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Hotel Receptionists' Perspective on Crisis Management Preparedness and Practices in Select Hotels in Calapan City

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ABSTRACT

Every business must be equipped with crisis management protocols and procedures to ensure the guests' safety and experience. It includes management during typhoons, emergencies, natural disasters and data breaches, and the like. Hotel staff and personnel must be able to aid the needs of the guests in times of crisis and emergencies. To fulfill the gap, this research study aimed to determine the Hotel Receptionist's Perception of Crisis Management Preparedness and Practices in selected hotels in Calapan City. A quantitative approach and descriptive-correlational were chosen as research design and method, to provide static pictures of situations as well as establish the relationship between different variables. To determine the perceptions of hotel receptionists, data was collected through a printed survey questionnaire form. The results revealed that Hotel receptionists are generally satisfied and aware of the crisis management preparedness of their hotels in receptionists' point of view, they are capable of practicing and imposing hotel management crises in terms of natural crises, civil conflicts, pandemics, and technology failures crises in terms of Natural crises, Civil Conflicts, Pandemics, and Technology Failures. It was also revealed that the Level of Crisis Management Preparedness and the Practices of Hotel Receptionists have a moderate relationship; indicating that the receptionists are required to have more awareness and continual practices concerning Crisis Management Preparedness to effectively cater to the probability of risk and hazard that can be situated in a Hotel Management. Thus, hotel receptionists and the management should try to use the researchers' self-made infographic, containing ways how to be aware in preparing and practicing Hotel Management Crisis in terms of Natural Crises, Civil Conflicts, Pandemics, and Technology Failures. This would help them maintain continual knowledge and practices toward a more equitable and safer hotel environment and services.

INTRODUCTION

As stated by Penney (2020). Making a good first impression is crucially important to the success of any business, and that's why receptionists and other "greeter" personnel have such a heavy burden on their shoulders. Many believe we are prepared for an emergency, but our knowledge and abilities may not hold up under pressure. Recognizing red flags and responding to them with self-assurance and authority are essential skills. The need to ensure the well-being of employees has never been higher. The new coronavirus has altered people's perceptions of security in the hotel industry, as it has in many other sectors. These days, hotel owners and staff place a premium on a secure work environment. According to Leytchenko (2020). The hospitality industry had been making efforts to ensure the safety of its employees before the outbreak. It's time for the hotel industry to improve.

The working conditions for everyone after the pandemic, the receptionist is the face of the company and handles all incoming and outgoing traffic for the business. As front desk professionals, they must have the knowledge and equipment needed to protect their organization's front line.

In line with these, the need to have a safe, secure, and healthy environment should be considered in different

hotel management areas. Since the emergence of the Coronavirus has been observed there is a need to enhance the practices and adaptability of hotel management staff, specifically the receptionist. This would be of help to boost the profitability and activity of the hotel industry.

According to Qiu *et al.*, (2020), Nowadays, given the global outbreak of the COVID-19 pandemic and the economic downturn faced by many countries, crisis management has again attracted organizational and research attention. Crisis management has become an important part of modern business; in addition, the knowledge and preparedness of the company's management for a potential crisis plays a vital role in prevention and successful crisis management during and after the crisis. Many hotels, especially those in Asia, need to urgently adjust their strategies as they try to boost their profits. But it's hard to know where to make changes without jeopardizing post-crisis. Motivated by the rapidly growing number of business crises, where some types of crises highly affected the tourism industry and hotel business, the level of hotel managers' knowledge about crisis management has become increasingly important. Moreover, the awareness of hotel managers about the possible sources of crisis in the hotel industry and tourism, previous experience, success in overcoming past crises,

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and the development of crisis plans and crisis manuals for hotel crisis teams has become extremely important. In every hotel, front desk staff are omnipresent - they are the staff who are placed in front of the guests, available 24 hours a day, 7 days a week to welcome guests, supervise check-in/check-out, solve problems, alleviate complaints, and much more. While this role is less isolated depending on the time of day. According to Batra (2022), the front desk is often the main point of contact between a guest and the hotel and, as such, their safety can often be compromised by the risk of verbal or physical assault and risk of a medical emergency. This explains that the role of crisis management in hotels is vital to increase the profit and services of the industry.

From the study of Ruane (2022), a crisis comes in every conceivable form — natural disasters, data breaches, terrorism, or, as we're seeing now, a deadly pandemic. With each of your crises, situations come material costs to the organization, whether in the form of property damage or lost sales. There are also intangible costs such as reputational damage, which can take years to reverse. The organizations that survive these potential crises are the ones that are prepared, these hotel's staff and receptionists should be well equipped with knowledge when it comes to developing crisis plans, manuals, and teams to readily adjust and cope with the circumstances or problems that the business or hotels are experiencing. Emergency response should define the most appropriate protective action for each hazard to ensure the safety of employees and others within the hotel and determine how to warn building occupants to take protective action. Raush, (2018) stated that Staff should be familiar with detection, alarm, communications, warning, and protection systems, have assigned roles, and be adept at performing their responsibilities, which should be practiced during drills. A well-thought-out crisis plan can help management respond and control damage to the organization's reputation, financial position, market share, and brand equity. Everyone from senior management to receptionists will have a predetermined role in the anticipated crisis. The facility's emergency training program should familiarize employees with the plan, including resource deployment, guest notification and protection, media communications, and cleaning procedures.

