

Acceptability and Awareness of Vision and Mission of the University, Institutional Objective and Program Objectives in the College of Hospitality Management as a Basis for Sustainability

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Abstract: This study aims to determine the awareness and acceptability of the Vision and Mission of the University, Institutional Objective and Program Objectives in the College of Hospitality Management as a Basis for Sustainability. This descriptive study was conducted from 2016 to 2019 with the aid of the questionnaire as a data-gathering instrument. Respondents of this study are three administrators, 10 staff, ten faculty members, five stakeholders, and 129 students. Questionnaires were delivered and retrieved by the researchers. Some data gathered through the internet. Administrators have the highest mean on awareness of PSU Vision and Mission and Campus Goals. Stakeholders have the highest mean on awareness of Hospitality Management program objectives. Students have the lowest mean on awareness of PSU Vision and Mission, Campus Goals and Hospitality Management program objectives. Stakeholders have the highest mean on the acceptability of PSU Vision and Mission and Hospitality Management program objectives. Faculty and staff have the lowest mean on the acceptability of the University Mission and Campus Goals.

INTRODUCTION

The purpose of a university should be reflected in its vision and mission statements. Often these are plastered on large signs, placed inside the classrooms, printed on university and campus-level papers and programs. Same as with the goals of Pangasinan State University (PSU) Lingayen Campus and the objectives of its academic programs, these are placed on designated buildings and classrooms [1], [2].

These statements, popularly known as VMIO [2], are developed by the University administrators. These are also approved by the Board of Regents for dissemination and perusal.

People work to satisfy economic, psychological and sociological needs. Therefore, people are working to meet social and psychological needs, to contribute to personal dignity, to develop relationships with others and to align with an institutional purpose or mission larger than oneself.

In a large institution like the PSU, hundreds of employees are working daily. This study is conceptualized to find out the relevance between work and VMIO. This simple study on awareness and acceptability of the students,

faculty members, administrators, and stakeholders on the VMIO will serve as an instrument for sense-making and guide to personal-professional decisions and actions.

This study covers the Bachelor of Science in Hospitality Management. The respondents of this study are students, faculty members, administrators and stakeholders of different academic programs. Administrators include the Campus Executive Directors, College Dean and Department Chairpersons. Stakeholders consist of community outreach and extension beneficiaries, parents of students, alumni, and administrators from our partner agencies. This study is a parallel of an existing study of the Pangasinan State University, Lingayen Campus [2].

Objectives of the Study

This study aimed to determine the awareness and acceptability of faculty members, administrators, staff, stakeholders and students.

It is guided with the following objectives: (1) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the PSU

vision; (2) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the PSU mission; (3) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the Campus goals; (4) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the objectives of the BS Hospitality Management?

Methods and Materials

This descriptive study was conducted from 2016 to 2019 with the aid of the questionnaire as a data-gathering instrument. With the approval of the Campus Executive Director, the researchers made a questionnaire using the current VMIO.

To get data from the students, researchers asked the co-teachers for assistance. For instructors/professors, the faculty-in-charge for research distributed and retrieved the questionnaires. For stakeholders, purposive sampling was used. Faculty-in-charge for research made a documentary analysis to determine their previous community outreach and extension activities to identify the whereabouts of stakeholders. Commencement

Exercises programs were used to get a brief profile of alumni. Annual report, accomplishment report and other relevant documents were used to get the profile of different linkages or partner agencies of the Campus. Questionnaires were delivered and retrieved by the researchers. Some data gathered through the internet.

Table 1 Likert Scale Used

Range	Equivalent	Equivalent
4.21-5.00	Very much aware	Very much accepted
3.41-4.20	Much aware	Much accepted
2.61-3.40	Aware	Accepted
1.81-2.60	Slightly aware	Slightly accepted
1.00-1.80	Not aware	Not accepted

RESULTS AND DISCUSSION

Respondents of this study are three administrators, 10 staff, ten faculty members, five stakeholders, and 129 students. Their awareness and acceptability to the PSU Vision, PSU Mission, PSU-Lingayen Campus Goals, and the Hospitality Management Program Objectives are presented in Tables 1 and 2.

