| RESEARCH ARTICLE

Job Performance of Hospitality Professionals

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| ABSTRACT

The academic and industrial sectors are constantly changing through the influence of digitalization social and environmental influence. These landscapes, psychologically, will affect how future employees may behave in order to adopt to their respective professions. Positive personalities are obviously responsible for employees' success in an organization, especially in hospitality and tourism, where the profession deals with people with various cultural backgrounds. The jobs in tourism and hospitality could be more relaxed, as stated by Alexandra (2023), thus resulting in high job turnover. The study was to determine the relationship between the personality dimensions and job performance of hospitality professionals. Questionnaires were disseminated to 100 respondents, all hospitality professionals. Their answers were subjected to statistical computation using Mean and Pearson r. This study showed that in terms of personality dimension, the respondents highly manifest all the indicators, such as being extrovert, agreeable, conscientious, and open to new experiences. Interestingly, among all the indicators, the following emerged the highest: respondents assume people are good, they cooperate rather than compete, and they are proficient (competent or skilled). However, the respondents could be higher in this personality dimension, like being tolerant and being perfectionist. Moreover, the job performance of hospitality workers respondents shows HIGH in most of the indicators, especially arriving at work on time, proposing solutions to problems, and consulting the supervisor when necessary. However, in the interest of identifying room for improvement, these are initiative and Leadership skills, including responding to feedback. In terms of the relationship among two variables, the study shows a relationship between personality dimension and job performance, thus rejecting the null hypothesis. This indicates that personality dimensions are connected and relevant to the performance of hospitality professionals. This concludes that the personality dimension indicated in this study has a significant relationship. The study's implication would serve as an eye-opener for the human resource management of every hospitality firm in considering the gauging of personality traits or dimensions in hiring hospitality personnel. Aside from skills, gauging qualifications and competency may include personality dimension or trait tests that serve as their basis in providing specific job descriptions and positions for the graduating students. This would help the students find the appropriate and suitable job or business for them.

| KEYWORDS

Personality Dimensions, Job Performance, Hospitality Professionals

1. Introduction

Upbeat personalities are responsible for employees' success in an organization, especially in hospitality and tourism, where the profession deals with people with various cultural backgrounds. However, as stated by Singh (2022), as years went by, there was a change in the work values of social generations from Baby Boomers to Gen Z, wherein several studies showed a significant association between how employees perform at work values versus their personality dimensions such as being extrovert, agreeable, being conscientious and their openness to new experience. It is known that the jobs in tourism and hospitality are excessively stressful, as stated by Kim, H. (2007), thus resulting in high job turnover.

In Vietnam, Phuong et al. (2020) study stated that retaining laborers of Danang lodging enterprises was faced with difficulties. Accordingly, the usual reasons lodging staff easily change their workplaces are aiming for better positions and welfare conditions. Employees quit their jobs; enterprises incur high costs in training new employees. He emphasizes that in unpredictable business environments and intense business competition, employees play a crucial role for almost all companies; as such, examining job performance and employee loyalty has recently gained growing attention in the tourism field. The research gap that the researchers try to fill is a study covering hospitality professionals' job performance, which is found to be scarce in this part of the country; thus, exploring this field is valuable and exciting. From the point of view of the academe, the researchers became interested in exploring this field in the sense that enhancement of professional traits will take place in the training institution aside from home and the environment. Furthermore, the researchers believed that studying the personality dimension nowadays is of utmost importance primarily because the entry-level workforce has been influenced by several factors, such as the digitalized system, changing climate, and the evolving financial landscape, as brought up by Tolstikova, I. et al. (2020) This study aims to provide insights into how personality dimensions affect the job performance of the tourism and hospitality workforce.