PwC Philippines, (2020) have reported that in the first three months of this year, the number of visitors from outside and at home fell by 36%, according to the Department of Tourism, bringing in only P85 billion About 75% of the tourism business is made up of domestic tourists, and they are anticipated to recover sooner. Tourism demand has plummeted, and business has ground to a halt as a result of the COVID-19 outbreak, posing a serious threat to the economy. It is crucial that you learn this right away. Gossling *et al.* (2020), showed that COVID-19 damages hospitality in such a way, that losses amounted to up to 90% on international accommodations in the first-month restrictions. Amid this unpredictable global situation

and recognizing the damage caused to hospitality and tourism. (EU Commission, 2020), the European Commission announced, guidance focusing on criteria and recommendations that can help countries ease restrictions on tourists and to evaluate the circumstances under which tourism procedures will be freed, according to health protocols.

A few studies have examined the hotel industry, much less the response to a pandemic. People in the hospitality business are looking for executive techniques for handling emergencies after the Pandemic. In today's uncertain world, crisis management is crucial to a company's survival. Therefore, this knowledge gap requires immediate attention, about what is the perspective of hotel receptionists on crisis management preparedness and practices. In today's uncertain world, crisis management is crucial to a company's survival. The hotels will be divided into categories: business models, number of years in the industry, and types of services provided. Three distinct phases, protection, confrontation, and recovery will be discussed concerning the aforementioned methods. The latest research will also lend credence to the theory that different types of hotels have different emergency response protocols. The evidence gathered in this study could be used by the hotel sector to develop or fine-tune a strategy for responding to an emergency.

Therefore, the purpose of this study is to contribute to the growing body of evidence supporting the necessity of developing a strategy to deal with emergencies and crises both natural and man-made. The Calapan City hotel industry is the main focus of this research. There are three goals for this paper. The primary objective is to detail the existing crisis response procedures or practices of hotels in Calapan City. The research will examine the phases of preparation and protection, confronting the situation, and returning to normal from the perspective of a hotel. And second, we'll connect the hotels' business characteristics with current crisis management practices, also the aspect as the receptionist, wherein they have a strong set of general technical skills, emotional intelligence, and the ability to multitask. With this data in hand, the study's final objective is to develop a Crisis Management Strategy that can serve as a roadmap for future studies. The scope and focus of the study are on the crisis management practices of the hotel business in Calapan City.

Research Question

This study aims to determine the Hotel Receptionist's Perspective on Crisis Management Preparedness and Practices in Select Hotels in Calapan City. Specifically, it seeks answers to the following questions:

1. What is the Level of Perception of Hotel Receptionists on Crisis Management Preparedness in Select Hotels in Calapan City in terms of (1) Natural Crises (2) Civil Conflicts (3) Pandemics (4) Technology Failures?

2. What is the Level of Crisis Management Practices of Hotel Receptionists in select hotels in Calapan City in terms of (1) Natural Crises (2) Civil Conflicts (3) Pandemics (4) Technology Failures?

3. What is the relationship between the Hotel Receptionist's Perception of Crisis Management Preparedness and their Practices?

LITERATURE REVIEW

Roles of Receptionists in the Hospitality Industry

According to Baird (2020). The personnel at reception are the key factor in the failure or success of serving and caring for the customers. The role of reception is significant for many reasons. One reason is that the first impression of the hotel is made already in the booking process. The first impression must be made good and the staff at the reception needs to provide an impression of efficiency to get the customer to come back. The personnel at the reception should be sensitive to different requests and unusual situations.

The personnel in the hotel have a significant role in preserving safety. This is, for example, informing about the endangering safety issues to other employees, management, and customers immediately. According to the World Health Organization (2020), reception staff must take precautions and comply with basic protective measures against COVID-19, including physical distancing. Reception staff should be sufficiently informed and regularly updated about COVID-19 so they can inform guests about preventive measures, protocols and policies, and other services guests may require. According to The Receptionist (2022). Receptionists are frequently the best choice to lead emergency preparations, particularly in smaller businesses without a security staff since they have the most insight into who comes into the office regularly which makes them uniquely suited to notice changes in routine that may be important in an emergency.

