OLIVAREZ COLLEGE TAGAYTAY

THE
GATEWAY

HOSPITALITY AND TOURISM
OFFICIAL STUDENT RESEARCH JOURNAL

OC TAGAYTAY OFFICIAL   WWW.OLIVAREZCOLLEGETAGAYTAY.EDU.PH   +63 921 538 7933

EDUCATING THE
MIND
BODY
AND
SOUL

The OFFICIAL STUDENT RESEARCH JOURNAL of the BACHELOR OF SCIENCE IN TOURISIM AND HOSPITALITY MANAGEMENT of OLIVAREZ COLLEGE TAGAYTAY is published annually by the Olivarez College Tagaytay Center for Research, Publication, Planning, and Development.

Please send your inquiries to the Head of Olivarez College Tagaytay Center for Research, Publication, Planning, and Development.
E. Aguinaldo Highway, Barangay San Jose, Tagaytay City
Email: jeanrizza.delacruz@olivarezcollege.edu.ph
Telefax: (046) 860-2301

FOREWORD

"Let everything you do be done as if it makes a difference." – William James

The Gateway is the THM researchers' physical contribution to the department. This is a testament to their hard work and persistence and a manifestation of their desire to make a difference. While there is rigor in research, there is also a profound sense of satisfaction.

Sending gratitude to the researchers in this publication for all your hard work. Thank you for your persistence and for making a difference. Time and again, may this serve as an inspiration to the next THM researchers. And as always, may you also contribute and make a difference.

Thank you, researchers and Mabuhay!

Ma. Mildred A. Lago, LPT, MBA

TABLE OF CONTENTS

OCT – THE GATEWAY

Research, Survey, and Publication of the
BACHELOR OF SCIENCE IN TOURISM AND HOSPITALITY MANAGEMENT
OLIVAREZ COLLEGE TAGAYTAY

Challenges and Mitigating Strategies of Selected Travel Agencies in the Height of the Pandemic in Dasmariñas City: A Multiple Case Study

Ambulo, Erick C., Basa, Cloe Ann T. Bucat, Elijah Sigrid I.,

Gonza, Angel Nicole S., Riva, Ross Caroline A.

I.   ABSTRACT

In the midst of the pandemic, most of the industries are greatly affected by it and one of these industries is the tourism which travel agencies are connected to. One of the industry's negatively impacted sectors are some of the businesses that have to shut down. By conducting this research, the main goal was to identify challenges encountered and applied mitigating strategies by the selected travel agencies in Dasmariñas City. As a result, a post-pandemic action plan was made for these travel agencies. This study used multiple case studies and qualitative descriptive methodology to collect and evaluate non-numerical data in order to gain understanding of a topic or to create different research topics by gaining a better understanding of the participants' views, perspectives, or experiences. The owner and staff of selected travel agencies that were the participants determined through purposive sampling. The study concluded that the key players have similar challenges and mitigating strategies to operate their travel agencies during the pandemic. The mitigating strategies of the key players were identified in this study. Lastly, the research finding indicates that the travel agencies in Dasmariñas City would greatly benefit from the study.

Keywords*: challenges of the travel agencies during the pandemic, strategies used by the travel agencies during the pandemic, travel agencies during the pandemic, travel agencies in Dasmariñas City.*

II.   INTRODUCTION

One of the most significant sectors contributing to the tourism industry was the travel agency whether it's local or international. They prioritize to draw in more customers and they prioritize the stretching out of the tour documents as well as in reservations for lodging, tickets, transportation, restaurants, nourishment, and tourist facilities, whether through a physical location or an internet store. (Othman et al., 2019). However, many things could be a threat or challenge in running a travel agency, especially when traveling was prohibited due to the pandemic.

This research study is about travel agencies that experienced challenges and mitigating strategies of selected travel agencies at the height of the pandemic in Dasmariñas City. This study will help everyone in the tourism industry, especially the travel agencies that its approach is even more justified because, by taking this method sector, businesses want to create or expand a long-lasting connection with its customer (Dabija et al., 2018), that may give them advice, ideas, and knowledge on how to properly manage, overcome and cope with the pandemic that may happen in the future. This would also assist the tourism industry in developing a well-planned tourist crisis and disaster management (TCDM) strategy, which would help to mitigate the consequences and aid in post-crisis recovery (Yeh, 2021).

Travel is the main driver of the tourism industry but due to the pandemic, travel agencies already faced difficulties, they suffered the most setback when traveling was outlawed nationwide (Abbas, 2020). According to the survey conducted in the Philippines, 40% of the affected work due to the pandemic is coming from the travel firms that arrange the tours, bookings, reservations, etc. (PricewaterhouseCoopers, n.d.). Tour revenues suddenly ceased, hotel accommodations have subsided and the outdoor recreational activities enterprises that

were reliant primarily on the tourism sector have completely transformed their business models due to a massively reduced influx of clients (Efremova et al., 2021). As a result of these effects, some travel companies have been compelled to close their business operations down. However, some travel agencies would like to continue to operate, but temporary closures of event centers, resorts, and other attractions are preventing them from doing so (De Jesus et al., 2022). Difficulties for travel consultants have been raised (Harris, 2020). A crisis that has expanded well outside the travel industry and cost them a lot of money has made it harder for them to deal with refunds, cancellations as well as rebooking—often for little or no pay (Vila et al., 2021).

According to Arbulu et al. (2021), the closing of locations and businesses due to the lockdown makes it harder for the industry to make it afloat, and implementation and policies urging everyone to stay at home and to social interaction ultimately led to the closing of locations and businesses. One of the ways to continue business is to conduct it online, which results in reducing staff (Krisha, 2020). Switching and adapting data and digital technology to run business operations, was effective in promoting and marketing services like products through social media and applications like Facebook, Twitter, and Instagram as well as developing its website to be facilitated by tour retailers (Maravilla and Gantalao, 2019).

In addition to Krisha (2020), informing their clients about the difficulties of their action plan, the agencies can cut costs while preserving quality and notifying their clients about the plan's shortcomings. Businesses may be able to survive the pandemic if they make strategic adjustments and observe the organizational and cultural adjustments that have been done to mitigate its spread. Since the travel agency industry was greatly affected, the need to study the challenges and strategies of this sector would greatly help the tourism industry apply and

mitigate future happenings like the pandemic. Despite the immense impacts on the industry, there is only limited research that determines the challenges and survival of travel agencies during the pandemic.

The theoretical framework used in this study was used to formulate the three research questions to determine the challenges and mitigating strategies of the selected travel agencies in Dasmariñas City at the height of the pandemic. Specifically, the objectives of this study were; First, what are the pandemic challenges experienced by travel agencies in terms of financial, operational, and marketing? Next, what are the pandemic mitigating strategies of the travel agencies in terms of financial, operational, and marketing? And lastly, what is the post-pandemic action plan of these travel agencies in Dasmariñas City?

Understanding these challenges and strategies, the readers and researchers would learn about difficulties as well as the strategies to be taken when everything global stops amid the pandemic. This study aimed to identify the difficulties and coping mechanisms faced by particular travel agencies in Dasmariñas, Cavite during the COVID-19 epidemic. Additionally, to design a post-pandemic action plan for the travel agencies in Dasmariñas City.
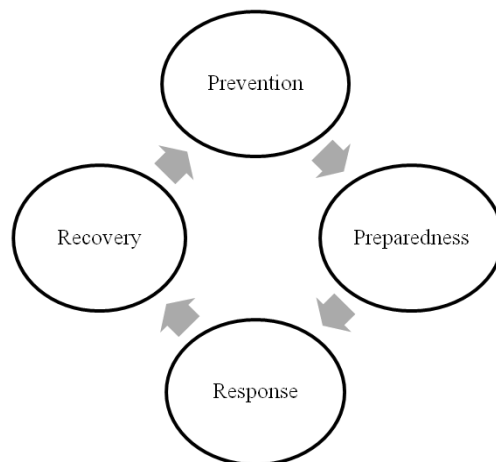
Figure 1. PPRR Model (Prevention, Preparedness, Response, Recovery)

4

The conceptual model above served as the study's theoretical foundation. It illustrates the stages that show the emergency management technique as a model and tool for disaster risk reduction According to Crondsted (2002). The PPRR Model can help travel agencies continue their operations and be prepared for calamities. They would benefit from being ready and knowledgeable about the effects and challenges brought on by the epidemic. A qualitative descriptive multiple case study was the method of research used in this study. It is a study in which the researcher involves the collection of information from a subjective point of view (Bradway et al., 2017). Aiming to determine the challenges that travel agencies faced during the height of the pandemic, as well as the strategies they took to mitigate any potential losses. With the use of multiple case studies, it would allow the researchers to explore and collect data on the challenges and strategies of the travel agencies during the pandemic. Understanding the responses of participants, it allows the participants to provide the recommendation and the conclusion for the study. A proposed action plan was designed for travel agencies in Dasmariñas City.

III.   METHODOLOGY

In this research, five travel companies that run a business during the pandemic were chosen including the company's staff, co-owner, and owner as well as those in charge of the company's transportation services and booking who are familiar with the difficulties and tactics faced by travel agencies. They agreed and consented that selected through purposive sampling they also chose the location for the interview for their convenience. Devices used by the researchers to collect information were consent forms, voice recorders, open-ended

inquiries, and pen and paper. The permission form serves as the consent of participants to join the interview. The collected data will be thematically analyzed. A technique for analyzing qualitative data called thematic analysis looks throughout the data to find, interpret, and report recurring patterns (Kiger &Varpio, 2020). This study adapted thematic analysis that consists of six steps from Clarke and Braune (2006): a.) Data familiarizing b.) Beginning of coding; c.) Theme search d.) Define and name the themes; e.) Producing the report.

IV.   RESULTS

The participants of this study were five (5) travel agencies of Dasmariñas, City. Specific participants from each travel agency consisted of the owner, co-owner, and staff.

Interviews, observations, documentaries, and analysis were done. The researchers gather patterns and data from different cases. Case and cross-analysis were used, using the data from participants to show the different pictures of cases.

Case 1, a travel agency operating since 2015. They also build a travel agency business with a passion for traveling. The participant in this case was the co-owner and the owner was her mom. With the help of seminars, business meetings, and experiences they build and run the business.

They were amazed at how the tourist industry was before the pandemic, so they began establishing their relationships from time to time, which included other travel agency businesses in Cavite. When the COVID-19 pandemic strikes, one challenge that they encountered was the cancellation of flights and the major thing of it was, how they would handle the advanced bookings coming from pre-pandemic. The inquiries, concerns, and

frustrations coming from the clients are also a challenge for them. Refunding from booked flights and hotel accommodations leads them to a financial crisis and a problem maintaining the cash flow. As a strategy to their challenges, they use their company savings and personal savings just to support and maintain their business. And for their operation, they only have five (5) employees, including the mother as general manager, and they did not lay off their employees during the operation, but one of them made the decision to leave the company during the pandemic. In travel operations, they gradually start operating and catering travel services within the country like in Boracay and Cebu even with a little profit from it, they still choose to cater to it to continue their business. Promotions and discounts include partial payments which are travel now, pay later as their promotion, and also discounts for their loyal customers. However, after the pandemic, from 50 clients, they gradually gained more than 150 clients in a year. In that case, they gradually recover from the pandemic and help them operate and run their business.

Case 2 is a travel agency in Dasmariñas, City owning and managing the business. Started in 2007, and has been in the business for 15 years.

As a family who likes to travel, they decided to run a travel agency business. They gradually progress to full-time operation, and as time passes, the majority of travel activities are handled by their company in Dasmariñas City. With partnerships to airlines and hotel affiliations, they maintain their business alive and relevant. However, when the COVID 19 pandemic occurred, they slowly decreased sales, marketing, and connections affected their business as a result of travel restrictions and lockdown. Refunding and managing monthly payments are their struggles as a business and how to maintain the cash flow during the pandemic.

However, to maintain and run the business during the pandemic, the participants decided to lay off some of their employees in their following branches in Manila and Dasmarinas. They also cut expenses such as internet connection, telephone services, and other expenses that they believe are not necessary for running their business, all to keep the cash funds in their hands. Lastly, they got their bonds and funding from their partner airlines as a last resort to sustain their funding and help them run the business.

On the other hand, gradually going back to normal after the COVID-19 pandemic, they got support from the Department of Tourism in terms of financial and also applied for accreditation from them because having accreditation from the Department of Tourism means the business is approved to process that is related to tourism. They rely on using social media as one of their marketing strategies to promote their service offered, discounts, and also a way to communicate with the clients.