Table 2 Awareness of the PSU Vision, PSU Mission, PSU-Lingayen Campus Goals, and the Hospitality Management Program Objectives

Indicators	Administrators		Faculty and Staff		Stakeholders		Students	
	Mean	DE	Mean	DE	Mean	DE	Mean	DE
1. University Vision	5.00	VMA	4.56	VMA	4.93	VMA	4.21	VMA
2. University Mission	5.00	VMA	4.56	VMA	4.59	VMA	4.49	VMA
3. Campus Goals	5.00	VMA	4.85	VMA	4.26	VMA	4.25	VMA
4. Hospitality Management Program Objectives	4.88	VMA	4.85	VMA	4.25	VMA	4.22	VMA
Over-all Mean	4.97	VMA	4.71	VMA	4.51	VMA	4.29	VMA

The table shows that administrators, faculty and staff, stakeholders, and students are “very much aware” of the PSU Vision with a mean of 5.00, 4.56, 4.93 and 4.21 respectively.

As to the University Mission, administrators, stakeholders, faculty and staff, and students are “very much aware” of the PSU Mission with a mean of 5.00, 4.56, 4.93 and 4.21 respectively.

For the Campus Goals, administrators, faculty and staff, stakeholders and students are “very much aware with mean of 5.00, 4.85, 4.26 and 4.25 respectively. As to the Hospitality

Management Program objectives, administrators faculty and staff, stakeholders and students are “very much aware” with a computed mean of 4.88, 4.71, 4.51 and 4.29 respectively.

Table 3 Acceptability of the PSU Vision, PSU Mission, PSU-Lingayen Campus Goals, and the Hospitality Management Program Objectives

Indicators	Administrators		Faculty and Staff		Stakeholders		Students	
	Mean	DE	Mean	DE	Mean	DE	Mean	DE
1. University Vision	4.25	VMA	4.25	VMA	4.59	VMA	4.66	VMA
2. University Mission	4.33	VMA	4.26	VMA	4.65	VMA	4.25	VMA
3. Campus Goals	4.93	VMA	4.25	VMA	4.80	VMA	4.24	VMA
4. Hospitality Management Program Objective	4.55	VMA	4.22	VMA	4.48	VMA	4.48	VMA
Over-all Mean	4.52	VMA	4.25	VMA	4.63	VMA	4.41	VMA

The University Vision is very much accepted by the administrators, faculty, and staff the stakeholders and students with a mean of 4.25, 4.25, 4.59 and 4.66 respectively. The administrators, faculty and staff, the stakeholders and students “very much accepted” the University Mission with mean of 4.33, 4.26, 4.65 and 4.25 respectively. The Campus Goals are “very much accepted” among the administrators, faculty, and staff the stakeholders and students with a mean of 4.93, 4.25, 4.80 and 4.24 respectively. The Hospitality Management Program Objectives are “very much accepted” among the administrators, faculty, and staff the stakeholders and students with a mean of 4.55, 4.22, 4.48 and 4.88 respectively.

Summary of Findings and Conclusions

Administrators have the highest mean on awareness of PSU Vision and Mission and Campus Goals. Stakeholders have the highest mean on awareness of Hospitality Management program objectives. Students have the lowest mean on awareness of PSU Vision and Mission, Campus Goals and Hospitality Management program objectives. Stakeholders have the

highest mean on the acceptability of PSU Vision and Mission and Hospitality Management program objectives. Faculty and staff have the lowest mean on the acceptability of the University Mission and Campus Goals.

Recommendations

Dissemination of the PSU Vision and Mission, Campus Goals and Program Objectives should be done actively involving the faculty and staff, stakeholders and students. Recommended activities for dissemination of VMIO are anniversary, recognition program, assemblies, and meetings.

Active involvement of faculty and staff, students and stakeholders in the review and assessment of the PSU Vision and Mission, Campus Goals and Program Objectives to increase its acceptability.

Wider dissemination of the VMIO through print and nonprint media such as the university website [3].

REFERENCES

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