From the study of Bowditch and Garton (2022), the overall aesthetics of space play a part, it is the first interaction with the receptionist that sets the scene for a customer's positive or negative experience. However, times are changing, and we must consider how the role of the receptionist has evolved beyond being 'just' the face of the company and how the introduction of new methods of operation and ever-advancing technology has impacted how customers interact with the face of the business. In addition, Bowditch and Garton (2022) also stated that over the last two years, the role of receptionist has evolved not only in the duties required to fulfill the role but also in the way to which these roles are referred. No longer are these roles confined to the front desk, where they are expected to smile sweetly, grab a coffee, answer calls, and connect customers to the relevant team member. Gocodes (2022), emphasized that tracking office supplies can assist in determining whether receptionist complies with rules and regulations as integrating tracking solutions is a cost-effective method to keep track of all of

their equipment and records.

According to Indeed Editorial Team (2020). Receptionists are the first point of contact in a business and have a responsibility to provide excellent customer care. Their organizational and multi-tasking abilities help staff members stay on track and keep the business running smoothly.

Crisis Faced by the Hotel Industry

According to Lu *et al.*, (2020), tourism crises are most often caused by external factors and can cause the development of further crises, such as socio-political, economic, cultural-al, and technological crises. The outbreak of the pandemic has paused all tourism activities and caused a major crisis in the global tourism industry. In this uncertain environment, it is difficult to forecast the development of any potential further crises, as there is no historical benchmark that can be used directly, as all other previous global crises in the last century resulted from other causes (e.g., natural disasters, wars, economic causes, etc.). Hotelogix (2021) states that staff at the front desk have maximum chances of interaction with guests and therefore, it is pivotal for employees at the reception to take all necessary precautions and to comply with the guidelines laid out by the management and the government for protection against Covid-19 pandemics. Burton (2023), as an organization's first line of defense against health dangers at work, the reception area and visitor management systems are crucial since they effectively evaluate any person entering the workplace to ensure privacy, danger, health, and compliance. Devahli et.al (2020), some of the significant suggestions to hotel managers and receptionists are intensive cleaning protocols and physical distancing practices.

According to Aliperti (2020), The hospitality industry is not new to natural and social crises. The hospitality industry is highly vulnerable to disasters and crises. To bring this into context, Hartmann (2012) categorized crises into four main groups. First, natural crises, are occurrences that are due to natural happenstances, for instance, earthquakes, heavy thunderstorms, and tsunamis. Second, civil conflicts, are occurrences that are due to political tensions within a country, or even in a wider geographical context such as a whole region or continent. Such civil conflicts include demonstrations, strikes, war, and terrorism. Third, epidemics, are due to the rapid spread of communicable diseases such as Foot and Mouth Disease, Avian Flu, and recently Covid-19. Last, technology failures, are due to such occurrences as electric power disruptions, computer irregularities/ threats, and airplane crashes.

Crisis Management Measures of Hotel

As stated by Kahn *et al.*, (2013) crises are sources of uncertainty, disruption, and change. The study by Benaben (2020), also stated that it endows businesses with useful tools, which can help them to minimize negative impacts and to overcome a potential collapse. In addition to their

statement, external crises are caused by natural and social environments and don't initiate within a business. Natural crises start either with natural phenomena or are human-made (artificial). Examples are viruses, poisonings, tsunamis, floods, etc.

According to Iivari (2012), an individual is the most important target of safety. Safety is also the selling point in the hotel business that differentiates it from the competitors. According to Albattat and Mat Som (2019), the tourism and hospitality industry is generally considered one of the most sensitive sectors to crises. Therefore, a core component of tourism strategic planning is adhering to an effective crisis preparedness strategy, which entails the identification and assessment of organizational resources and capabilities. Fu (2015), states that hotel employees, including receptionists, play a crucial role in an emergency during natural disasters.

According to Rauch (2018), emergency response plans, should define the most appropriate protective action for each hazard to ensure the safety of employees and others within the building and determine how to warn building occupants to take protective action. As stated by Kuppuswamy (2012), advanced measures and plans aimed at developing capabilities are put in place to effectively respond to an emergency. Alice (2016) states that technology has become more important than ever, and it will play a key role to improve recovery in times of crisis. Seraphin (2019) stated that the theory of crisis management offers numerous guidelines on how to cope with different crises. The study of Rees and Wood (2013), it was investigated best practices in emergency management for hotels and other hospitality businesses and found that having a comprehensive emergency management plan is essential for ensuring the safety and security of guests and employees during times of crises. In addition, Rees and Wood conclude one key component of an effective emergency management plan is reliable communication systems, including the emergency hotlines, which allow for timely and effective dissemination of information during a crisis.

Hotel Receptionists Crisis Management Preparedness

According to Williams and Balaz (2015), crisis preparedness can be defined broadly here as the readiness to cope with the uncertainty and change engendered by a crisis. When we say that an organization has developed a crisis preparedness strategy, it means the organization has at least done everything possible to prevent major crises from occurring in the first place and to better manage those that may occur. As Lu *et al.*, (2020), the appropriate recovery strategies will have to be based on knowledge and experience from previous literature on crisis management, although it is relatively difficult to compare the different crisis management activities, as the impacts of environmental hazards and pandemics are not the same. Borthwick (2022), claimed that when an emergency strikes, a receptionist must make a quick response. Because of time and circumstance, the normal

chain of command may be unavailable, and the stress of the incident can lead to poor significant losses.