Turning the spotlight to Davao City, Philippines, it can't be argued that few studies focus on personality dimensions but are scarce in covering the personality dimension of hospitality personnel about their job performance; thus, this paper seeks to advance and replicate previous works in order to contribute some insights both in the field of tourism academic training and tourism business sectors by examining the relationship between the FFM (Five Factor Model) of personality and job performance of hospitality professionals. Determining the importance of the variables presented above, this study sought to answer the following subproblems: first, what is the personality dimension of hospitality professionals in terms of extroversion, agreeableness, conscientiousness, and openness to new experiences? Secondly, what is the job performance of hospitality professionals? Moreover, to determine whether there is a significant relationship between personality dimensions and the job performance of hospitality professionals.

Anchored in the theory initially developed by D. W. Fiske, the big five personality traits are conscientiousness, where the person is efficient and organized; agreeableness, where the person is friendly and compassionate; where openness to experience where the person is inventive and curious and lastly extraversion where the person is outgoing and energetic however, neuroticism where the person is resilient and confident is not included in this study because of the time frame consideration.

This study establishes the hypothesis that there is no significant relationship between the level of personality dimension and the job performance of hospitality professionals.

2. Literature Review
2.1 Five Factor Personality
To help establish the urgency of this study, the researchers identified some relevant studies that are useful to reiterate the importance that personality and job performance are desired to be studied regularly because of the constant changes of digitalization, the present economic atmosphere, and stiff competition among tourism and hospitality sectors. In the study of Köşker (2019) stated that there is an effect of essential personality traits on service orientation and a tendency to work in the hospitality and tourism industry; aside from that, his study also showed the agreeableness dimension of the personality was found to have the most significant effect on job performance. Furthermore, it finds positive and significant relationships in all dimensions of personality traits and the tendency to work in the hospitality and tourism industry. In another literature, specifically in the field of cruise tourism, one study stated that cruising is improved over the last few years; however, according to the study by Papathanassis, A. (2021), the cruise industry has been reported to have a shortage of labor. The findings of his study stated that employment conditions do not appear to entice entry-level or fresh graduate employment or to pursue careers in the cruise field. Along with this, Ramirez (2022), in his study to investigate the relationship between students' personality traits and their preferences in looking for a job, stated that it is essential to minimize the gap between students and company values in order to reduce turnover by improving the professional development of students. The study also emphasizes the value of advisers in achieving student professionalism. Interestingly, the results showed a positive relationship between experience and gender.

2.2 Job Performance
Concerning job performance, the researcher retrieved from the UK Essays (2018) stated that as a workforce-intensive industry, many hospitality businesses realized the importance of employees staying focused and maintaining positive performance. Moreover, Li (2012) also stated that employee performance is more critical in this industry because employees have direct interaction with the guests, and secondly, it is the hotel industry employees that satisfy their guests. So, it is significant for the manager concerned to know the factors that affect employee performance. Hence, the study of Gaite et al. (2022) recommends that further identification and keeping track of the progress of the hospitality alumni will be made regularly considering the progress of the new curriculum besides the reasons that their respondents were rated excellent when it comes to job performance as they are seen committed, credible & competent.

There are important terms to be defined in this study. The personality dimension refers to the FFM (five-factor model of personality dimension), which covers extroversion, agreeableness, conscientiousness, and openness to new experiences. Individually, each indicator further means that the word extrovert personality finds joy in interaction, assertive, proactive, and has a positive emotion; Agreeableness- is kind, cooperative, helpful, and courteous; Conscientiousness – are dependable, reliable, hardworking, a strong work engagement; Openness to a new experience- has originality, imaginative, curious and tendency to take the risk.

This study may find significance to academic administrators in the findings of the study, the inclusion of the big five personality dimensions in the tourism hospitality curriculums, and skills development. To the hospitality establishments, the findings serve as the basis to consider the employee's personality dimension in hiring and promoting employees and the future researchers to come up with a follow-up study on the progress of the respondents of this study about job promotion.

3. Methodology
Research Design. This study utilizes the descriptive correlation method.
Research Instrument: A modified questionnaire is used as an instrument to gather data with a 5-point Likert scale to measure the responses.