Overall, the COVID-19 pandemic strikes travel agency businesses when travel restrictions and lockdowns are in the country, but they still choose to run the business and continue because of the support coming from their funds, the Department of Tourism, and a fashion for business in the tourism industry.

Case 3 A travel agency works to guide and assist clients with their travel needs and requirements and it was located in Dasmariñas City 4114 Cavite. It was more than 30 years since that travel agency was built but with a different business name because on the year 2009, the partner owners were split and only one owner decided to continue the business and assist clients with their travel needs from getting their NSO, Passport issuance and scheduling, airline reservation and ticketing, visa assistance, hotel reservation, package tour here in the

Philippines and Abroad, airport assistance, itinerary Planning, transportation Marriage assistance for foreigners, immigration assistance and lastly authentication of documents.

Since the owner continues the business it was already established and known because they have an office in Manila and some of their clients are from the CALABARZON region so they already have clients and it was convenient for clients to access their travel needs in Dasmariñas instead of going to Manila.

However, since the government established travel restrictions and quarantines, the travel agency has experienced financial hardship as a result of lost revenue for more than a year. And during the epidemic, they just had scheduling and passport assistance; they had to rebook the flights, and hardly anyone requested a refund. The travel agencies' challenges in Operations were only the customer complaints regarding the delay of their flights and late schedules and unfinished business on the passport assistance. While the challenge in marketing is that they do not have a promotional discount like travel now pay later due to airlines' restrictions on ticketing. Airlines only allow "book and buy" during that time.

Overall, the Pandemic transition period has been a real struggle for the travel agency. But They are now gradually recovering for the reason that tourism is already booming again and tourists and foreign visitors are allowed to travel again.

Case 4, This travel agency was established in 2014 and has been operating for 9 years now, this travel agency was operating before the pandemic. Before the COVID 19 pandemic strikes the country, this travel agency is handling a lot of clients, tours, and bookings but when the pandemic happens, a lot of adjustments and impacts have happened to them like, refunding that affect them financially due to the cancellation of flights. Cost cutting, which they cut other expenses like internet connection, and telephone services just to lessen their bills. They also

used company assets and savings to pay other outstanding payments. For example, if they give them a price and a quote, they would be fine with it, so all your customers would have a smooth transaction.

There have been no incidents or operational concerns at this travel agency. Even during the pandemic, it did not lay off staff who operated from home to prevent harm to one another. And due to its move towards social media advertising promotional bookings and flights, this agency did not suffer during the pandemic. Flight bookings continue, which indicates that there is no problem in that regard. And suddenly every aspect was excellent with this vacation agency. They would now have more bookings. With one client, they already have bookings for 38 flights.

Case 5, an agency from Dasmariñas, City. Their business began in 2011, therefore it has been running for over 11 years. Throughout the epidemic, they continued to run their business even though there was no possibility to have any customers due to the pandemic.

According to a company representative, our participant claimed that almost all of their reservations were canceled, which caused them to lose a lot of money and forced them to issue refunds to their consumers. Therefore, they use such savings to pay for the reimbursements of canceled consumers. Although the corporation has emergency savings, they are nevertheless insufficient given that the situation has persisted for almost two years. Fortunately, they were able to begin gradually regaining the company's lost points by cutting the expenditures of their company landline, which was rarely utilized. Since the pandemic, they have shifted to social media channels because they are the most efficient and convenient for brand promotion.

The company's difficulty in running its business developed from the fact that it only had 8 employees. Although it was difficult to travel during the pandemic, and others were

looking for easier and more convenient positions at the moment, they were legally obliged to terminate the others, despite the agency's wishes. They decided to reduce the number of employees because the other employees had trouble traveling. Considering this is a more secure and reliable method of avoiding infections, the remaining crew is meeting online using Zoom sessions.

Along with cutting back on staff and facing financial difficulties, they also had trouble marketing and attracting clients. It is uncertain when they would return to normal and be able to travel once more, despite the fact that they are advertising the book on a now-pay-later basis. Therefore, the agency paid for Facebook ads, maintained a Facebook account where they shared promotions, and engaged in communication with other agencies.

Problem 1: What are the pandemic challenges encountered by travel agencies in terms of:

1.1 Financial?

Theme 1: Financial Crisis

This theme is related to the difficulties that the participants faced throughout the pandemic or known as their financial crisis. In this case, the participants identified the financial crisis. Sub-themes 1.1 Cancelation of flights

The tourism industry was greatly affected, resulting from 40% which includes travel agencies, bookings, and tours as an impact of a pandemic. In 2019, 8.3 million tourists will arrive in the Philippines which results from 550 billion in international tourism revenues, and in 2020, there would be 3.9 million tourist arrivals which results from 279.5 billion in tourism receipts, it showed how it goes down because of the pandemic. Because travelers are one of

the sources of income for travel agencies, this would significantly affect the financial issues the tourism industry is currently experiencing (PWC 2020).

Subtheme 1.1 Cancellation of flights

This cancellation of flights referred to the percentage of the back-out flights coming from the passengers and tours brought by the pandemic. However, the most affected by this percentage are the travel agencies through their business operations during the pandemic.

All of the five (5) travel agencies were expressive in sharing their thoughts and experiences regarding the challenges in terms of finances. In Case 1, the co-owner emphasizes that they experienced financial difficulties because of the refunds of canceled flights and bookings. Also how it affected their cash flow. Case 2 discusses how they are fully committed to the clients even on refunding results from the canceled flights. They also expressed how it is difficult for them to give a full refund since there are also service charges which are ways to gain profit. Case 3 expresses how they got zero sales which led them to change bankruptcy due to canceled flights. Case 4 explains that their main challenge was the refunding due to canceled flights and lastly, Case 5 expresses how all of their bookings have been canceled due and refundings for their clients.

The cancellation of flights has been one of the major challenges of the selected travel agencies due to travel restrictions and lockdowns.

According to the World Tourism Organization (2020), in the time when airports, hotels, as well as travel restrictions, and tourism services around the world close their borders, a hundred (100) to one hundred twenty (120) million jobs are at risk showing how it is affected by the pandemic. As of July 31, 2021, there were 198,074,040 confirmed cases of COVID-19

worldwide, and 4,225,437 people died as a result of this Novel Coronavirus Disease. The severe travel restrictions put in place to stop the spread of disease accentuated the decline in demand for air travel, which led to a significant number of flight cancellations (Sugiyanto et., al, 2021).

Table 1
Financial Crisis

Subtheme 1.1	Cancellation of Flights				
Data Source	**Evidences**				
Interview	**Case 1**	**Case 2**	**Case 3**	**Case 4**	**Case 5**
	Co-owner: *"So yung client kung halimbawa mag pa refund tapos wala pa kaming natatanggap sa hotel na refund binabalik namin yung pera nila. So parang kami considered na namin gaya ng sabi ko considered na namin yun as loss. ganon namin*	*Owner: "Ang problema kasi once na nagbook kami we are entitled to give them a refund pag nag canceled yung flight pero depende rin kasi yon ah. So yon isa yon sa nagpahirap samin during the start of the pandemic is refunding the booked flights kasi nga di mo sya mare-refund ng one hundred percent eh so*	*Staff: "Syempre financially medyo bagsak... medyo bankrupt. Hindi naman sobrang bankrupt pero wala talagang income, hindi tulad nung before pandemic talagang mag iincome ka ng mga milyon siguro sa isang buwan e pandemic, as in zero dahil*	***In charge of transport ation services of the company:*** *refund talaga e, nahirapan kami, na short kaka refund dahil sa mga ano cancelled flights"*	***In charge of booking*** *"Sobrang nawalan kami since halos lahat ng bookings namin e na cancel, and also nagrefund pa kami sa mga clients namin since we are entitled to refund them once na mag cancel sila."*

siya tinanggap."	*may mga service charges na sya ganon so yun yung isa sa nagpahirap"*	*nga eh cancel."*		

1.2 Operational

Theme No. 2: Decreasing number of Employees

This theme pertained to the challenges in operation which is the decreasing number of clients which contains the sub-theme 2.1 Laying off of employees and 2.2 Employees leaving the jobs.

Subtheme 2.1 Laying off of Employees

This sub-theme expressed the reduction of employees in selected travel agencies in Dasmariñas, City. Case 2 and 5 both take off some of their employees and how Case 5 expresses that even though the agencies did not want to lay off some of their employees, they ended up doing that action to sustain their business.

Table 2
Decreasing number of Employees

Subtheme 2.1	Laying off employees	
Data Source	**Evidences**	
Interview	**Case 2**	**Case 3**
	Co-owner: *Owner:* *"So yon nagbawas kami ng tao."*	*Staff:* *"Dito kami nahirapan kasi, iba kong empleyado since 8 kami dito sa office kahit ayaw naman namin e nag lay off talaga kami ng ilang employees."*

Subtheme 2.2 Employees leaving the job

This sub-theme presented the employees leaving the job during the pandemic. In Case 2, Some of their employees leave the job to find a job near to their locations due to the travel restrictions and safety protocols. Likewise, Case 5 also some of their employees resigned from their job.

Based on the effects of the COVID epidemic and the ensuing severe and minor lockdowns on the Philippine economy at different points between March 2020 and early September 2020. The COVID pandemic's tight lockdown (Enhanced Community Quarantine), which lasted from March 17, 2020, to May 31, 2020, caused the largest unemployment and greatest decline in Philippine GDP in recorded history. In the second quarter of 2020, something happened. The report demonstrates that this tight shutdown had an impact on 90% of the labor force.

Table 3
Decreasing number of Employees

Subtheme 2.2	**Employees leaving the job**	
Data Source	**Evidences**	
Interview	**Case 3**	**Case 5**
	Staff: *"yung ibang staff naman namin e nag hanap ng ibang work na malapit lang sa kanila kasi nga*	*In charge of booking* *"Yun na yun natanggalan kami ng ibang empleyado mahirap sya kasi syempre*

	diba hirap ang byahe nun pandemic"	*kulang sa manpower pero who am i to decide diba?."*

1.3 Marketing

Theme No. 3: Decreasing number of clients

The issues in marketing are relevant to this theme. The biggest difficulties for the participants were the clients' numbers, which finally fell as a result of the limitations and travel prohibition. Case 1, expresses their thoughts of questioning how they will gain clients during the pandemic likewise in Case 2 which is struggling to gain clients due to the pandemic. Case 3, explains how their clients decrease only to 50 people likewise in Client 4, they have only had a few clients and in Client 5, They struggle to gain clients even with a promo just because of the travel restrictions and new normal. The majority of customers are hesitant to visit again because they want to know more about safety, what is open, and which hotels have strengthened hygienic procedures (World Tourism Council 2020).

Table 4
Decreasing number of clients

Theme No.3	Decreasing number of clients				
Data Source	**Evidences**				
Interview	**Case 1**	**Case 2**	**Case 3**	**Case 4**	**Case 5**

	Co-owner: "Paano pa ba kami or makakakuh a ng clients kasi ng ano e pandemic, paano yung market."	Owner: "Honestly ano e, nag struggle kami kasi e walang clients and also sa funds, kulang kaya mahirap."	Staff: Alam mo ang challenges dito ay sa clients e as in na-cater lang ata namin na clients eh 50."	In charge of transportation services of the company: "May mga isa isang ano nag wawalk in yun yung mga ganon kaya mahina yung clients ."	In charge of booking: "Nahirapan kasi pano nga kami makakakuha ng tao, ng customer. Kasi kahit naman sabihin natin na mag promo kami ng book now, pay later e wala nang kasiguraduhan kung kelan mababalik sa normal at makakapag travel talaga ulit

Problem 2: What are the pandemic mitigating strategies of the travel agencies in terms of the ff;

2.1. Financial?

Theme No. 4: Funds and Savings

These themes explained the strategy of travel agencies in terms of finance, which is funds and savings. All of the cases have used their company savings and funds to sustain and support the needs to run their business in the height of the pandemic.

Emergency savings account as one of the cost-effective ways to support households in accumulating cash funds during crises (Beashers et al. (2020). The recommended cost-cutting solutions for a company in order to reduce costs while ensuring high-quality service and support for business growth and maximizing business Jafari (2014).