The study of Ali and Al-Aali (2016), outlined several strategies aimed at improving effective Crisis Management (CM), such as imagination and adaptability as necessary qualities for crisis prevention or the reduction of its negative impacts. This article then revealed that CM is doomed to failure without proper training, education, and human capital development. A recent study by Pavlatos (2020), developed five practices that can be used for the recovery of Greek hotels from the COVID-19 pandemic: operations, maintenance, human resources, marketing, and government. The study's limitations encourage future research to investigate CMPs over a longer crisis period to obtain details on the actual practice implementation rather than solely the decision. According to Jiang and Wen (2020), in the hotel industry, the Covid-19 pandemic has changed hotels' function and survival worldwide. The hotel business will need more time to recover, and crisis management tactics will need to evolve now that the pandemic has expanded around the world. However, previous studies on crisis management focused on a single instance. Therefore, now is the time for practitioners and academics to carefully examine the impact of this crisis and find solutions for the hotel industry, as well as advance the knowledge base to help hotels recover from the Covid-19 pandemic. Penney (2016) have stated that the key to a safe workplace is having effective safety and security policies in place and communicating these policies to all employees. Qui *et al.*, (2020) and Gossling *et al.*, (2020) finding security and privacy over confidential company information and customer personal information are the main concerns.

According to Williams and Balaz (2015) receptionists' readiness to cope with the uncertainty and change engendered by a crisis should be linked with the organization to develop a crisis preparedness strategy, it means the organization has at least done everything possible to prevent the major crises from occurring in the first place and to better manage those that may occur. Hsu and Yeh's (2013), find out that hotels that provided comprehensive training to their employees, including receptionists, were better equipped to respond to pandemics, prevent the spread of infectious diseases, and maintain safe and secure environments for guests and employees. Fang and McCall's (2013) have found out that hotels with advanced technology systems were able to provide a higher level of guest satisfaction compared to hotels without such technology. According to Alzoubi *et al.*, (2020), Crisis management preparedness is one of the key success factors for the survival of businesses in a turbulent time, especially in sectors, for instance, the tourism and accommodation industry is highly vulnerable to a wide variety of crises and disasters. In the study of Lai and Wong (2020) the right Crisis Management Practices are time-dependent, as no single solution established by previous studies could be adopted for all situations.

METHODOLOGY

Research Design

For this study, a quantitative approach was chosen as the research method, aiming to understand Hotel Receptionists' perspectives on crisis management preparedness and practices. Research requires conducting purposive sampling with the collecting of data that can support, contradict, or contest theories. Fellows and Liu (2020) said that quantitative research methods are usually adopted because they're scientific methods and provide immediate results. To conduct this research, a quantitative technique was deemed more appropriate because it provided a better potential to get more depth and meaning based on a person's experiences.

A descriptive-correlational was also chosen as a research design, to provide static pictures of situations as well as establish the relationship between different variables. According to Panda (2022), the quantitative research method aims to describe two or more variables and their relationships. Descriptive correlation design can provide a picture of the current situation. For instance, in psychology, it can be a picture of a given group of individuals, their thoughts, behaviors, or feelings.

Population and Sample

Approximately, thirty (30) hotel receptionists were the respondents of the study in selected hotels in Calapan City, including Bimas Hotel, Rice Land Hotel, Filipina Hotel, Hotel Metropolis, etc. Designated respondents are the individuals chosen specifically to be interviewed for a survey. This study is limited due to the difficulty of finding respondents to participate in the aforementioned survey. By determining our respondents, the researchers assure that the chosen individual are those receptionists who work in the above-mentioned hotels, and who experienced a crisis.

Purposive sampling was chosen as the sampling technique. According to Nikolopoulou (2022), purposive sampling refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that you need in your sample. In other

words, units are selected "on purpose" in purposive sampling. It is also called judgmental sampling, which relies on the researcher's judgment when identifying and selecting the individuals, cases, or events that can provide the best information to achieve the study's objectives.

Research Instrument

In this study, the researchers used survey questionnaires and interviews to collect data. The survey questionnaire is a set of orderly arranged questions carefully prepared by the researchers designed to collect facts and information. It has two (2) parts to be answered by the selected respondents. The first part will ask about the hotel receptionist's perspective on crisis management preparedness. The second part consists of questions about hotel receptionists' perspectives on crisis management practices. Each part has a four (4) point Likert summative scale, ranging from Strongly Agree (SA); Agree (A); Disagree (D); and Strongly Disagree (SD) was used in designing the questions.