3.1 Research Subject
There are 100 respondents working in two accommodation sectors and four restaurant sectors. The respondents were chosen using the Rao soft. Moreover, the respondents are graduates with four years of hospitality degrees aged 19-25 years old. Most of them are working within 1- 3 years time.

4. Data Gathering Procedure
The researchers requested approval to conduct the research from the Dean's office at the University of Mindanao's College of the Hospitality Education Department. Along with that, permission was also sought from the side of the establishments. The respondents were given 10 to 15 minutes to respond and collected the questionnaire immediately. The completed questionnaire was tallied, compiled, evaluated, and interpreted confidentially by a professional statistician.

The data gathered was computed statistically and analyzed using the appropriate statistical tools.

5. Statistical Treatment of the Data
The data gathered was treated using Mean to determine both the extent of personality dimension and job performance of the respondents. Pearson r was also utilized in order to determine the relationship between two variables.

6. Results and Findings
6.1. Profile of the respondents

Table 1

Profile	Frequency	Percentage
Sex		
Male	56	56%
Female	44	44%
Total	100	100%
Age		
18 and below	6	6%
19-25	57	57%
26-32	32	32%
33 and above	5	5%
Total	100	100%
Length of Service		
1-3 years	63	63%
4-6 years	13	13%
7-9 years	21	21%
10 years above	3	3%
Total	**100**	**100%**

6.1.1 Interpretation

Table 1 shows that in terms of sex, there are more males than females at 56% out of 100 respondents. In terms of age, most of the respondents fell under 19-15 years old, while in terms of length of service, 63% are within 1-3 years of employment, while the least is 10 years above.

6.2 Extent of personality Dimension of Hospitality professionals

Table 2- Personality Dimension

Indicators	Mean	Descriptive Level
Extroversion	3.74	Agree
1. I love having fantasies and day dreams	3.84	Agree
2. I'm not shy or sneaky	3.84	Agree
3. I am seldom low or miserable	3.48	Agree
4. One of the great strength is my ability to get people to do what I want them to do	3.86	Agree
5. I do most things energetically.	3.82	Agree
6. I consider myself to be emotionally stable	3.61	Agree
Agreeableness	3.86	Agree
1. I tend to assume that people are good	4.09	Agree
2. I am tolerant	3.53	Agree
3. I usually let others chair the discussion in meetings	3.87	Agree
4. I feel relaxed in the presence of superiors or authority figures	3.88	Agree
5. Forgive offenders easily	3.79	Agree
6. I generally cooperate rather than compete with others	3.99	Agree
Conscientiousness	3.77	Agree
1. I am a very proficient person	3.99	Agree
2. I am an achievement oriented person	3.78	Agree
3. My word is my bond, I always do what I say I will do	3.79	Agree
4. Usually I will follow the same route when going to a familiar place	3.73	Agree
5. I am organized	3.92	Agree
6. I am perfectionist	3.43	Agree
Openness to Experience	3.77	Agree
1. I do things impulsively	3.88	Agree
2. Theories and abstract ideas hold endless fascinations for me	3.77	Agree
3. My choice is to do jobs that allows me to work alone without interruption from others	3.82	Agree
4. I see myself as someone who originally, comes up with new things.	3.81	Agree
5. I rely on my intuitions	3.60	Agree
6. I see myself as a creative person.	3.76	Agree
Overall	3.75	Agree

Range of means

4.51- 5.00 – Strongly Agree – means most of the personality dimension is strongly manifested

3.51-4.50 – Agree – means most of the personality dimension is highly manifested

2.51-3.50- Neutral- means the personality dimension is moderately manifested

1.51-2.50 – Disagree- means the personality dimension is less manifested

1.00-1.50 – Strongly Disagree- means the personality dimension is not manifested at all.