Table 5
Funds and Savings

Theme No.4	Funds and Savings
Data Source	Evidences

Interview	Case 1	Case 2	Case 3	Case 4	Case 5
	Co-owner: "*syempre since nakakaipon yung company nung mga nung mga oo nung saving nung company dun naming kinukuha.*"	*Owner:* "*Di naman one hundred percent prepared pero financially capable na ma-sustain yung business for quite some time kasi may funds naman ang company kahit papaano.*"	*Staff:* "*Ahh may fund naman.. May fund naman bago pa mag pandemic operating na kami, syempre may fund naman ang ating business.*"	*In charge of transportation services of the company:* "*Kahit papaano naman e may savings at assets naman etong company kaya naman yung ibang mga payments na overdue na e na hulugan naman namin kahit papaano*"	*In charge of booking* "*Kumuha kami ng pantustos namin sa savings ng company since matagal tagal na rin to at may emergency savings naman kami*"

2.2. Operational

Theme No. 5: Work from home

This theme exposed the operational strategy used by the travel companies during the height of the pandemic which is they switch from work from home. Case 1, Since they cannot do meetings face to face, they switch to working at home by using meeting apps like zoom and communication apps like Facebook and messenger. Case 2, They stop operating for a while and switch from working at home. Likewise, in Case 3, Case 4 and Case 5 they all switch from working at home to work productively to maintain their business and to be safe during the pandemic.

Working at home has multiple benefits to the employees. An empirical study suggests that switching in working from home would result in lower stress levels, no plans to leave the job, and a higher level of job satisfaction (Anderson 2015). Lack of cash on hand also resulted from layoff and closure of business. Without proper steps, it is impossible to understand how

these companies could have paid their staff. Furthermore, it is difficult to imagine how the

remaining enterprises would continue to operate without laying off their current staff, at least

without further finance (Bartik et al., 2020).

Table 6
Work from home

Theme No.5	Work from home				
Data Source	**Evidences**				
Interview	**Case 1**	**Case 2**	**Case 3**	**Case 4**	**Case 5**
	Co-owner: "*since hindi kami nagkikita kita kasi diba bawal yun lang so everyday is zoom lang ganon okaya chat ganon kase since konti lang naman kami konti lang naman din yung decisions na kailangan* "	*Owner:* "*stop kami ng office for quite some time and kami lang din ng mom ko nag operate neto, nag work from home din kami*"	*Staff:* Since iilan lang naman kaming nag ooperate neto, nag work nalang kami sa mga kanya-kanyang bahay. Vc-vc nila nalang messenger, chat-chat ganon lang. At least for a day naghihingian kami ng updates regarding sa mga nagawa namin within the day.*	*In charge of transportation services of the company:* "*ahh yung iba kasi ano na e nag work from home ganon. Isa lang ang napasok*"	*In charge of booking* "*yung mga meetings lang namin nung mga natirang staff e through online na din like zoom or video call sa messenger*".*

I.3. Marketing

Theme No.6: Marketing Strategy

This theme described the marketing strategy done by the travel agencies that helped them to survive and operate the business during the height of pandemic. This theme is under Marketing and has sub themes according to the participants' response. Subtheme 6.1 Social Media Advertisement.

Subtheme 6.1 Social Media Advertisement

This sub-theme explained the social media advertising done by travel agencies during the height of the pandemic. In Case 1, They communicate to their clients through the Facebook app informing them about how they can cater to them through social media. Client 2, They run their business through social media advertisement. Case 3, They use the Facebook app to post their travel services and also as a way to market it. Likewise, in Case5, they also run a Facebook page and paid advertisement of their travel agency business.

The main social media platform for business during the pandemic was the Facebook application. Few of them properly strategized their engagement and Facebook page (Choi & Thoeni 2016) As a result, this will be an effective promotional strategy to engage customers and build a valuable and long-term relationship with them (Lamberton & Stephen, 2016).

Table 7
Marketing Strategy

Subtheme 6.1	Social Media Advertisement

Data Source	Evidences			
Interview	Case 1	Case 2	Case 4	Case 5
	Co-owner: "*"yung mga ahh regular clients namin nung even before nung pandemic pa sinesend-annaming sila na ahmm open na po kase we have me website kami meron kaming Facebook na marami kaming followers don tas dun usually din nagme-message yung mga clients na pag nakikita kami sa google dun dun sila nagme-message yung mga malapit lang dito tapos mine-message naming sila na pwede na magpunta baka gusto nila magtravel ganon*"	*Owner:* "*Nag a-ads kami sa social media so yon malaking tulong yun ahhh flyering.*"	***In charge of transportation services of the company:*** "*Oo, nag online kami, posts sa Facebook ganon.*"	***In charge of booking*** "*Nagbayad kami ng ads, sa ano uhm Facebook, may Facebook page kami dun naming pinost lahat at alok ganun yung promo at communication na din.*"

V. DISCUSSION

The researchers discovered that the pandemic challenges that the travel agencies experience in terms of finance are during their operational hours, they experienced a financial crisis since most of the clients canceled their travel plans or bookings that resulted in refunding their money. The travel agencies have limited income because of the travel ban and restriction, which resulted from a shortage of money.

In terms of operations, some of their employees decided to resign to look for another job that was near to their location because of the pandemic and they lay off some of their employees although the company needed people for the operation of the business to maintain and survive the company for financial reasons.

Regarding the marketing challenges, the main problem was how they market their travel services during a pandemic that results from decreasing the number of their clients which impacts their finances.

In terms of financial strategies, the company uses funds and savings. Personal savings comes from their own money, and the company savings come from their profit before. In operation, they choose to switch and work using meeting apps like Zoom, google meet. Working from home was their main way to operate and to be safe and secure during the pandemic. In addition, according to the World Travel Tourism Council (2020), Stay at home job consumption has risen since consumers are now expecting more on contactless technologies as one of the basic prerequisites for a safe travel experience. According to Aileen Clemente, Chairman and President of Rajah Travel Corporation (2020), as a result, information technology security is becoming more important specifically as remote work becomes the new normal as identities are digitized and while this kind of changes has been emerging in travel and tourism sector in recent years, work from home have been the digital acceleration with also more consumers becoming adept at using the technology.

In terms of marketing, their main market strategy was social media advertisement. Social media was their biggest platform to introduce and continue their travel services. Apps named Facebook were one of them. They create Facebook pages as a way to market their travel services regarding updates, promos, and guidelines and to interact with customers. They also

paid Facebook to advertise their travel agency business to make their Facebook page more visible and easier to find. According to Heathcote (2021), Facebook was the popular social media platform that travel agents are using to post their products like travel prices, promotions, and destinations as also the key selling points and information like when, where, what is and included with images of destinations. In this way, customers can see more about the deal, comment on the post or share it with their Facebook friends. Moreover, Facebook ads and its social media tools help you to target the right audience.

Even before the COVID-19 pandemic changed the world, still the travel and tourism industry was one of the top and fastest growing industries globally but when the pandemic strikes, The World and Tourism Council announces that 62 million job losses have been reported due to worldwide lockdown, restrictions, and travel ban. Despite these losses, the tourism and travel industry tour operators remained optimistic and creative to cushion the effects of the pandemic and one of them was the travel agencies. Travel agencies have been important because of the following reasons: 1.) They created tour packages, which means it was more convenient for travelers and more cost-effective; 2.) They prepare travel arrangements, which means to make it hassle-free; 3.) Providing a safe travel experience. Most travel agencies are making their transactions online, to provide safety; 4.) Helping the environment, many tour agencies are becoming more aware of the environmental impacts of tourism by creating more sustainable and socially responsible tour packages (Suen, 2021).

Based on the challenges and mitigating strategies of travel agencies in Dasmariñas City, the researchers recommend that the tourism industry in the Philippines should assist in particular to financial and offers financial plans to the travel agency business in case of unfortunate events that might happen in the future like the COVID 19 pandemic. Promote a

self-service portal to allow customers to travel conveniently without having to make physical

contact. As a result, they will be able to provide good quality customer service, expand their

personnel and be safe and secure both inside and outside of business, particularly in this period.

In support of the study's findings, the following post-pandemic plan was drawn for

travel agencies of Dasmariñas City.

This post-pandemic plan will help the travel agencies of Dasmariñas City to be

prepared and have a better plan for unfortunate events that might happen in the future. It will

benefit them from learning about the challenges that the selected travel agencies encountered

during the height of the pandemic and the mitigating strategies of selected travel

agencies that they came up with to survive and make their company live until the world was

gradually recovering from the COVID-19 pandemic.

General Objective:

To understand the challenges and mitigating strategies of travel agencies in Dasmariñas, City.

Specific Objectives:

● To know the challenges in terms of financial, operational and marketing

● To know the mitigating strategies in terms of financial, operational and marketing.

● To create an action plan that would increase and maintain performance of these travel

agencies in Dasmariñas, City.

Key Result Areas	Objectives	Action Plan/ Activities	Key Performance Indicators	Source of Fund	Location

(Financial) **Financial Assistance from Local Tourism Government for Travel Agency business**	To help and give assistance particularly in finance.	Introducing the Economic disaster loans during the times of disaster like pandemic. Recommended seminars about the economic disaster loans for the travel agencies to know the guidelines and the requirements for them to be qualified in the loan. \	To help them be prepared and ready for unfortunate events like the COVID 19 pandemic.	Local Tourism Government supported by the Department of Tourism	Dasmariñas, City
(Operational) **Self Service Portal**	To introduce the convenience of switching to contactless transactions to minimize the physical interactions since we're still in the pandemic.	Introducing a self service portal to the clients made by the business of the travel agency instead of all transactions will be done through physical. Recommend	To help them safe and secure before and after the pandemic by still minimizing the physical contact from the clients to the employees.		Dasmariñas, City

		to build a website connected from their Facebook page for easy access to the clients. This website contains all of the products and services offered and the information that the client needs.			
(Marketing) Promotion of Travel agency business	To establish good marketing particularly in local tourism of travel agencies with help from the local tourism government.	Local tourism government will provide a seminar or program for the tour operators to better market their services and increase their target market and sales that contribute to the tourism industry.	To help them gradually recover from the COVID 19 pandemic.		Dasmariñas, City
Partnership with other suppliers	To help the travel agencies in promotion	Local businesses like hotels in the country	To help them expand their ways of marketing.		Dasmariñas, City

	of their marketing by having a partnership from suppliers.	need a travel agency for assistance to their guests and this will benefit from the travel agency business regarding their marketing and also the commission of 10% that they will receive from the hotel.			

REFERENCES

Aballe, J. Y., Tudy, R., & Hastings, R. (2021). Eubios Journal of Asian and International

    Bioethics. *Dealing With the Decline of Tourism Livelihood: The Tales of Tricab*

    (Tourist Cab) Drivers Amidst COVID-19 Pandemic, *31*(5), 288.

    https://www.researchgate.net/profile/Randy-

    Tudy/publication/352245114_Dealing_with_the_decline_of_tourism_livelihood_The

_tales_of_Tricab_tourist_cab_drivers_amidst_COVID19_pandemic/links/60c03617a

6fdcc5128160a5b/Dealing-with-the-decline-of-tourism-livelihood-The-tales-of-

Tricab-touristcab-drivers-amidst-COVID-19-pandemic.pdf

Abbas, J. (2021). Crisis management, transnational healthcare challenges and opportunities:

The intersection of COVID-19 pandemic and global mental health. *Research in

Globalization*, *3*, 100037. https://doi.org/10.1016/j.resglo.2021.100037

Aburumman, A. A. (2020). COVID-19 impact and survival strategy in business tourism

market: the example of the UAE MICE industry. *Humanities and Social Sciences

Communications*, *7*(1). https://doi.org/10.1057/s41599-020-00630-8

Adina, C. B. P. P. A. V. &. (2022, February 2). Travel trends during the COVID-19

pandemic: a view of online travel agencies.

https://ideas.repec.org/a/vrs/poicbe/v16y2022i1p906-917n17.htmlAigul Nukusheva,

Gulzhazira Ilyassova, Larisa Kudryavtseva, Zhanna Shayakhmetova, Amina

Jantassova, & Larisa Popova. (2020). Transnational corporations in private

international law: do Kazakhstan and Russia have the potential to take the lead?

Entrepreneurship and Sustainability Issues, *8*(1), 496–512.

https://doi.org/10.9770/jesi.2020.8.135

Alan, H., & Köker, A. R. (2021). The Effects of COVID-19 Pandemic on Service Sector

Branding Tendency: Evidence From Turkey. *Ege Akademik Bakis (Ege Academic

Review)*, 227–245. https://doi.org/10.21121/eab.959927

Anderson, A. J., Kaplan, S. A., & Vega, R. P. (2014). The impact of telework on emotional

experience: When, and for whom, does telework improve daily affective well-being?

