

The Impact of the New Normal Practices and Procedures to the Employees of the Selected Hotels in Metro Manila

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ABSTRACT

The recent occurrences of the Covid-19 outbreak has created an unprecedented impact to the hotel and tourism industry. The highly infectious coronavirus continues to challenge this sector across the globe and raises serious problems concerning the present operation of this industry. This study assessed important concerns in how new normal practices and procedures affects the hotel personnel in the selected hotels in Metro Manila, and how these new normal manners can greatly influence their work performance, as well as their professional and personal development. It provides a deep understanding, on explaining how these new normal practices and procedures can affect the services that a hotel personnel provide their guests. Results reveal that most respondents have agreed (2.87) that the quality of their services is affected, moreover they have strongly agreed (3.4) that their department is being trained well to cope with the new normal. Most of the respondents have also stated to oppose (2.46) a career change as they are already comfortable and productive in their jobs due to having several years of experience in the industry. Overall the findings of this study serve as a reference for the future researchers and a guide to the hoteliers on how the impact of the new normal practices and protocols affects their hotel employees and hotel operations.

Keywords: Covid 19, hotel management, New normal, Work performance, Hotel practices

INTRODUCTION

It is in the first quarter of the year 2020, when Novel Coronavirus or commonly known as Covid-19 virus caught the attention of the Philippine Government, as it is when the number of active cases started to arise in the country. The challenge brought by the pandemic confronted all aspects of life not just in the Philippines but also around the world. One of the industries that suffered from this event is the hotel and tourism industry. Due to the restrictions and threat caused by COVID-19 that resulted in extensive

economic damage in several hotels in Metro Manila, specifically the City of Dreams Manila, Hotel Kimberly Manila, and Hotel Jen Manila. Also, huge changes were faced by the employees due to the implementation of the new normal practices and procedures that needed to be followed and adapted.

The Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID) authorized the resumption of operations of lodging businesses, and more and more hotels are

adapting to the new normal (Leslie Apongol, 2021). As hotels plan to slowly reopen their doors to usher in a new set of visitors in the face of COVID-19, hotel employees need to follow precautionary measures for the new normal. According to Narayanamurthy et al. (2021), COVID-19 outbreak has implied significant changes in the way service organizations work, affecting employees' routine and activities.

COVID-19 has swept through workplaces like a hurricane, scattering employees in every direction, exposing many to new risks, and redefining what workers need to do their jobs safely, efficiently, and effectively (Bhushan et al., 2020). Essential employees have faced new standard operating procedures and restrictions to protect the health and well-being of workers and customers. This global pandemic has forced businesses to make drastic changes to the workplace, and as a result, caused complete disruption to the employee experience. (Harris, 2021). In our personal and professional lives, we have all discovered new skills to cope with the present realities (Fox, 2020). Career and professional development may have taken a back seat to the many demands and emergencies facing organizations in the pandemic era (Falcone, 2020). This implied that the new normal practices and procedures have a big impact on the employee's work performance, professional development, and personal development.

The study aims to determine the significance of new normal practices and procedures to hotel employees in Metro Manila by assessing the work performance, professional development and personal development levels. Specifically, the study conducted a survey on different staff and departments in the City

of Dreams Manila, Kimberly Hotel and Hotel Jen to examine the plan and guidelines that they are following on the new normal.

METHODOLOGY

Data Gathering Procedure

A survey questionnaire composed of four parts was used. First is the personal information, in which the respondents were requested to write their personal profile such as age, gender, position and number of years in service though some would prefer not to indicate their names most especially depending on the sensitivity of topic. Second is about their work performance. The third part is about their professional development and the last part is personal development with questions that can be answered by (4)-strongly agree, (3)- agree, (2)- disagree (1). Strongly Disagree.

In this study, a survey was conducted and distributed through Google Forms to the employees of City of Dreams Manila, Hotel Kimberly Manila, and Hotel Jen Manila, based on the impact of the new normal practices and procedures of hotels. In this research, a total of thirty (30) respondents participated (ten respondents per hotel).

Statistical Treatment

Frequency and Percentage are used to determine the distribution of the respondents in terms of age, gender, position/department and number of years in service.