Validity and Reliability

The researchers presented a draft copy of the sample questionnaire and the self-made test to the panel members for their comments, recommendations, and adjustments to establish the validity of the research instruments. Researchers have consulted three validators who have extensive experience in the field of the hospitality industry. The validators will be given a copy of the validation form to validate, suggest and give some feedback, with the aid of that researcher will have credible data and information for the said study. Ten (10) non-respondents from the fourth year of the Bachelor of Science in Hospitality Management were utilized to examine the validity of the validated instrument using the test-retest procedure over five days. Utilizing the Person's Product Moment Correlation, the collected data were statistically processed. The reliability analysis as shown in Table 1, revealed that the statements in the questionnaire for the variables in the study are reliable using Cronbach's alpha.

Table 1: Reliability Analysis Table using Cronbach Alpha

Variable	Cronbach α	Description	Interpretation
Hotel Receptionists' Perspective on Crisis Management Preparedness			
Natural Crisis	0.79	Acceptable	Reliable
Civil Conflicts	0.72	Acceptable	Reliable
Pandemics	0.82	Good	Reliable
Technology Failures	0.85	Good	Reliable
Hotel Receptionists' Perspective on Crisis Management Practices			
Natural Crisis	0.75	Acceptable	Reliable
Civil Conflicts	0.71	Acceptable	Reliable
Pandemics	0.83	Good	Reliable
Technology Failures	0.72	Acceptable	Reliable

Data Collection

After the validation of the instrument, the researchers constructed a survey questionnaire, validated by the professor of the subject then the questionnaires are distributed. The researchers conducted the research in selected hotels in Calapan City, Oriental Mindoro. The researchers explained the purpose of the study to the selected respondents. The researchers collected the data by means of a survey questionnaire that comprises their age, gender, and year of service. The perceptions and how they manage the crisis, respondents will be identified through the first and second parts of the survey questionnaire that was given to them, survey questionnaire will be disseminated with a survey link. After the respondents answered the questionnaire, the papers were checked, tallied, interpreted, and analyzed. The researchers asked a statistician to help determine the appropriate statistical tools to be used in interpreting the data. Based on the data, the researchers come up with conclusions and recommendations for this study.

Ethical Consideration

This study underwent an ethical review given by a direct committee. Ethical principles will be followed in this study. Researchers came up with a survey in selected hotels about hotel receptionist perspective on crisis management preparedness. Also, the researchers wore formal clothes during the survey. Identifiable private information will be handled, managed, and disseminated. Individuals may only be willing to share information for research purposes with an understanding that the information will remain protected from disclosure outside of the research setting or to unauthorized persons. Researchers will ensure that the data and information that will be gathered remain confidential. Republic Act 10532 (2013), is hereby declared the policy of the State to protect and promote the right to health of the people, instill health consciousness among them, and improve the quality of life of every Filipino through health research and development initiatives.

RESULTS AND DISCUSSIONS

Level of Perception of Hotel Receptionists on Crisis Management Preparedness in Select Hotels in Calapan City in terms of Natural Crisis, Civil Conflicts, Pandemics, and Technology Failures.

Table 2 presents the mean result on the Level of Perception of Hotel Receptionists on Crisis Management Preparedness in Select Hotels in Calapan City in terms of Natural Crises, Civil Conflicts, Pandemics, and Technology Failures. As evident from the average mean perception rate of the respondents, the results showed a composite mean of ($M=4.54$); described as strongly agree. This indicates that the receptionists have a high level of awareness of the proper ways how to manage the present crisis existing in a hotel setting. This implies that hotels have the capabilities to manage different crisis may happen expectedly and unexpectedly. The staff has

the ability and trained enough to follow protocols and procedures to aid and solve crisis on their hotel. This can be supported by the study of Rees and Wood (2013), that was investigated best practices in emergency management for hotels and other hospitality businesses and found that having a comprehensive emergency management plan is essential for ensuring the safety and security of guests and employees during times of crises. Rivette (2023) according to him the variety of platforms available and ever-changing nature of them requires receptionists to have high levels of technological literacy to quickly learn to maximize the platforms used in different companies in addition technology can be used to help create and implement emergency plans.

Nevertheless, under the level of perception of hotel receptionists on crisis management preparedness in terms of natural crisis, statement number five obtained the highest mean ($M=3.67$), which is described as strongly agree. This implies that most of the receptionists were trained to disseminate weather and emergency warnings to hotel guests before, during, and after a disaster event, the result can be supported by the study of Fu (2015), which states that hotel employees, including receptionists, play a crucial role in an emergency during natural disasters. However, statement number three attained the lowest mean of ($M=3.53$); but still described as strongly agree, because respondents believe that receptionists who were trained and have enough skills can recommend helpful ideas for uncertain circumstances. This is related to the study of From the study of Indeed Editorial Team (2022) hotel receptionists usually have strong problem-solving skills that can help them provide customers with a positive experience, and they can solve problems including unexpected emergencies.