European Journal of Work and Organizational Psychology, *24*(6), 882–897.

https://doi.org/10.1080/1359432x.2014.966086

Androniceanu, A. (2020b). Major structural changes in the EU policies due to the problems

and risks caused by COVID-19. *Administratie Si Management Public*, *34*, 137–149.

https://doi.org/10.24818/amp/2020.34-08

Arbulú, I., Razumova, M., Rey-Maquieira, J., & Sastre, F. (2021). Can domestic tourism

relieve the COVID-19 tourist industry crisis? The case of Spain. *Journal of*

Destination Marketing &Amp; Management, *20*, 100568.

https://doi.org/10.1016/j.jdmm.2021.100568

Architha Aithal, & P. S. Aithal. (2020b). Development and Validation of Survey

Questionnaire & Experimental Data – A Systematical Review-based Statistical

Approach. *CERN European Organization for Nuclear Research - Zenodo*.

https://doi.org/10.5281/zenodo.4179499

Andulana, D., Calijan, M., & Albina, A. (2021). Challenges and Opportunities in Philippine

Tourism amid the COVID-19 Pandemic. *Recoletos Multidisciplinary Research*

Journal, *9*(2), 67–87. https://doi.org/10.32871/rmrj.2109.02.08

Araújo Vila, N., Toubes, D. R., & Cardoso, L. (2021). Travel Agencies. *Risk, Crisis, and*

Disaster Management in Small and Medium-Sized Tourism Enterprises, 236–260.

https://doi.org/10.4018/978-1-7998-6996-2.ch010

Atsiz, N. (2021). Koronavirus (COVID-19) Pandeminsin Turizme Ekstuzini

Değerlendirilmesi: Çanakka. *Route Educational and Social Science Journal*, *8*(60),

438–451. https://doi.org/10.17121/ressjournal.2928

Azizi, M. R., Atlasi, R., Ziapour, A., Abbas, J., & Naemi, R. (2021). *Innovative human*

    resource management strategies during the COVID-19 pandemic: A systematic

    narrative review approach. *Heliyon*, *7*(6), e07233.

    https://doi.org/10.1016/j.heliyon.2021.e07233

Bartik, A., Bertrand, M., Cullen, Z., Glaeser, E., Luca, M., & Stanton, C. (2020). How Are

    Small Businesses Adjusting to COVID-19? Early Evidence from a Survey. *Nber*

    Working Paper Series. Https://Doi.Org/10.3386/W26989

Beshears, J., Choi, J. J., Iwry, J. M., John, D. C., Laibson, D., & Madrian, B. C. (2020).

    Building Emergency Savings through Employer-Sponsored Rainy-Day Savings

    Accounts. Tax Policy and the Economy, *34*, 43–90. https://doi.org/10.1086/708170

Canhoto, A. I., & Wei, L. (2021). Stakeholders of the world, unite!: Hospitality in the time of

    COVID-19. *International Journal of Hospitality Management*, *95*, 102922.

    https://doi.org/10.1016/j.ijhm.2021.102922

Che Omar, A. R., Ishak, S., & Jusoh, M. A. (2020). The impact of Covid-19 Movement

    Control Order on SMEs' businesses and survival strategies. *Malaysian Journal of*

    Society and Space, *16*(2). https://doi.org/10.17576/geo-2020-1602-11Chen, V. (2020,

    October 19). *Top Business Strategies for Travel Agencies During and After the*

    Pandemic. TravelAge West. https://www.travelagewest.com/Industry-

Insight/Business-Features/Top-Business-Strategies-for-Travel-Agencies-During-and-
After-the-Pandemic

Choi, Y., & Thoeni, A. (2016). Social media: is this the new organizational stepchild?
European Business Review, *28*(1), 21–38. https://doi.org/10.1108/ebr-05-2015-0048

Chowdhury, M. T., Sarkar, A., Paul, S. K., & Moktadir, M. A. (2020). A case study on
strategies to deal with the impacts of COVID-19 pandemic in the food and beverage
industry. *Operations Management Research*, *15*(1–2), 166–178.
https://doi.org/10.1007/s12063-020-00166-9

City of Dasmarinas | Cavite. (n.d.). http://cavite.gov.ph/home/cities-and-municipalities/city-
of-dasmarinas/

Coenen, M., & Kok, R. A. (2014). Workplace flexibility and new product development
performance: The role of telework and flexible work schedules. *European
Management Journal*, *32*(4), 564–576. https://doi.org/10.1016/j.emj.2013.12.003

Contreras, F., Baykal, E., & Abid, G. (2020). E-Leadership and Teleworking in Times of
COVID-19 and Beyond: What We Know and Where Do We Go. *Frontiers in
Psychology*, *11*. https://doi.org/10.3389/fpsyg.2020.590271

Dabija, D., Bejan, B. M., & Tipi, N. S. (2018). Generation X versus Millennials
communication behaviour on social media when purchasing food versus tourist
services. *E+M. Ekonomie a Management*, *21*(1), 191–205.
https://doi.org/10.15240/tul/001/2018-1-013

De Jesus, F. S. (2021, April 30). *Impact of Covid-19 Pandemic in the supply chain
management of the milk tea stores* | The International Journal of Accounting and
Business Society. https://ijabs.ub.ac.id/index.php/ijabs/article/view/534

Devi, S. (2020). Travel restrictions hampering COVID-19 response. *The Lancet*, *395*(10233), 1331–1332. https://doi.org/10.1016/s0140-6736(20)30967-3

Duarte Alonso, A., Kok, S. K., Bressan, A., O'Shea, M., Sakellarios, N., Koresis, A., Buitrago Solis, M. A., & Santoni, L. J. (2020). COVID-19, aftermath, impacts, and hospitality firms: An international perspective. *International Journal of Hospitality Management*, *91*, 102654. https://doi.org/10.1016/j.ijhm.2020.102654

Efremova, E. I., Prodanova, N. A., Kovaleva, K. A., Saradzheva, O. V., Glazkova, G. V., & Kiseleva, E. M. (2021). Audit in the context of coronavirus. *Laplage em revista*, *7*(3A), 696–700. https://doi.org/10.24115/s2446-6220202173a1492p.696-700

Elangovan, N., & Sundaravel, E. (2021). Method of preparing a document for survey instrument validation by experts. *MethodsX*, *8*, 101326. https://doi.org/10.1016/j.mex.2021.101326

Fonner, K. L., & Roloff, M. E. (2010). Why Teleworkers are More Satisfied with Their Jobs than are Office-Based Workers: When Less Contact is Beneficial. *Journal of Applied Communication Research*, *38*(4), 336–361. https://doi.org/10.1080/00909882.2010.513998

GMA Entertainment. (2020, June 3). *ECQ Stories: How travel agencies are handling the impact of the pandemic | GMA Entertainment*. https://www.gmanetwork.com/entertainment/celebritylife/travel/64303/ecq-stories-how-travel-agencies-are-handling-the-impact-of-the-pandemic/story

Gole, I., Dobrea, R. C., & Gombos, C. C. (2021). Aviation industry - challenges and uncertainties after the Covid-19 pandemic. *SHS Web of Conferences*, *92*, 01010. https://doi.org/10.1051/shsconf/20219201010

Griffiths, M., & McLean, R. (2015). Unleashing corporate communications via social media:

A UK study of brand management and conversations with customers. *Journal of*

Customer Behaviour, *14*(2), 147–162.

https://doi.org/10.1362/147539215x14373846805789

Harris, D. (2020, October 15). *The Future of The Travel Agency Business After COVID-19*.

Medium. Retrieved February 10, 2023, from

https://worldtraveltourismcouncil.medium.com/the-future-of-the-travel-agency-

business-after-covid-19-e1565a6c2d6b

Hoekstra, J. C., & Leeflang, P. S. H. (2020). Marketing in the era of COVID-19. *Italian*

Journal of Marketing, *2020*(4), 249–260. https://doi.org/10.1007/s43039-020-00016-

3

Indrawati, M. W. U. (2021, August 20). *Household Business Strategy during the Covid 19*

Pandemic. https://www.abacademies.org/articles/household-business-strategy-during-

the-covid-19-pandemic-12129.html

Impact assessment of the COVID-19 outbreak on international tourism | UNWTO. (2021).

https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-

international-tourism

Impact of COVID-19 on employees in the Philippines, May 2020. (2020, June 26). *Investing*

in Women. https://investinginwomen.asia/knowledge/impact-covid-19-employees-

philippines-may-2020/

Jafari, S. H. (2014). Strategic Cost-Cutting in Information Technology: toward a Framework

for Enhancing the Business Value of IT. *Iranian Journal of Management Studies*,

7(1), 21–39. https://doi.org/10.22059/ijms.2014.36201

Journals, I. (2020, June 12). *Changing Business Strategies during Pandemic COVID-19*.

https://www.academia.edu/43322273/Changing_Business_Strategies_during_Pandem

ic_COVID_19

K, U. (2020, January 9). *Financial Strategy: Meaning, Components, Elements, Types,*

Functions, Issues. Essays, Research Papers and Articles on Business Management.

https://www.businessmanagementideas.com/strategic-management/financial-

strategy/21040

Kaushal, V., & Srivastava, S. (2021). Hospitality and tourism industry amid COVID-19

pandemic: Perspectives on challenges and learnings from India. *International Journal*

of Hospitality Management, *92*, 102707. https://doi.org/10.1016/j.ijhm.2020.102707

Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No.

131. Medical Teacher, 42(8), 846–854.

https://doi.org/10.1080/0142159x.2020.1755030

Kim, H., Sefcik, J. S., & Bradway, C. (2016). Characteristics of Qualitative Descriptive

Studies: A Systematic Review. *Research in Nursing &Amp; Health*, *40*(1), 23–42.

https://doi.org/10.1002/nur.21768

Korkut, Y. (2020b, October 31). *Covid-19 pandemisinin turizm uzerindeki etkileri: borsa*

Istanbul turizm endeksi uzerine bir inceleme.

https://dergipark.org.tr/tr/pub/jss/issue/55011/774557

Krishna, S. (2020). Changing Business Strategies during Pandemic COVID-19. *IOSR*

Journal of Business and Management, *22*(5), IOSR Journals.

https://doi.org/10.9790/487X-2205073336

Kossek, E. E., Lautsch, B. A., & Eaton, S. C. (2006). Telecommuting, control, and boundary

management: Correlates of policy use and practice, job control, and work–family

effectiveness. *Journal of Vocational Behavior*, *68*(2), 347–367.

https://doi.org/10.1016/j.jvb.2005.07.002

Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media,

and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for

Future Inquiry. *Journal of Marketing*, *80*(6), 146–172.

https://doi.org/10.1509/jm.15.0415

Landman, P., & Landman, P. (2020, August 4). *Travel Agent Definition / Meaning*.

Xotels.https://www.xotels.com/en/glossary/travel-agent

Lim, J. A. (2020, September 1). The Philippine Economy During the COVID Pandemic.

https://econpapers.repec.org/paper/agydpaper/202016.htm

Lucas, D. L. (2020, April 14). PH travel agencies plead for state aid as COVID-19 bludgeons

tourism | Inquirer Business. *INQUIRER.Net*. https://business.inquirer.net/294652/ph-

travel-agencies-plead-for-state-aid-as-covid-19-bludgeons-tourism

Maravilla Jr, V. S., & Gantalao, C. S. (2019). E-Tourism Adoption of the Travel Agencies in

Cebu City, Philippines. *Journal of Economics and Business*, *2*(3).

https://doi.org/10.31014/aior.1992.02.03.108

Mathur, D. (2021, December 20). *Operational Strategy: Meaning, Examples And Types*.

Harappa. https://harappa.education/harappa-diaries/operational-strategy/

News Article | World Travel & Tourism Council (WTTC). (n.d.). https://wttc.org/news-

article/travel-and-tourism-could-grow-to-8-point-6-trillion-usd-in-2022-saywttc

Othman, B. A., Harun, A., Rashid, W. N., Nazeer, S., Kassim, A. W. M., & Kadhim, K. G.

(2019). The influences of service marketing mix on customer loyalty towards Umrah

travel agents: Evidence from Malaysia. *Management Science Letters*, 865–876.

https://doi.org/10.5267/j.msl.2019.3.002

Parino, F., Zino, L., Porfiri, M., & Rizzo, A. (2021). Modelling and predicting the effect of

social distancing and travel restrictions on COVID-19 spreading. *Journal of the Royal*

Society Interface, *18*(175). https://doi.org/10.1098/rsif.2020.0875

Philippine Statistics Authority | Republic of the Philippines. (n.d.).

https://psa.gov.ph/population-and-housing/node/165019

PricewaterhouseCoopers. (n.d.). *Impact of COVID-19 on the Philippine Tourism industry*.