Using the range of means indicated, the data in Table 2 were interpreted. The result shows that the indicators of personality dimension were highly manifested among the respondents, such as being extrovert, agreeable, conscientious & openness to new experiences, having a 3.75 overall mean. Looking at the details, among the indicators, it shows that there are few dimensions that are considered highest, like respondents assuming people are good and cooperate rather than compete, while it also shows they are proficient (competent or skilled). However, the respondents show low on being tolerant and being a perfectionist.

6.3 Extent of Job performance of hospitality professionals

Table 3- Job Performance of Hospitality Professionals

Job Performance	Mean	Descriptive Level
1. Arrives for work on time.	4.25	High
2. Takes appropriate action on problems as necessary.	3.91	High
3. Arrives for meeting on time.	3.98	High
4. Propose solutions to problems.	4.00	High
5. Consults with supervisors and co-workers as necessary.	4.13	High
6. Sets appropriate priorities for tasks.	3.95	High
7. Demonstrates effective leadership skills as appropriate.	3.86	High
8. Demonstrates initiatives as appropriate.	3.87	High
9. Responds appropriately to feedback on job performance.	3.86	High
10. Deals effectively and professionally with employees in other areas.	3.88	High
Overall	3.97	High

Range of means
    4.51- 5.00 – Very high
    3.51-4.50 – High
    2.51-3.50- neutral
    1.51-2.50 – Low
    1.00-1.50 – Very Low

Using the range of means indicated, the data in Table 3 were interpreted. It shows that in terms of job performance, the respondents were HIGH in most of the indicators, especially arriving at work on time, proposing solutions to problems & consulting supervisors when necessary. However, in the interest of identifying room for improvement, these were found low in terms of initiative, leadership skills and responding to feedback.

6.4 Relationship between the Level of Personality Dimensions and Job Performance

Table 4: Significant Relationship Between the Level of Personality Dimensions and Job Performance of Hospitality Professionals

Personality Dimensions	Job Performance			
	Pearson r	Sig. (2-tailed)	Decision on H_o	Sig.
Extroversion	.477**	0.000	Reject	Significant
Agreeableness	.465**	0.000	Reject	Significant
Conscientiousness	.574**	0.000	Reject	Significant
Openness to Experience	.605**	0.000	Reject	Significant

*$P<0.05$

The table shows that there is a significant relationship between personality dimension and job performance, thus rejecting the null hypothesis. This indicates that personality dimensions are connected and relevant to the performance of hospitality professionals.

7. Conclusion

From the results presented above, the researchers will draw conclusions based on the statement of the problems. In relation to the statement of problem number one (1), what is the personality dimension of the respondents? It shows that they highly manifest all the indicators such as being extrovert, agreeable, conscientious & openness to new experiences. Interestingly, among all the indicators, the following emerged as the highest: respondents assume people are good, they cooperate rather than compete, and they are proficient (competent or skilled). However, the respondents are low in these personality dimensions, like being tolerant and perfectionist.

In the statement of problem number two (2), what is the job performance of hospitality workers, respondents show HIGH in most of the indicators, especially arriving at work on time, proposing solutions to problems & consulting the supervisor when necessary. However, in the interest of identifying room for improvement, these are initiative and Leadership skills, including responding to feedback.

In terms of the relationship among two variables, the study shows that there is a relationship between personality dimension and job performance, thus rejecting the null hypothesis. This indicates that personality dimensions are connected and relevant to the performance of hospitality professionals. The result of the study supported & confirmed Rothmann and Coetzer's (2003), among others, that *openness to experience & conscientiousness* is related to task performance. However, Barrick and Mount's (2003) findings mention that while there is clear evidence that specific personality constructs are important determinants of work performance, more study is needed to determine if these distal traits affect job performance. This concludes that the personality dimension indicated in this study has a significant relationship to the job performance of 100 hospitality & tourism respondents in Davao City.

Conflicts of Interest: The authors declare no conflict of interest.
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