Meanwhile, in terms of civil conflicts, statement number four obtained the highest mean of ($M=3.77$); described as strongly agree. This means that most receptionists should have emergency hotlines, and backup generators in case of emergency in times of civil conflicts. The statement can be supported by the study of Azari (2018), who claimed to have well-developed energy management plans, including emergency hotlines and backup generators are essential for protecting employees during civil conflicts. Statements number two and three attained the same lowest mean of ($M=3.53$), which are likewise described as strongly agree. This indicates that the receptionists' management must take full guidance, and assign crisis preparedness plans because they are the ones with knowledge of how to execute at times like civil conflicts. From the view of The Receptionist (2020), a good shelter-in-place plan will make sure that employees get to the safest places in the building as quickly and effectively as possible, and then verify that everyone is accounted for.

Further, under pandemics, statement number five obtained the highest mean of ($M=3.77$), which is described as strongly agree. This implies that the receptionist embraced the common goal of protecting customer and

employee health by implementing strict hygiene standards in facilities and promoting social distancing. This can be supported by the study Hotelogix (2021), staff at the front desk have maximum chances of interaction with guests and therefore, it is pivotal for employees at the reception to take all necessary precautions and to comply with the guidelines laid out by the management and the government for protection against Covid-19 pandemics. However, that the receptionist has been into specific training programs to ensure employees' safety and security ($M=3.57$), result statement number three attained the lowest mean and described as agree, which means some receptionists have been too specific trained but others are not. This is consistent with Hsu and Yeh's (2013), findings that hotels that provided comprehensive training to their employees, including receptionists, were better equipped to respond to pandemics, prevent the spread of infectious diseases, and maintain safe and

secure environments for guests and employees.

Lastly, in terms of technology failures, statements number three, four, and five obtained the highest mean of ($M=3.53$), which is described as strongly agree from the view of respondents this means that they are all aware that technology can improve hotel crisis response. This can be supported by the article of Alice (2016) that technology has become more important than ever, and it will play a key role to improve recovery in times of crisis. Meanwhile, statement number two attained the lowest mean of ($M=3.40$), described as agreed, indicating that the receptionists should have advanced technology for the needs of the hotel guests. This is connected to Fang and McCall's (2013) findings that hotels with advanced technology systems were able to provide a higher level of guest satisfaction compared to hotels without such technology.

Table 2: Level of Perception of Hotel Receptionists on Crisis Management Preparedness in Select Hotels in Calapan City

Natural Crisis I, as a receptionist;	Mean	SD	VD
Must contain emergency information and contact the crisis management team.	3.6	0.57	Strongly Agree
Should be knowledgeable in mapping response actions to unexpected crisis scenarios.	3.57	0.63	Strongly Agree
That have been trained should be able to recommend helpful ideas for uncertain circumstances.	3.53	0.63	Strongly Agree
Should understand escape and evacuation routes.	3.63	0.62	Strongly Agree
Is trained to disseminate weather and emergency warnings to hotel guests before, during, and after a disaster event.	3.67	0.56	Strongly Agree
Civil Conflicts Our hotel;	Mean	SD	VD
Is provided with emergency sirens, the receptionist is already oriented on what to do in case of civil conflict	3.57	0.57	Strongly Agree
Management must take full guidance, assigned with crisis preparedness plans because they are the ones with knowledge of how to execute at times like civil conflicts.	3.53	0.57	Strongly Agree
Should inform the receptionist and staff as fast as possible to take shelter in the hotel when there is no possible escape route as the civil conflict arises.	3.53	0.57	Strongly Agree
Should have emergency hotlines, and backup generators in case of emergency in times of civil conflicts.	3.77	0.53	Strongly Agree
Management ensures that all employees have medical, or first aid training included in their proposed seminars and equipment for emergency purposes.	3.73	0.54	Strongly Agree
Pandemics I, as a receptionist	Mean	SD	VD
Have been provided information on how the hotel industry can prepare itself for the pandemic.	3.67	0.56	Strongly Agree
Is equipped with media and technology literacy as human contact.	3.60	0.57	Strongly Agree
Have been into specific training programs to ensure employees' safety and security.	3.57	0.63	Strongly Agree
Adopted strict hygiene and sanitary measures to ensure their customers' safe accommodation.	3.73	0.54	Strongly Agree
Embraced the common goal of protecting customer and employee health by implementing strict hygiene standards in facilities and promoting social distancing.	3.77	0.59	Strongly Agree
Technology Failures Our hotel;	Mean	SD	VD
Must have software that allows guests to immediately activate crisis response teams through the system's mass instant SMS and email communications.	3.50	0.57	Strongly Agree

Should have advanced technology for the needs and demands of hotel guests.	3.40	0.61	Agree
Should be aware of the technology that can help a hotel in improving crisis response and streamline emergency communication.	3.53	0.57	Strongly Agree
Should have modern mobile technology that can be used for both communication and information gathering.	3.53	0.57	Strongly Agree
Must have a mobile application that allows guests to check in and out, order room services, and accesses their hotel's safe guest-only facilities.	3.53	0.57	Strongly Agree
Overall Mean:	4.54		Strongly Agree