PwC. https://www.pwc.com/ph/en/publications/pwc-publications/tourism-covid-

19.html

Quaranta, J. (2017). Descriptive Correlational Research: Asthma Management by School

Nurses. *The Journal of School Nursing : The Official Publication of the National*

Association of School Nurses, *31*(6), 430–440.

https://doi.org/10.4135/9781526407696

Ranjan, R. (2022, February 1). *PPRR Model Analysis of Travel Agencies Business*

Operations Amidst the Covid-19 Pandemic: Basis for Continuity Plan. Asian Journal

of Multidisciplinary Research & Review. https://ajmrr.thelawbrigade.com/article/pprr-

model-analysis-of-travel-agencies-business-operations-amidst-the-covid-19-

pandemic-basis-for-continuity-plan/

Salam, M. A. (2022, June 22). *Post Pandemic Challenges of the Travel Agency Business in*

Bangladesh. Zenodo. https://zenodo.org/record/6685142

Salamzadeh, A., & Dana, L. P. (2020). The coronavirus (COVID-19) pandemic: challenges among Iranian startups. *Journal of Small Business &Amp; Entrepreneurship*, *33*(5), 489–512. https://doi.org/10.1080/08276331.2020.1821158

Schultz, D. E., & Peltier, J. J. (2013). Social media's slippery slope: challenges, opportunities and future research directions. *Journal of Research in Interactive Marketing*, *7*(2), 86–99. https://doi.org/10.1108/jrim-12-2012-0054

Sugiyanto, G., Santoso, P. B., & Santi, M. Y. (2023). The effect of novel coronavirus disease (COVID-19) on air transport. In AIP Conference Proceedings. American Institute of Physics. https://doi.org/10.1063/5.0110645

Tanakov, N. (2022, July 31). *Covid-19 Influence on The Digitalization of Travel Agencies' Training Policy | Finance, Accounting and Business Analysis (FABA)*. https://faba.bg/index.php/faba/article/view/112There's No Place Like a Home Office: Staples Survey Shows Telecommuters are Happier and Healthier, With 25% Less Stress When Working from Home. (n.d.). Business Wire. Retrieved February 1, 2023, from

https://www.businesswire.com/news/home/20110719005318/en/There%E2%80%99s
-Place-Home-Office-Staples-Survey-Shows*Travel Agency - Definitions, Types, and Function or Linkages*. (2020, August 9). Tourism Notes. Retrieved December 3, 2022, from https://tourismnotes.com/travel-agency/

Vega, R. P., Anderson, A. J., & Kaplan, S. A. (2014). A Within-Person Examination of the Effects of Telework. *Journal of Business and Psychology*, *30*(2), 313–323. https://doi.org/10.1007/s10869-014-9359-4

WTTC (2020) "The future of travel & tourism in the wake of Covid-19. World Travel and

Tourism Council" Retrieved from:

https://wttc.org/Portals/0/Documents/Reports/2020/To%20Recovery%20and%20Bey

ondThe%20Future%20of%20Travel%20Tourism%20in%20the%20Wake%20of%20

COVID-19.pdf (viewed May 01, 2022)

WTTC (2021) "Economic Impact Reports: Bangladesh" Retrieved from:

https://wttc.org/Research/EconomicImpact (viewed May 10, 2022)World Travel &

Tourism Council â. (n.d.). Medium. https://worldtraveltourismcouncil.medium.com/

Yeh, S. (2021). Tourism recovery strategy against COVID-19 pandemic. *Tourism Recreation

Research*, *46*(2), 188–194. https://doi.org/10.1080/02508281.2020.1805933

Yu, X. (2021). *The Fundamental Elements of Strategy: Concepts, Theories and Cases*.

Springer Nature.

Vancia, A. P. P., & Băltescu, C. A. (2022). Travel trends during the COVID-19 pandemic: a

view of online travel agencies. *Proceedings of the International Conference on

Business Excellence*, *16*(1), 906–917. https://doi.org/10.2478/picbe-2022-00

Breaking down Barriers: Embracing Realities in Promoting
Gender Inclusivity in the Workplace

Borja, Sofia Mariel E.
Dimaranan, Fatima Therese R.
Espinosa, Katrisse Ann G.
Ligsa, Mariel
Pudao, Evangeline

I.   ABSTRACT

Creating a new body of human rights regulations or guidelines is unnecessary to protect LGBTQ people from abuse and prejudice. The protection of LGBTQ individuals' human rights is mandated by law (United Nations Human Rights, 2023). Thus, this study investigated the LGBTQ experiences regarding the treatment they received as an employee in the tourism enterprise. Members of the LGBTQ community who have worked for more than a year in a particular tourism business are the participants of this study. A hermeneutic approach was used in this study; the steps included wholistic reading, selective or highlighting approach, detailed or line-by-line approach or coding, analyzing data by themes, and coming up with the explicit structure of the meaning of the live experience or essence by Creswell & Poth (2018); van Manen, (1990, 2016) was used in this study. Interpretative phenomenological analysis (IPA) aims to examine in depth how participants construct meanings about their social and personal surroundings. Interview questions and a video recorder were used as an instrument for this research. The interview was performed both face-to-face and online via google meet. A consent form was emailed and provided to the participants informing them that all the information will be kept confidential. In general, 7 out of 10 participants reported being happy and content with their job and not experiencing discrimination at work. In contrast, the remaining three individuals talked about their experiences with it, including being made fun of by calling them unnecessary names, having guests who did not trust them, and being belittled by their co-workers. Thus, this study found that all establishments included in this study lack programs, rules, and policies that could support and protect LGBTQ employees. To conclude, results indicate that tourism enterprises can significantly contribute to making the workplace safer for LGBTQ employees by implementing and promoting programs that could help these individuals achieve the freedom they deserve.

Keywords: *LGBTQ employees, freedom, gender discrimination, tourism enterprise*

II.   INTRODUCTION

More countries are granting LGBTQ+ personnel legal protections. Mendes et al. (2020) claim that 81 nations, including Australia, Canada, France, Germany, Mexico, Switzerland, the United Kingdom, and the United States, forbid discrimination in the workplace based on sexual orientation. Despite some protections, LGBTQ+ employees frequently experience prejudice at work. One in five LGBT people in the European Union (21%) reported experiencing workplace discrimination in 2019. However, Quick Take (2022) found that the proportion was substantially higher for transgender employees (36%). Poor acceptance is linked to bullying and violence, physical and mental health issues, employment discrimination, and underrepresentation in civic leadership positions (Flores, 2021).

In contrast, in countries such as Thailand, Japan, Nepal, and Taiwan, LGBT life is famous. In Thailand, TV shows frequently feature gay and lesbian characters in various roles. Even though it is socially acceptable, only heterosexual couples are permitted to be married in Thailand. There is now no legal status for LGBT couples to sustain their relationship. This might, however, change soon. Even so, LGBT life and culture are being promoted by the Thai government. It aims to attract homosexuals as visitors by launching targeted ads at them (Friedrich Naumann Foundation, 2020).   Over 40% of the Japanese population currently resides in regions where same-sex relationships are permitted, and approximately 140 local governments are implementing partnership systems, according to Marriage for All (Turek, 2022). Businesses are giving their diversity, equality, and inclusion (DEI) initiatives more thought and money than ever before. It is both a moral thing to do and a wise leadership decision. According to Gallup research, engaged employees are more likely to feel included.

However, February 2022 Gallup research indicates that few LGBT employees strongly feel that their employer cares about their wellness, is fair, or will do the right thing about ethical or integrity issues, according to Dupree & Robison (2022).

In the Philippines, LGBTQ people continue to battle for their rights today, which takes great pleasure in being the only Christian nation in Asia. More than 92.5% of people identify as Roman Catholics, according to Stanford Medicine (2019). Conservatives have fiercely opposed LGBT rights in Catholic nations, citing Bible and Church writings to support their belief that there are only two genders and to express their hostility to homosexuality. (De Guzman, 2022)

A survey written by Cheng Casal (2018) stated that regarding Filipinos' perceptions toward the LGBTQ+ community, there has long been a broad understanding that they are tolerating but not genuinely welcoming. Although much has been written about how the Philippines can advance in closing that gap between tolerance and acceptance—the most significant step being the passage of an anti-discrimination or SOGIE (Sexual Orientation, Gender Identity, and Expression) Equality bill—a recent survey indicates that in the corporate setting, it might not even be at the level of tolerance yet.

The researchers conducted four questions formulated in an interpretative phenomenological analysis to identify and explore the lived experiences of members of the LGBTQ as an employee in a selected tourism enterprise. The first question was, what are the lived experiences of LGBTQ employees in a selected tourism enterprise? The second question was, what are the realizations from the experience as a member of the LGBTQ community? The third question was, what are the challenges encountered by LGBTQ people in the workplace? Furthermore, the last question was, what program can be proposed for LGBTQ

people based on the findings of the study?

The main reason for conducting this study is to identify if gender discrimination still exists in the workplace, specifically in the selected tourism enterprise. Also, to explore the lived experiences of members of the LGBTQ as an employee in a selected tourism enterprise. Additionally, to fully understand the experiences they encounter.

III.   METHODS

This study used Interpretative Phenomenological Analysis. IPA enables several people (participants) who encounter the same occurrences to share their experiences without being misrepresented or subjected to legal action. Interpretative phenomenological analysis (IPA) aims to examine in depth how participants construct meanings about their social and personal surroundings. The primary measure of an IPA study's validity is the significance that participants attribute to various experiences, events, and states. The method is phenomenological in that it involves a thorough examination of the participant's lifeworld; it aims to look deeper into personal experience and is more interested in a person's subjective interpretation or account of an object or event than in trying to formulate an accurate account of the latter (Smith & Osborn, 2021). A technique of qualitative research known as "Interpretive Phenomenological Analysis" (IPA) focuses on how people interpret their significant life events (Smith et al., 2021).

The use of Interpretative Phenomenological Analysis in this study helps the researchers and the readers to connect with, hear, and comprehend the participants' lived experiences. The results of the Interpretative Phenomenological Analysis investigation can affect and advance theory. Furthermore, Interpretative Phenomenological Analysis provides a deeper meaning of

the life and experience of the participants, which also helps the researchers to provide a deeper understanding of the phenomenon.

This study also used the four-lifeworld existential by Van Manen (1997). These are the lived body, lived time, lived space, and lived relationship/human relations. The results of the study were organized through these four lifeworlds, and the researchers were able to connect and provide a deeper understanding of the phenomenon. The research instrument includes a grand tour question and a video and audio recorder to record the interview of the participants. The interview was executed through face-to-face and online interviews; the researchers used google meet for the participants who chose an online interview. The interview was conducted depending on the participants' availability and preferred location. The research tools are designed to help participants feel at ease, and the interview was confidential to preserve the participants' anonymity. The consent form and interview questions were emailed and provided before interviewing the participants so they could prepare for the questions and confirm that all information would be kept private and that only the relevant responses would be used in the study.

A hermeneutic approach was used in this study; the steps included wholistic reading, selective or highlighting approach, detailed or line-by-line approach or coding, analyzing data by themes, and coming up with the explicit structure of the meaning of the lived experience or essence by Creswell & Poth (2018); van Manen, (1990, 2016).

In holistic reading, the researchers determine how phenomenologically the meaning or primary significance of the text is captured. Selective or highlighting approach, the researchers only selected or highlighted information that was essential for the phenomenon and the study. In a detailed or line-by-line coding approach, the researchers identified data or sentences that

revealed the phenomenon or experience being described. Analyzing data by themes, the researchers organized the themes according to the essential elements of a lifeworld. Lastly, coming up with an explicit structure of the meaning of the live experience or essence, the researchers provided a structure to conceptualize the lived experience of the participants.

IV.   RESULTS

Problem No. 1. What are the lived experiences encountered by LGBTQ as an employee in a selected tourism enterprise?

Theme 1: Behind the Mask: The Blurring Self.

This theme relates to the lived body, existential lifeworld, by Van Manen. The lived body is the term used to describe our physical bodies or bodily presence in our daily lives, as well as everything we experience, express, hide, and communicate through our lived bodies. Since our bodies are always physically present, we can only speak, feel, interact, and engage with the environment through them. This theme explains how an individual disguise themselves daily with a mask that some will like and others will not. Some people wear it to get by, while others wear it out of choice and fear. "Sometimes we are afraid to be ourselves. We hide behind masks to make others like us. We do not want to be judged. But the truth is, we are all unique, and our unique traits make us unique." (Teague C., 2021)

Participant 1

"Ano…. wala din. Okay lang din. Kasi… pero ano halimbawa tulad niyan sa trabaho kasi nag e-entertain din ako ng customer ganyan syempre may iba na ano yung tawag dito….. yung mga nabubully pa rin kasi halimbawa may

customer ako pero siguro mga tropa-tropa lang din sila, ganon. Tapos hindi maiiwasan kasi na may ibang customer na naga-anuhan sila yung pag chi-chismisan ganyan na hindi alam nung customer na yon na "ay parang inaano parin sila hinuhusgahan parin sila" ganon. Ay! Affected ako. Oo kasi syempre kapwa ano mo yon eh." "Halimbawa lagi kasi number 1 kasi na hindi ka magkaka-anak. Yon kasi yung number 1 na ina-ano nila tungkol din sa LGBT diba kasi which is totoo din naman talaga. Ano lang, sinasabiko family planning (laugh) ganon parang pabiro lang din pero syempre parang deep inside nahe-hurt ka rin naman talaga, ganon."

