



CAREER COMPETENCIES AND EMPLOYABILITY OF BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT GRADUATES OF STI COLLEGE BALAYAN: A TRACER STUDY

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ABSTRACT

This study investigated the career competencies and employability of Bachelor of Science in Hospitality Management (BSHM) graduates from STI College Balayan Inc. between 2021 and 2024. The purpose of this research was to address the gap in understanding how well the BSHM program prepares its graduates for the demands of the hospitality industry, which was marked by evolving trends and challenges. The study aimed to assess demographic profiles, evaluate self-perceived competency levels in communication, leadership, technical, and customer service skills, and identify significant differences based on factors such as age, sex, employment status, and job location. A quantitative research design with a tracer study approach was employed, surveying 116 graduates selected through stratified random sampling to ensure representation across graduating classes. The key variables examined include demographic factors (age, sex, employment status, job position, type of industry, and job location), and assessment of the level of career competencies (communication, leadership, technical, and customer service).

The findings revealed that most respondents were young (19-24 years old), with a near-equal gender distribution, primarily employed full-time and locally, with a significant number in permanent roles within the food and beverage industry. Graduates generally rated themselves as "Very Competent" across all four skill areas. Statistical analysis indicated no

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significant differences in assessment on the level of career competencies based on age, sex, employment status, and job location.

However, significant differences were found in technical skills based on the type of employment and industry, and in technical, and customer service skills based on job position, highlighting areas for targeted curriculum adjustments. The study concluded that while the BSHM program effectively builds perceived career readiness in many areas, targeted improvements in technical skills development were needed to align with specific job roles and industries and to address emerging skill gaps. The crafted infographic tracer study served as a practical tool for translating these findings into actionable program enhancements, offering a visual and accessible summary of key insights. Recommendations included the enhancement of targeted career counseling, the incorporation of objective competency assessments, industry partnered technical skill workshops, and the integration of new, specialized technical skills modules into the BSHM curriculum by the head office. This research contributed valuable, data-driven insights for continuous curriculum development and targeted strategies to enhance graduate employability and career progression in the competitive hospitality market, ultimately benefiting both graduates and the industry.

Keywords: *Career competencies, Employability, Communication skills, Leadership skills, Technical skills, and Customer service*

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