Level of Crisis Management Practices of Hotel Receptionists in Select Hotels in Calapan City in terms of Natural Crisis, Civil Conflicts, Pandemics, and Technology Failures

Table 3 presents the mean result on the Level of Crisis Management Practices of Hotel Receptionists in Select Hotels in Calapan City in terms of Natural Crises, Civil Conflicts, Pandemics, and Technology Failures. As evident from the average mean perception rate of the respondents, the results showed a composite mean of 4.54 described as strongly agree. This implies that the receptionists can cater to and manage existing problems in terms of Natural crises, Civil Conflicts, Pandemics, and Technology Failure. According to Penney (2016) the key to a safe workplace is having effective safety and security policies in place and communicating these policies to all employees. Likewise, they have enhanced cleaning protocols with frequency, focusing on high traffic and frequently touched surfaces, and know how to use a tracking system to monitor the location of important supplies and help when to dispatch them to areas that need them the most.

However, under the of level crisis management practices of hotel receptionists in terms of natural crisis, statement number obtained the highest mean of (M=3.60); described as strongly agree, indicating that the receptionists are ready with emergency response strategies to cater to the guest's needs, from their view it was clearly stated that they are ready with any emergency response to cater the guests immediately. This is connected to the study of Borthwick (2022), when an emergency strikes, a receptionist must make a quick response. Because of time and circumstance, the normal chain of command may be unavailable, and the stress of the incident can lead to poor significant losses. Nevertheless, statement number one got the lowest mean of (M=3.50); described as strongly agree, which means that the receptionist has an emergency action plan that everyone follows without question. This can be supported by The Receptionist (2022), who claimed that receptionists are frequently the best choice to lead emergency preparations, particularly in smaller businesses without a security staff since they have the most insight into who comes into the office regularly which makes them uniquely suited to notice changes in routine that may be important in an emergency.

Meanwhile, in terms of civil conflicts, statement number five obtained the highest mean of (M=3.53); described as strongly agree, which implies that the receptionists

have eliminated all potential security gaps in their front desk area to ensure safety and security. This is connected to Qui *et al.*, (2020) and Gossling *et al.*, (2020) findings that data security and privacy over confidential company information and customer personal information are the main concerns. However, statement number one attained the lowest mean of (M=3.40), described as agreeing, indicating that the receptionist has a reliable screening process for visitors. This is connected to the study of Burton (2023), as an organization's first line of defense against health dangers at work, the reception area and visitor management systems are crucial since they effectively evaluate any person entering the workplace to ensure privacy, danger, health, and compliance.

Furthermore, under pandemics, statement number five obtained the highest mean of (M=3.67); described as strongly agree, from the view of respondents, receptionists have enhanced cleaning protocols with frequency, focusing on high traffic and frequently touched surfaces. This is in relation to the study of Devahli et.al (2020), some of the significant suggestions to hotel managers and receptionists are intensive cleaning protocols and physical distancing practices. However, statement number one attained the lowest mean of (M=3.57), described as agree, and believed that the receptionist has a clear idea of what to look for to identify potentially hazardous situations. This is connected to the study of Williams and Balaz (2015) receptionists' readiness to cope with the uncertainty and change engendered by a crisis should be linked with the organization in order to develop a crisis preparedness strategy.

Lastly, in terms of technology failures, statement number 1 obtained the highest mean of (M=3.57); described as agree, which implies that most of the receptionists know how to use a tracking system to monitor the location of important supplies and help when to dispatch them to areas that need them the most. The result is connected to the study of Gocodes (2022), which emphasized that tracking office supplies can assist in determining whether receptionist complies with rules and regulations as integrating tracking solutions is a cost-effective method to keep track of all of their equipment and records. However, the remaining statements number two, three, four, and five attained the same lowest mean of (M=3.53), which is also described as agree. According to the findings, receptionists are aware of preventative measures to avoid injuries when a particular kind of technology is at risk that could cause harm, as well as how to use platforms

and systems that deliver information in real-time, support resource management and have a flexible emergency logistics plan.

They also have a backup communications system in case our primary system is unavailable or does not work as planned. This is related to the study by Rivette (2023)

according to him the variety of platforms available and ever-changing nature of them requires receptionists to have high levels of technological literacy to quickly learn to maximize the platforms used in different companies in addition technology can be used to help create and implement emergency plans.