Participant 2

"Uhm may advantages at disadvantages… Advantage kasi uhm gaya ko sa tourism travel marami akong napapasaya kapag kasama ko sila sa travel kasi nabibigay ko yung satisfaction ng client…nakukuha nila yung… yung pine-present kong itinerary at presyo, nakukuha nila mas higit pa dun sa ano… sa expectation nila yung nakukuha nilang package sakin at saka itinerary. Sabi nga nila sulit kung sulit yung binibigay kong itinerary at package sa kanila. Uhh disadvantage naman minsan syempre may mga client pag nalaman kang ganon dina-down na kaagad yung ano… yung ano ko, pine-present kong proposal na ano … madalas hindi naman mas madalas yung uhh… positive. Yung discrimination din minsan eh pag nag prepresent ka pag nalaman nila, kaya ako as long as na kaya kong itago… tinatago ko para maipresent ko at makuha din naman."

Participant 3

"Mahirap lalo na po yung ang workplace ko ay isang Christian community, kumbaga hindi mo masabi na ganto ka, pero okay naman kasi naba-balance mo naman yung uhh pagkatao ko sa work, kumbaga parang hindi naman siguro sa kanila... uhmm hindi naman siguro sa kanila na... parang okay lang, pero yun nga lang may mga tao parin talagang against samin."

Participant 8

"Medyo challenging kasi alam mo naman diba yung pag part ka ng LGBTQ lalo pag sa workplace diba may discrimination jan e diba, very challenging pero masaya naman kasi yung mga challenges naman na yon e hindi yon magiging hadlang kasi unang una dapat isipin mo lang lagi yung sarili mo, hindi yung sasabihin ng mga taong nakapaligid sayo, sa trabaho man yan o kung saan mang lugar."

How will you describe your life experience as part of the LGBTQ Community?

"Diba ang nagdedescribe sa LGBTQ, rainbow, kaya siya tinawag na rainbow kasi madedescribe ko yung experience namin sa LGBT na makulay, bakit? Iba't ibang experience yan diba, we always make people laugh tapos meron din naman kaming mga challenges sa buhay na pinagdadaanan pero we keep on smiling without you even knowing na may pinagdadaanan din kami, so masaya, makulay pero matatag ang mga… isa sa pinakamatapang siguro na taong makikilala niyo at makakaharap niyo is yung mga LGBT kasi diba lalo

ang mga Gays diba, laging nagpapasaya ng mga tao pero hindi mo alam sa

mga ngiti nila na yon may mga pinagdadaanan din. Pero ganon sila katatag na

nakikita niyo na hindi na parang hindi niyo pansin na may pinagdadaanan din

pala sila na hindi kaya siguro ng iba, ganon, so yun lang ay madedescribe ko

lang siya bilang isang makulay kasi masayahin ang mga LGBTQ."

The rainbow reflects the beauty and majesty of his creation, but despite the beauty and colorfulness of the rainbow, there are still challenges and judgments that anyone may encounter. Nevertheless, regardless of what kind of challenges it is, always ensure these challenges will not affect beauty.

Participant 9

"Pino-prove ko don sa mga taong nagdi-discriminate sakin na akala

niyo hindi ko to kaya ganon, sige ipakita ko sa inyo kung ano ang kaya kong

gawin at kung ano pa ang… ano pa ang more na magagawa ko sa inyo, ganon

kumbaga wag niyo… jina-judge ka nila sa ganyan ka lang e ipakita mo kung

ano pang kaya mo para pabilibin mo sila ganon."

Participant 10

" This is very different kase ahh… yung mga nakakasama ko sa

workplace field ko is mga veterans and mas… so sabihin natin mga matatanda

na talaga, so ang ang talagang pinagpo focusan is yung pagiging marunong

makisama sa kanila like kung paano ko ba sila ite-treat in a way na hindi ko

sila parang hindi ko sila inaabuso or what hindi ko sila nadi disrespect, so

bilang empleyado bilang LGBTQ and bilang empleyado ang ang pinaka

masasabi ko lang is… hehhe ako kasi nag wowork ako sa wait lang explain ko

nag wowork kase ako sa highlands which is *name of the establishment* open a lot of opportunity to me kase in one year nagkaroon ako ng ibat-ibang nakakasalamuha, nagkaroon ako ng maraming ibat-ibang experiences and super hirap humarap sa kanila na parang… na hindi ko alam kung paano dapat sila harapin so yung pinaka ano ko bilang empleyado masasabi ko lang ang pinaka ginagawa ko lang is yung kung pano talaga ako um-act. Wala akong iba yung hindi porket kunyare si ate hindi maganda yung tingin ko sa kanya so bibigyan ko sya ng negative expression yung ganon so *laugh* so yun, ano sinasaloob ko na lang.”

Problem No. 2. What are the realizations from their experience as a member of LGBTQ?

Theme 2: Fruition of Reality

This theme represents the second existential lifeworld, the lived time. Time as we experience it is existential. This relates to how we experience our world on a temporal level and is made up of a subjective sense of time instead of the more objective or "factual" time. Time's restrictions, liberties, and demands can all impact how we feel and vice versa. How we feel can also be influenced by how we experience time and moments. This theme explains how the participant realized accepting reality as it is. Accepting who they are, they are unique and extraordinary individuals that deserve to be respected and accepted like everyone else.

Participant 2

“Realization basta ano lang irespeto mo lang yung katrabaho mo… simula mababa hanggang mataas irespeto mo lang makakareceive ka din ng respeto sa kanila… hindi na yung money matters eh yung respeto mo na lang

sa kapwa mo kasi once na nirespeto mo yung kapwa mo at sarili mo, irerespeto ka ng lahat. Yun lang po."

Participant 3

"Ahm ano, para kasi akong ahh… ibon na nasa hawla, kumbaga hindi mo ma express yung sarili mo kasi nga…ako nga ganyan, nasa Christian community ka nag wowork tapos Christian yung Family, hindi mo alam kung kelan ka makaka alpas, makaka alis kasi alam mo pag naka alpas ka maraming madi disappoint, malulungkot, diba. Ganun din naman talaga yung mga taong may alaga, tapos pag nakawala yung mga alaga nila, ang hirap. Kasi hindi mo alam kung kelan ka makakaalis ng masaya palaging kaakibat yung kalungkutan, kasi unang una family mo talaga yung madi disappoint, tapos marami pang humahanga sa pamilya namin, ahm kasi nga kami rin yung nangunguna sa simbahan, pano pag nalaman nila yun, parang pinagsakluban ng langit at lupa yung magulang ko."

Participant 4

"Uhm... natutunan kong mapagpakumbaba... Kasi po noon, nung hindi pa ako proud sa kung sino talaga ako, kasi nung panahon namin hindi kasi ganon kadali eh, marami ka talagang maririnig na masasakit na salita. Kaya ang hirap po sa akin tanggapin yung sinasabi ng iba, na babae pa rin ako kahit ano ang gawin ko, kahit nakikita naman nila na kaya kong gawin ang kahit na anong trabahong ipagawa sa akin... Ayun, hindi talaga maiiwasan yung ganon eh. Pero habang tumatagal, naisip ko lang na ang mahalaga naman eh tanggap ko yung sarili ko. Kaya kahit ano man yung sabihin ng ibang tao sakin,

tatanggapin ko na lang. Dun ko natutunan maging mapagpakumbaba.

Kumbaga hindi mo dapat laging isipin yung sasabihin ng iba, kasi ang

importante naman ay tanggap ko kung ano ako at kung saan ako masaya."

How will you describe your life experience as part of the LGBTQ Community?

> *"Gulong. Paikot-ikot and mundo ko, masayang malungkot. Minsan*
>
> *nasa taas, minsan nasa baba. "*

In life, there are always two sides to a story; sometimes, a person will experience problems, disappointments, judgment, and struggles that make them feel down and unworthy. However, despite these unwanted feelings, there is always hope that there is something to look forward to, something good will happen, and it brings lots of motivation to always be better and not give up because life is fair.

Participant 6

> *"Realization in terms of being an LGBTQ in terms of work? Actually*
>
> *we currently have, diba we have a union in *workplace* and ahm and just this*
>
> *past few days lang like few days ago lang ahmm their calling out all LGBTQ*
>
> *employee or cabin crews to be specific who was to share their ideas and ahmm*
>
> *share their parang feedback with regards to you know benefits in the workplace*
>
> *kase nga kame ahm just to give you a background ano, before kase their very*
>
> *strict with benefits most especially tickets dati hindi pwede mga anak sa labas*
>
> *like for example we have a child na hindi galing sa asawa mo hindi kasama yun*
>
> *sa benefits ngayon kasama na sya so ngayon siguro ahmm there will be a time*
>
> *na hopefully na if you are siguro married somewhere else or you had civil union*

rights ahmm it will be at least enough for your spouse to be part of benefits so yun ano nga ulit yung tanong? Sorry " yung realization nyo po sir" so yun I'm realizing na, Na-realized ko na oo nga no why not we bring that one out yung mga challenges with the Union sa management, because I mean it would be unfair din naman na hindi rin ma acknowledge na itong mga taong to, most especially those people na ilang years na silang together like decades already you know, that person is a real life partner so that would be unfair naman if hindi mo man lang ma-extend yung benefits mo sa taong talagang mahal mo or talagang loved one mo so yun, that's my realization."

Participant 7

"Kung anong kaya ng babae at lalaki mas kaya namin… and ah I think, most other industries LGBT na tao is to excel especially in the hospitality industry because ah we have the strength of men and then we have the finesse of women."

Participant 8

"Realization ko sa experience ko bilang ah LGBTQ employee, ahhmm wag mong ibababa, unang una kasi ikaw dapat ang magtatanggol sa sarili mo, so wag mong ibaba yung sarili mo, wag mong ida-down yung sarili mo na bakla lang ako, hindi ko kayang trabahuin yung ganyang trabaho, hindi ko kayang makiharap, makitungo ag anito, sa ganyang klaseng tao. Ikaw mismo yung mag-angat sa sarili mo, ikaw mismo yung maniwala sa sarili mo na kaya mo kasi kung hindi ka magtitiwala at maniniwala sa sarili mo, walang mangyayari sayo. Sabi nga nila, the only person that can pit you is you, yourself. Diba?

Participant 9

"Sa pagiging LGBT employee, ma-realize mo na pantay pantay din pala ang lahat pagdating sa ganyan kasi kumbaga ang trato dito kumbaga walang ano, walang hindi sila ahh… Sir *name of the participant* ano yan, wag niyo akong i-trato na ganyan kasi pare-parehas tayo dito kumbaga kahit nga LGBT ako minsan nga kumbaga sa ano wag niyo akong bastusin diba, kung ginagalang niyo yung babae gagalangin niyo rin ako, kung ginagalang niyo kapwa niyo lalaki gagalangin niyo rin ako, diba galangin niyo rin kung anong i-ano niyo sakin kasi ginagalang ko rin kayo, ganon."

Participant 10

"Ang karanasan ko bilang part ng LGBTQ ay maikukumpara ko sa isang bulaklak na kung saan may proseso at tamang oras sa pag bulaklak na parang nagsimula sa buto tapos kapag dinidiligan mo nagkakabuhah na parang isang tao … may proseso kung kelan ka ma-acculate yung mga kaalaman sa mga bagay-bagay at sa aking sarili hanggang sa tuluyan na itong mamulaklak. Tsaka kung saan para ma-comeout ko ay para sa ikabubuti ko, kasi simula nang nag-comeout ako sa sarili ko natutunan ko ng kilalanin ang sarili ko at syempre kung sino talaga ako. Kung sa kabilang banda bilang bulaklak mas nahanap ko yung kagandahan ko ng pamumulaklak ko dahil hindi na ako isang buto."

As we get started, we have steps to look forward to and move forward, even if it allows

us to suffer. However, these make us bloom just like a flower; it is a process for us to learn, acknowledge, and embrace what has happened. This makes us grow, and when the moment comes, the beauty of the process will end in a beautiful life and blossoming flowers.

How will you describe your life experience as part of the LGBTQ Community?