Mean is used to determine the average of work performance, professional development and personal development

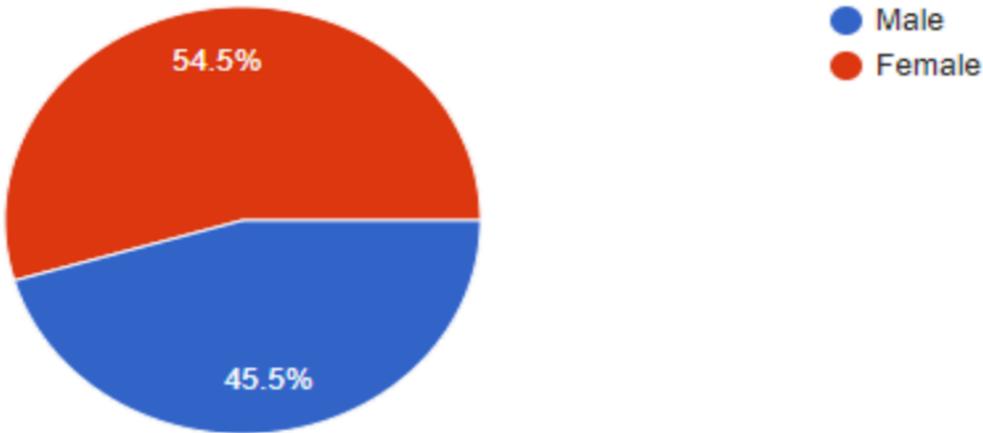


Figure 3. Gender of Respondents

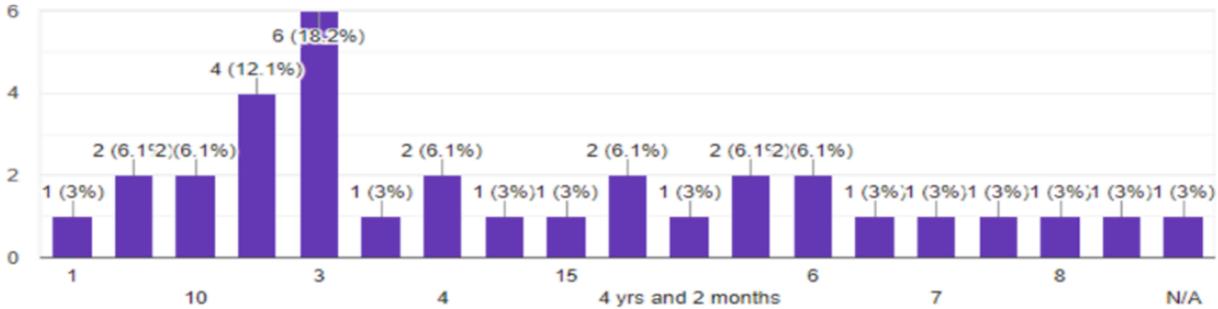


Figure 4. Years in Service 4th to 6th year of service.

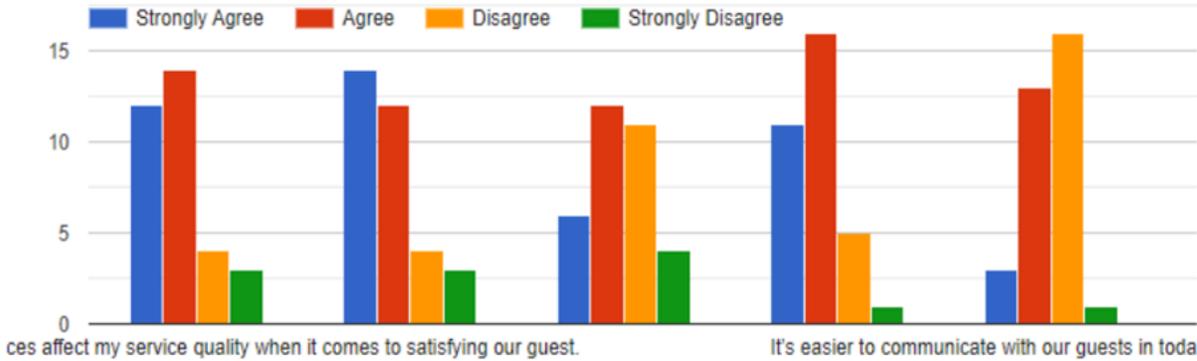


Figure 5. Work Performance

In Figure 5, data revealed that most of the employees agree that the new normal practices affect their service quality when it comes to satisfying their guest needs. With a mean average of 2.87 that implies that most responses agree with the statement implies that, even if they are affected, they still manage to

maximize themselves to be more productive even in today's protocols. On the other hand, they've realized that it is easier to work with their colleagues in today's new normal and have become more productive despite the adjustment to the new practices and protocols.

