleges, Naga City. "THE ADOPTION OF INNOVATIONS MADE BY SELECTED HOTELS IN THE BICOL REGION".

Keywords: Hotel Innovations, Adoption of Innovation

This study was made to identify the level of adoption of the hotel management on each stage of innovation along facilities and services. Specifically, it answered the following questions: 1. What is the profile of selected hotels in Bicol Region? 2. What are the innovations made by the hotels in terms of a.) facilities and b.) services.

The method used in this study was descriptive research were 6 managers, 8 supervisors and 16 administrative staff were tapped as respondents. A questionnaire was formulated and is the major tool in gathering in gathering data. The data gathered were analyzed through the use of data analysis and weighted mean and ranking method.

The major findings were: 1.) Profile of selected hotels in the Bicol Region: Villa Caceres Hotel, founded by Mr. Robert Lee Obiedo, established in the year 1993, situated at Magsaysay Avenue Naga City, with 200 personnel and 52 luxuriously appointed and elegant rooms and suites. The Oriental Hotel, founded by LKY Group of companies, established in the year 2011, with the land area of 3,600 square meter, situated at Taysan, Sto. Nino Village, Legazpi City, 130 personnel and 115 types of rooms. 2.) Innovations made by the hotels in terms of facilities and services: Villa Caceres Hotel made the following innovations: in the year 1990s, they introduced the following facilities: swimming pool, lobby or lounge, gym, cable TV and telephone, hot and cold shower, elevator and sauna bath. Later, in the year 2000s, they introduced the new facilities: safety deposit boxes, electronic key card access and surveillance camera/ CCTV. Along Services, in the year 1990s, Villa Caceres introduced the following: Valet service, shuttle service, tour package service, room service, housekeeping service, spa, massage, reflex service, foreign currency exchange, concierge assistance and secretarial service. While The Oriental Hotel, in the

year 2010s, they introduced the following facilities: Swimming pool, lobby or lounge, elevator, safety deposit boxes, gym, Cable TV and telephone, electronic key card access, hot and cold shower, sauna bath and surveillance cameras. Along services, in the year 2010s, they introduced the following: Valet service, laundry and pressing service, shuttle service, tour package service, room service, housekeeping service, spa, massage, reflex service, foreign currency exchange and concierge assistance. 3.) Level of adoption on each stage of innovation: The Level of adoption on innovation on knowledge along facilities: The needs of customer were considered (3.53) was ranked first. Hotel owner acquired ideas from books and other literature (2.60) ranked last. Along services: needs of customer were considered (3.56) ranked first, and other literature (2.80) ranked last. level of adoption on Persuasion along facilities: upgrading services important in hotel business and leveling up with other hotel (3.56) ranked first, upgrading facilities were aspect for innovation (3.23) ranked last. Along services: upgrading services an important in hotel business (3.60) ranked first and upgrading facilities essential to profit making (3.33) ranked last. Level of adoption on Decision along facilities: facilities were enhanced to benefit hotel guest and needs to expand services (3.53) ranked first, and innovations were introduced in the end goal of gaining profit (3.33) ranked last. Along services: the hotel needs to expand service (3.46) ranked first, and innovations were introduced in the end goal of gaining profit and decision for innovation is an aspect of upgrading hotel classification(3.26) ranked last. On the level of adoption on implementation along facilities: seminar/ training and hotel renovation (4.46) ranked first, and staff development contributed to innovation (3.20) ranked last. Along services: seminar/ training ranked first, hotel renovation and staff development (3.33) ranked last. The level of adoption on confirmation along facilities: hotel is accessible to clients (3.66) ranked first, Innovation shows significant increase in profit (3.36) ranked last. Along services: the services were effective in the improvement of hotel and hotel classification is important for hotels (3.56) ranked first, innovation showed significant increase in profit (3.36) ranked last. The level of adoption on innovation of all stages along facilities: Confirmation with the average weighted mean of (3.55) was ranked first,

followed by Persuasion (3.48) ranked second, Decision (3.44) ranked third, Implementation (3.38) ranked fourth and Knowledge (3.22) ranked last. The level of adoption of all stages along services shows the same. Confirmation (3.49) ranked first, followed by Persuasion (3.44) was ranked second, Decision (3.37) ranked third, Implementation (3.36) ranked fourth and Knowledge was ranked last. Knowledge as that of level is moderately adopted and the rest of the stages were highly adopted.

Major conclusions of the study were: 1) Generally, Innovations in hotel industry are of great important in the business. Innovations were introduced to attract guest and necessary in the business competition.