> *"Ano sya, para syang orasan kase may times na ang oras sa ating mga tao ay hindi maganda. May oras na maganda, may oras na hindi maganda, so ayon madi describe ko sIya as orasan kasI binibigyan niya ako ng times na maganda at times na hindi kung saan may mga natutunan akong bagay ayun."*

In life, people often experience different phases of time. Sometimes, we cannot contain our happiness, and sometimes we feel saddened because of some battles in our life. However, it is a stage of development for everyone, and from time to time, we learn how to appreciate and deal with life's challenges.

Problem No. 3. What are the challenges encountered by the LGBTQ in their workplace?
Theme 3: Defiance of Life.

This theme represents the third existential lifeworld; lived space of the third lifeworld might be understood as felt space or our perception of the places we find ourselves. Lived space investigates how our environment can influence how we feel and how our emotions can alter how we see a particular environment. This theme relates to the participant's intense resentment experiences. There might be an underlying perception of unfair treatment in certain situations, which may be available for recall and considered.

Participant 2

"Uhh. Discrimination pag kasi nalaman nila na ano … parang iniisip nila niloloko yung price ganyan minsan kapag beki diba alam mo na minsan… akala nila manloloko dahil ag ani ganyan ganyan pero kung tutuusin hindi naman… kung discrimination naman sa work ko wala, wala naman tanggap nila…"

Bale sir more on customers/guests ganon po?

Oo more, pero dito sa work wala, kasi ako ang boss nila subukan nila…Joke lang yon, joke lang. *laugh*

Participant 3

"Siguro yung ano lang, yung sa faith lang nila. Kumbaga parang ahh… Di naman nila dini-discriminate yung mga ganong tao pero syempre yung paniniwala kasi nila ay babae at lalaki lang. Kumbaga… mas masakit kasi yun nga di ka out, di nila alam na ganun ka tapos ganun yung paniniwala nila against sa mga taong part ng LGBTQ, pero okay naman."

"Uhm… Siguro ano… Wait lang (laugh) uhm rubik's cube. Wala naalala ko lang kasi.. uh lagi namin sya nilalaro sa OJT kasi ano eh.. pag nagbabantay kami sa frontdesk wala kaming magawa lalo na't bawal mag cellphone. Rubik's Cube kasi makulay sya, parang LGBTQ nga. Uhm.. diba minsan pag nagugulo yung uh rubik's cube lalo't pag di ka maalam, ang hirap hirap nyang intindihin. Katulad dito sa ano.. sa pilipinas. Uhm, maraming mag-- uh tawag dito?

Mangungutya sayo kasi nga hindi sila part ng ganung ano society. So, kukutyain ka nila, aapihin ka nila, so magulo. Pero pag once na maraming tao yung nakatanggap sayo, unti unti kang nabubuo, hanggang sa mabuo mo yung isang kulay, kahit isang kulay palang masaya kana eh. Pano kapag yung ano-- ilang kulay nga ba. Seven... Seven ba? Six. Six. Isang kulay palang masaya kana, pano pag nabuo mo na yung anim na kulay diba mas masaya? (laugh) Tapos masaya din kasi... uh kahit sabihin na natin na hindi nga ako makapag out sa family, may nakakatanggap sakin na kaparehas din ng sitwasyon ko, na hindi rin makapag out sa family nya, kumbaga tanggap nyo yung isa't isa. Friend-- hindi man kayo related sa isa't-isa pero friend kayo. Masaya kahit na mahirap."

A colorful life requires sacrifices. There are times in our life when things do not fall according to our plans. However, amid chaos, there is always hope, and no matter how hard it is to deal with this kind of life, always remember that somewhere, someone believes in the way a person believes in himself.

Participant 5

"Meron ding discrimination, yon. Minsan parang ina-underestimate yung kakayahan, kagaya namin na hindi kaya yung ganong trabaho porke ganto diba, yun."

Participant 6

"Uhm, okay. Well, to be specific with regards to the LGBTQ. Uh, siguro the challenge will just be, uh having... It's not really me, because I'm single but I'm referring to LGBT couples.

Like for example, uhm benefits. Syempre, we don't have... uhm we don't have yet civil union here in the Philippines and for example, uhm, naospital yung partner mo, yung LGBTQ partner mo, hindi ka makakapag emergency leave. Di ka makakapag emergency leave because bindi mo sya kaano-ano technically in terms of... uhm kung anong meron tayo dito sa Philippines like... uhm

how can I say this? Uhm, dahil sa paningin ng batas dito sa Pilipinas, hindi mo sya kaano-ano. So, uhm, parang ang tingin lang nila is girlfriend or boyfriend mo lang sya. So, it's not really part of... uh bindi sva kasama sa criteria to have an emergency leave. So, that's one challenge. Number 2, uhm, sa benefits. Other benefits, most especially in the Airline industry, uh di'ba it's normal that you have uh, free flights, to your spouse, to your children, diba? But in the LGBTO setup, di mo naman mabibigyan ng free tickets yung partner mo kahit sabihin nating. kinasal kayo sa ibang bansa, eh sa batas dito sa pilipinas, hindi mo sya spouse. So, walang benefits yun. And then, ano paba? Ahh HMO, hindi mo syq magiging dependent, di mo sya pwedeng gawing-- sya yung spouse mo because... you know, yun na nga, again, yung batas dito sa Philippines, wala kasi non. So, that ar-- those are the challenges, I think. But, in terms of LGBTQ Challenges in the workplace, like what I've said earlier nga... Uhm there are companies already that are discussing diversity in the workplace. So, regardless of gender, race sexuality. There is equal respect for everyone and uhh yun lang... yun nga lang yung sinasabi kong mga uhm

benefits, health benefits, you know other benefits and yung... uhm pag leave mo

for example, di'ba? So yun, yun yung mga challenges."

Participant 8

"Ayun, number 1 is discrimination kasi hindi mawawala yan, hindi lang

sa workplace, sa lahat ng lugar diba hindi mawawala yung discrimination ahh

kahit na ano ka, diba hindi lang LGBT, kahit babae pero mas maraming

nakukuhang discrimination ang LGBT diba, yun ang pinaka ahh biggest

challenge na hinaharap namin pero katulad nga ng sabi ko kanina na walang

problema… ewan ko lang din sa iba pero kasi hindi ko pinapakialaman yung

sinasabi talaga ng iba, katulad ng sabi ko kanina wala akong pakialam sa

sinasabi ng iba e, for as long as wala akong tinatapakan, nagtatrabaho ako ng

*maayos, continue lang. Opinyon nila yun e, bahala sila." *laugh**

"Learn the art of dedma sabi nga nila diba parang ahhh hindi ka naman

nabubuhay, nagtatrabaho sa kanila eh, diba lagi lang para sa sarili mo. Basta

always remember na ano man ang gawin mo basta wala kang tatapakan, huwag

mong intindihin sasabihin ng iba. Sabi nga nila, wag mo silang problemahin."

Participant 9

"Nacha-challenge ka kasi akala nila isa kang les, hindi mo kaya yung

trabaho ng lalaki, yon. Hindi nila kaya, ano yan girl pa rin yan, o'diba? At

least napatunayan ko dito, napatunayan ko sa kanila na kung ano ginagawa ng

lalaki, ginagawa ko rin, kumbaga advantage lang… kumbaga sa akin kasi ang

babae hindi nila makakayang magbuhat ng isang malaking tray yung box na

yon na malaki don, kita niyo yon, yung mga plato na ganyan hindi nila kayang

magbuhat jaan. At least ako kahit papaano nakakabuhat ako jan, ganon kasi

syempre kumbaga line na yan ng trabaho ko sanay na ako sa ganyan, ganon.

So bali doon pa lang advantage, advantage na ako don sa kanila kasi kumbaga

dual ang ano ko pwede akong mag slow, pwede akong mag medium, pwede

akong mag high, ganon."

Theme 4: Ties of Blood: Welcoming and Acceptance

The last of human relations is the relationships we develop and uphold with others in our lifeworld. According to Van Manen (1997), our human relations also encompass our conversations and connections with other people through the settings and situations we co-create and share. This theme illustrates the bond of the family in which the participants experience a problem that pertains to their gender identity. The family is one of the people who will give support in any situation. Baba Sandy (2018) stated, "Family is a continuum of resilience and a journey in humility from the past, present, and future generations." "It is a union of acceptance, unselfish sacrifices, joy, support, and love." In this case, their family members accepted and welcomed the participants despite any distractions.

Participant 1

"Kasi tulad niyan broken family naman kami parang nung nagpakilala

naman ako sa kanila na ganun ako, ganan, ganto ako tas yung partner ko nga

part din ng ano (LGBTQ). Ano… masaya naman sila, pero nagsabi lang din

sila na halimbawa gusto pa rin nila magkaroon ng apo sa akin, yon. Pero hindi

nila ako pinipilit na kailangan na ganun talaga. Wala tanggal naman, pero

kung sinasabi nga nila sakin kung may pagkakataon kasi kahit ako talaga sinasabi ko parin sa sarili ko, hindi rin kasi ako sigurado. Halimbawa, di ko kasi tinatali yung… tulad niyan may karelasyon ako, hindi ko tinatali yung sarili ko sa kanya kasi kumbaga, kasi ano hindi naman din masasabi yung darating pang panahon. Kasi pwede ka pa rin magbago. Siguro ganon yung sa ibang part ng LGBT, diba. Yon."

Participant 2

"At first, hindi, pero once na … nung bata syempre hindi pa, once na lumaki ka at na explain mo sa kanila aakapin eh, aakapin yan eh ng magulang, kapatid… kahit ano pa yan kahit sabihin pa natin tomboy ka, bakla ka, magulang mo yan eh tatanggapin at tatanggapin ka na nila… in the end of the day sila pa din ang magtatanggol sayo, kapatid mo, nanay mo, mga pinsan mo. Yon sa experience ko ha, ganon kasi tinanggap nila sila pa yung nagtatanggol eh, minsan."

Participant 5

"Oo naman tanggap naman agad wala namang ano, minsan lang syempre pagka yung may gusto ka, hindi ka nila agad matanggap diba kasi ganon nga."

Participant 6

"Fortunately enough uhmm there is no issue with my family in terms of my sexuality, they all know, so from the beginning they already know that for

the fact yun nga, you know I'm different, I'm an extraordinary person, so yeah, that's it."

Family means having someone to love a person unconditionally in spite of shortcomings. The acceptance of sexuality by the family without issue is one the moments where a person can feel the genuine love and support of their family.

How will you describe your life experience as part of the LGBTQ Community?

"Airplane? Hahaha. Because... uhm because... you know as you get higher, people are getting... you know. Oh di'ba, pag nasa lupa ka, ang daming taong nakakapansin na merong eroplano sa taas, so as we... as part of the LGBTQ, we're like airplanes na paakyat ng paakyat. So, getting... you know, habang tumataas eh parang we are creating more awareness for people, mas nakikita kami, mas nakikilala kami. So, in that case... uh you know, hopefully with creating awareness in our community we could create benefits for us, uhmm creating... you know strategies and plans for our well-being kasi syempre yun na nga nakikita na nga ng other companies, most especially in our industry that there is truly a diversity. We have a diverse set of people. So, hindi lang dapat heterosexual lang yung mga nakikita nila in terms of benefits but they also have to create strategies and ways and come up with plans for the well-being naman ng specifically in your thesis, which is the LGBTQ community. So yun."

Every employee, regardless of gender identity, will feel supported and

valued if the world has an open-minded atmosphere. Creating Awareness sometimes opens the eyes about the truth and educates people with the intention of influencing their attitudes, behaviors and beliefs.

Participant 7

"Actually before, because hindi naman ako nasa new gen diba, at first it will be hard for your family to accept but then again, ngayon kase parang it's a regular basis of acceptance na lang eh. But during our time it's not easy diba? You need to be some closeted at first and then if you're strong enough and then you have a strong will na kaya mo ng pangatawanan kung ano ka and then that's the only point in time na kaya mong sabihin na you're a part of LGBT community.

Participant 8

"Ayun, ahh sa 35 na kasi ako e so marami akong kwento ng mga LGBT na naririnig na mejo dumaan sila sa punto na nahirapan sila sa pagtanggap nug mga magulang nila ng mga family nila diba may mga sinasaktan. Luckily, isa naman ako dun sa mga tao na simula't sapul naman tinanggap kaagad ako, binigay sakin yung suporta ng buong family ko especially may dad kasi nung mejo kabataan ko pa, 35 na nga ako diba, nung kabataan ko pa siguro mga 17, 16 e ganyan nag jojoin ako ng pageant sa province, and every time na nagjojoin ako kasama ko palagi yung family ko. So isa ako sa ma-swerte na natanggap nila and proud sila kasi saka andito naman na ako ngayon, yun naman yung pinaka kinakaproud nila hindi naman ako yung iba na parang diba kasi may thinking yung ibang tao na basta bakla ka baklang kalye ka ganon ka ganyan,

so yun ang kinakaproud nila sa akin na nakita nila na nag-aral ako o dahil sa pag aaral ko o pagtitiyaga ko nandito ako ngayon sa posisyon ko sa magandang trabaho."