Professional Development

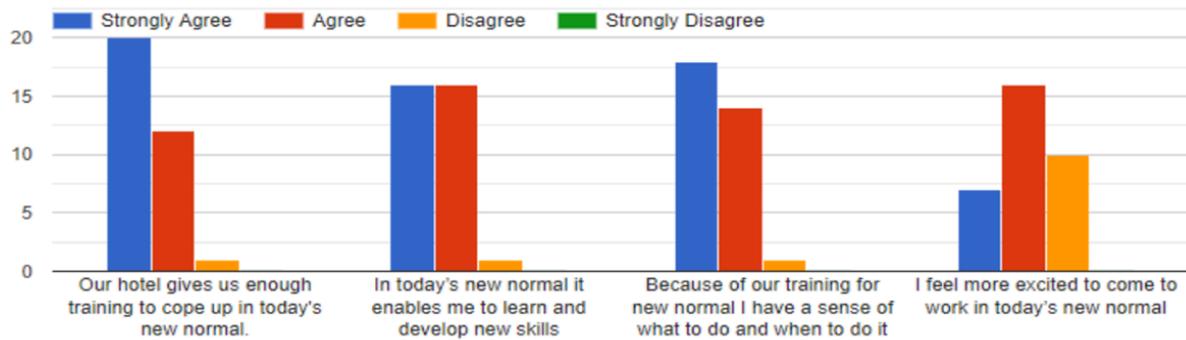


Figure 6. Professional Development

Figure 6 shows that the respondents have acknowledged their department for providing them training to be able to cope up with the new normal; furthermore, they have shown their willingness and dedication to develop new skills. With most answers

pointing to the respondents strongly agreeing with the statement with a mean average of 3.4. Despite the challenges in this time, they still manage to grasp the essence of the new practices for their service. Hence, they are encouraged to continue working and stay productive

Professional Development

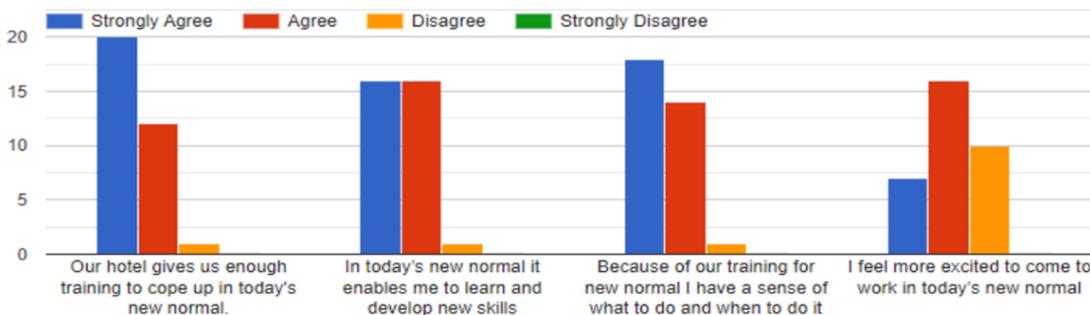


Figure 7. Personal Development

Figure 7 shows that respondents prefer to retain their job position than switching career or job assignments with a mean average of 2.42 that indicates their disagreement to the idea. Furthermore, they are determined despite the implementation of new protocols in their work environment. Though most of our respondents have already been serving for years in the industry as a housekeeper, they are able to adapt to the changes. However, some of the newly employed housekeepers who had started working prior to the new normal, need ample time to adjust and be accustomed to this new normal and protocols.

CONCLUSION

Most of the respondents were aged 28 (15.2%) and 32 (12.1%); most of the respondents were female (54.4%); most of the respondents were from housekeeping department (36.4%); most of the respondent are already on their 4th (12.1%) and 6th (18.2%) years of service.

Most of the respondents have agreed (2.87) that the quality of their services is affected, moreover they are also affected by the new normal practices. Most of the respondents strongly agree (3.4) that their department is being trained well to cope up through this new normal. Most of the respondents disagreed (2.46) that they don't like to change their career because they are known and used to be productive in their field. Since they are already serving for years in the industry.

There is a significant difference in the new normal procedures and practices in the selected hotels in Metro Manila. That is because most of the hotel staff especially in the housekeeping department had already adapted to the new set of safety rules and procedures as they welcome these challenges with sheer determination to uplift the hotel's high

standards in making the guests stay compromising and satisfying.

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