Table 3: Level of Crisis Management Practices of Hotel Receptionists

Natural Crisis Our hotel;	Mean	SD	VD
Has an emergency action plan that everyone follows without question.	3.50	0.62	Strongly Agree
Has a plan and or policy in place that covers the various emergencies or problems that could occur each day.	3.57	0.57	Strongly Agree
Has security measures in place that allow us to quickly get help if they needed it.	3.57	0.63	Strongly Agree
Reception/waiting area designed to promote and increase safety levels for employees, visitors, and clients.	3.57	0.57	Strongly Agree
Is ready with emergency response strategies to get help quickly if the guests needed it.	3.60	0.57	Strongly Agree
Civil Conflicts I, as a receptionist	Mean	SD	VD
Have a reliable screening process for visitors.	3.40	0.61	Agree
Am certain that guests are not walking around unaccompanied in off-limits areas of the building.	3.47	0.62	Agree
Have access control measures in place that limit or prevent guests and employees from entering certain areas of your company	3.50	0.62	Strongly Agree
Know who is in your facility/building and where they are at all times.	3.50	0.57	Strongly Agree
Have eliminated all potential security gaps in our front desk area.	3.53	0.57	Strongly Agree
Pandemics I, as a receptionist	Mean	SD	VD
Know exactly what to look for to identify potentially hazardous situations.	3.57	0.57	Strongly Agree
Do proper hygiene and frequent handwashing with soap to help combat the spread of the virus.	3.70	0.55	Strongly Agree
Have received comprehensive training on pandemic safety and sanitation protocols.	3.60	0.57	Strongly Agree
Wore appropriate personal protective equipment in adherence to state or local regulations and guidance.	3.60	0.57	Strongly Agree
Enhance cleaning protocols with frequency, focusing on high traffic and frequently touched surfaces.	3.67	0.56	Strongly Agree
Technology Failures I, as a receptionist	Mean	SD	VD
Know how to use a tracking system to monitor the location of important supplies and help when dispatching them to areas that need them the most.	3.57	0.57	Strongly Agree
Know how to use technology by using platforms and systems that deliver information in real-time	3.53	0.57	Strongly Agree
Can use technology to support resource management and have a flexible emergency logistics plan	3.53	0.57	Strongly Agree
Have a backup communications system in the event our primary system is unavailable or does not work as planned.	3.53	0.57	Strongly Agree
Is aware of preventive countermeasures to avoid injuries when a specific kind of technology is at risk which may cause harm.	3.53	0.57	Strongly Agree
Overall Mean:	4.54		Strongly Agree

Table 4 Presents the Correlation between the Level of Crisis Management Preparedness and the Practices of Hotel Receptionists

A Pearson Product Correlation Coefficient was conducted to determine any significant relationship

between the Level of Crisis Management Preparedness and the Practices of Hotel Receptionists. The results revealed the computed r-value of 0.45 which can be interpreted as a Low positive correlation. This means that the Level of Crisis Management Preparedness and

the Practices of Hotel Receptionists have a moderate relationship; indicating that the receptionists are required to have more awareness and continual practices about Crisis Management Preparedness to effectively cater to the probability of risk and hazard that can be situated in a Hotel Management.

According to Alzoubi *et al*, (2020), Crisis management preparedness is one of the key success factors for the

survival of businesses in a turbulent time, especially in sectors, for instance, the tourism and accommodation industry is highly vulnerable to a wide variety of crises and disasters. In the study of Lai and Wong (2020) the right Crisis Management Practices are time-dependent, as no single solution established by previous studies could be adopted for all situations.

Table 4: Correlation Matrix of Level of Crisis Management Preparedness & Practices of Hotel Receptionists

Variables	Computed r-value	Interpretation
Crisis Management Preparedness VS Crisis Management Practices	0.45	Low Positive Correlation

CONCLUSION

The hotel receptionists are generally satisfied and aware of the crisis management preparedness of their hotels in terms of Natural crises, Civil Conflicts, Pandemics, and Technology Failures. This means that the respondents have enough knowledge on how to mitigate problems existing within the hotel vicinity. The more the receptionist is aware of preparedness, the better they can cater to and manage future crises within their work. However, these do not guarantee that their knowledge and perceptions are enough to manage the existing hotel crisis. The hotel receptionists are capable of practicing and imposing hotel management crises in terms of Natural crises, Civil Conflicts, Pandemics, and Technology Failures. This indicates that the better the receptionists practice and perform crisis management in their work, the better they could mitigate possible adversities that the hotel or management may experience. However, this does not guarantee that their practices are enough to manage a future hotel crisis. The hotel receptionists' level of Crisis Management Preparedness and the Practices of Hotel Receptionists have a moderate relationship which implies that the receptionists need to be much aware and prepared to Practice Crisis Management in Hotel.

RECOMMENDATION

The researchers intend to present the following recommendations based on the study's findings and conclusions: The hotel receptionist should consider continual improvements in their practices regarding Hotel Crisis Management. The hotels should conduct monthly drills and symposiums to equip receptionists for existing or future hotel crises. Also, they should provide quality equipment and technologies to use in their workplace. Future Researchers who would conduct a similar study regarding hotel receptionists' perspective on crisis management preparedness and practices should try to apply this to other hotel personnel since this study only focuses on the perspective of hotel receptionists in select hotels in Calapan.

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