Participant 9

"Uhm ano, kumbaga silent lang kasi since ano elementary siguro kasi ikaw parent ka nararamdaman mo rin yun e kung ano yung anak mo diba pero ako nahihiya ako kasi napaka strikto ng daddy ko e, sobra. ang strikto niya kaya tinago ko siya kumbaga pero syempre nagkakaano na ako nagkaka-crush crush, ganon. Hindi ako nag so-showy, hindi ako showy ganon lang hanggang sa nag come out ako at the age of 25, matagal tagal din since na nag ano na since dumating, umuwi na ako galing abroad ayun na, wala na silang magawa pero okay na din."

How will you describe your life experience as part of the LGBTQ Community?

"Ang gulo (laugh) oo, parang kumbaga anong tawag dito- basta magulo. Kung sa tubig ba, minsan malinaw, minsan malabo, ganon. Kasi syempre number 1 lovelife diba, sa lovelife oo eto gusto ka niya, at the end- hanggang kailan ka niya gusto, tama a? ganon. Hmmm yun lang(laugh)"

Our decision in life sometimes proves that we always need to consider what consequences could bring because our life is like an open book. Everyone has something to say, but as long as the person knows what they want, everything will fall on what a person wants to become.

V. DISCUSSION

This study determined and explored the lived experiences of the LGBTQ as an employee in a selected tourism enterprise in the different municipalities of Cavite. This study also identified that gender discrimination still exists in the workplace, considering that people are now more understanding and accepting of different sexual orientations.

This study determined that despite having some support from the workplace, some participants still experienced gender discrimination, such as underestimating, name-calling, and forbidden benefits at work. However, most participants concluded that being happy in their workplace for not experiencing gender discrimination. The researchers also discovered that most of the participants who identified as lesbians experienced being underestimated in the workplace, saying that they were still women and unable to do men's work.

Being with an LGBTQ member led to different realizations; the researchers discovered that having a position in any industry plays a huge advantage, wherein it gives much freedom to do whatever a person wants as long as they are not violating the company's rules and regulations, they can also serve as an inspiration to other LGBTQ who are struggling to express who they are in their most accurate form. The researchers also revealed that, although living in the 21st century, parents and the elderly still had a hard time accepting that there are more people of both genders. The researcher also determined that the LGBTQ members' shared characteristics were being valued; they are individuals who fight to survive and seek to be granted respect in recognition of their hardships and perseverance.

The researchers also explored the relationship of the participants with their families, wherein most of the Gay participants in this study were accepted and supported by their own families. On the contrary, some of the Lesbian participants in this study had difficulty

discussing their sexual orientation. In line with this, most of the participants their families welcome tends to be more grateful and transparent at their work, and those participants their families do not welcome experienced difficulties living with their sexual identity. Moreover, while conducting interviews with the participants, the researchers discovered that not all were completely honest while sharing their experiences; some established boundaries in some justifications. Dreaming about a child causes the participants to be insulted by their families and co-workers. Since their families want the best for them, they are under pressure. Nearly all of our participants are accepted and embraced by their families, even though their co-workers and customers gossip about them and their capacity to perform duties that either men or women can do. They did not have any difficulty due to coming out and being open about who they were.

Furthermore, this study finds out that it is prevalent these days that many organizations offer courses on diversity in the workplace. Everyone is equally respected regardless of gender, ethnicity, or sexual orientation. The LGBTQ community, however, was not allowed to get the same benefits as regular workers, specifically in the airline industry. In contrast to non-LGBTQ people, members in the LGBTQ community are not permitted to request an emergency leave, designate their partner as a dependent in health maintenance organizations, or do anything else that would benefit someone as their partner. The fundamental justification for this is that same-sex marriage is illegal in our nation and is stated in the law.

In conducting this study, the researchers observed that the majority of the establishments covered did not have or promote gender inclusivity or any program that would support and protect their LGBTQ employees, leading the researchers to recommend the following:

The researchers recommended offering inclusion training in the workplace to increase understanding, improve communication and respect among co-workers, help employees better understand the lives of LGBTQ individuals, and avoid gender discrimination at work. It is essential to promote LGBTQ employees' inclusion, equality, and diversity. This will encourage a positive work environment where everyone feels valued and heard. Every business should also provide appropriate orientation for different groups around the world, whether it is in terms of religion or mainly in terms of sexual orientation. Gender is one of the main challenges that others struggle with, although it may appear minor to some.

The researchers also suggest that managers encourage their personnel to always exhibit patriotism to everyone they meet and teach them technical skills. To further motivate the LGBTQ Community to work in various industries, researchers suggest that all organizations where they are currently employed support, promote, and raise awareness of this issue. Additionally, giving them the same advantages as non-LGBTQ members

In general, 7 out of 10 participants reported being happy and content with their job and not experiencing discrimination at work. In contrast, the remaining three individuals talked about their experiences with it, including being made fun of by calling them unnecessary names, having guests who did not trust them, and being belittled by their co-workers. In a chosen tourism business, this study was able to investigate and discover the (1) lived experience as an LGBTQ employee, (2) challenges, and (3) realizations.

This study concluded that only one out of the ten tourism businesses in this study practiced diversity in the workplace, which forbids gender discrimination. This study also discovered that Lesbians, more so than any other LGBTQ individuals, have faced more discrimination.

A PROPOSED PROGRAM FOR LGBTQ EMPLOYEES IN THE SELECTED TOURISM ENTERPRISES

Rationale:

This program aims to educate and create awareness of the different tourism enterprises around the different municipalities in Cavite. Moreover, this program will help the establishments to help and support every LGBTQ employee. The establishments will create policies, rules, and regulations that will help develop gender inclusivity in the workplace.

This program will benefit the LGBTQ Community, the establishment, and the non-LGBTQ members.

The researchers will propose a seminar entitled "MAKING CHANGE: PROMOTING GENDER INCLUSIVITY IN THE WORKPLACE.

General Objectives:

This program will help to increase understanding, improve communication, and gain respect among coworkers. Also, this program will help non-LGBTQ employees better understand the lives of LGBTQ individuals. Lastly, to avoid gender discrimination at work to achieve a healthier workplace designed for every employee regardless of gender orientation.

Key Result Areas	Objectives	Action Plan/ Activities
Social	To implement a program that will help and support the members of LGBTQ working in a selected tourism enterprise.	Recommend a program such as seminars, workshops, and training that will discuss the gender inclusivity program in order to explore and understand the experiences of LGBTQ employees.
	To build a healthier workplace through creating a strong policy that will eliminate or lessen discrimination in the workplace.	Educating and training all the workers regarding what comprises discrimination. Supervisors and managers should receive training on how to handle discrimination in the workplace. Any allegations of discrimination should be handled discreetly and cautiously.
Economic	To provide the same benefit as the non-LGBTQ member received. To promote a healthy workplace as a result of a healthy economy.	Benefits in the workplace should be equally disseminated. The benefit includes emergency leave, which the LGBTQ employee can use whenever his or her loved ones need help. Celebrate an Annual Fashion Event to showcase the talents and beauty and boost confidence for every LGBTQ employee.

REFERENCES

Agarwal, P. (2018) "How to Create a Positive Workplace Culture"

https://www.forbes.com/sites/pragyaagarwaleurope/2018/08/29/how-to-create-a-

positive-work-place-culture.

Baboolall, D., Greenberg, S., Obeid, M., & Zucker, J. (2021). Being transgender at work.

McKinsey Quarterly.https://www.mckinsey.com/featured-insights/diversity-and-

inclusion/being-transgender-at-work

Baluyot, J. (2021) "What does a 'safe workplace' look like for LGBTQ+ employees?"

https://www.cnnphilippines.com/life/culture/2021/4/13/LGBTq-inclusive-workplace-

philippines.html

Blakemore, E. (2021) "From LGBT to LGBTQIA+: The evolving recognition of identity"

https://www.nationalgeographic.com/history/article/from-lgbt-to-lgbtqia-the-

evolving-rec ognition-of-identity

Callao, J.M. (2022) Homosexual Babaylans: Gender-crossing in Philippines'

https://villagepipol.com/homosexual-babaylans-gender-crossing-in-philippines-pre

colonial period/

Casal, C. (2018) "Survey finds that Filipino companies are not accepting of LGBTQ+"

https://www.cnnphilippines.com/life/culture/2018/11/14/Filipino-companies-not-

accepting-LGBTQ.html

Davidson, J. (2022). A Brief History of the Path to Securing LGBTQ Rights.

americanbar.org.,

https://www.americanbar.org/groups/crsj/publications/human_rights_magazine_home

/intersection-of-lgbtq-rights-and-religious-freedom/a-brief-history-of-the-path-to-

securing lgbtq-rights/

De Guzman, C. (2022) "In the Philippines, You Can Be Both Openly LGBT and Proudly

Catholic. But It's Not Easy"https://time.com/6184345/lgbt-philippines-catholic-

church-pride/ Dishman, L. (2018) A Brief (and Depressing) History of LGBT

Workers' Rights. fastcompany.com.https://www.fastcompany.com/40582182/a-brief-

and-depressing-history-of-lgbt-workers- rights

Dupreelle P., Novacek G., Lindquist J., Micon N., Pellas S., & Testone G. (2020) "A New

LGBTQ Workforce Has Arrived—Inclusive Cultures Must Follow"

https://www.bcg.com/publications/2020/inclusive-cultures-must-follow-new-LGBTq-

workforce

Dupree W. & Robison J. (2022) LGBT Employee Experiences; Here's What We Know

https://www.gallup.com/workplace/393983/lgbt-employee-experiences-know.aspx

Flores, A. (2021) Social Acceptance of LGBTI People in 175 Countries and Locations

https://williamsinstitute.law.ucla.edu/publications/global-acceptance-index-lgbt/

Friedrich Naumann Foundation (2020) "Thailand takes lead in LGBT rights."

https://www.freiheit.org/southeast-and-east-asia/thailand-takes-lead-lgbt-rights

Gattuso, R. (2021) The risks of coming out at work.

    https://www.bbc.com/worklife/article/20210526-the-risks-of-coming-out-at-work

Genevieve, C. (2018). The History of Sexual Orientation Discrimination.

    https://www.workingnowandthen.com/blog/history-sexual-orientation-discrimination/

Gruberg, et al. (2020) The State of the LGBTQ Community in 2020

    https://www.americanprogress.org/article/state-lgbtq-community-2020/

Hollingsworth, J. (2019) "Taiwan legalizes same-sex marriage in historic first for Asia."

    https://www.cnn.com/2019/05/17/asia/taiwan-same-sex-marriage-intl/index.html

Human Rights Campaign Foundation (2022). The wage gap among LGBTQ+ workers in the

    United States.https://www.hrc.org/resources/the-wage-gap-among-lgbtq-workers-in-

    the-united-states Isaac, D. (2019) "Useful Lessons Learned from LGBT

    History"https://www.equalityhumanrights.com/en/our-work/blogs/useful-lessons-

    learned-LGBT- history

Jebara, P. (2021) In the Aviation Industry, the LGBTQ+ Experience Just Keeps Getting

    Better. https://www.tripsavvy.com/lgbtq-experiences-in-aviation-5188825

LGBTQ Rights Milestones Fast Facts. (2022)https://www.cnn.com/2015/06/19/us/lgbt-

    rights-milestones-fast-facts/index.html Ma, S., Hao, L. and Aloysius, J. A. (2021).

    Women are an advantage in supply chaincollaboration and efficiency, Production and

    Operations Management 30(5): 1427–1441.

    https://onlinelibrary.wiley.com/doi/abs/10.1111/poms.13329

Liviu C.M., Matías G. & Ignasi B.I., (2021) "Strategies for Coping with LGBT

    Discrimination at Work: A Systematic Literature Review" Sexuality Research and

    Social   Policy volume 18, pages339–354

(2021)https://link.springer.com/article/10.1007/s13178-020-00462-w

Madrigal-Borloz, V. (2022) "United States: UN expert warns LGBT rights being eroded,

urges stronger safeguards."https://www.ohchr.org/en/press-releases/2022/08/united-

states-un-expert-warns-lgbt- rights-being-eroded-urges-stronger

Matsangou, E. (2019) "Chasing the rainbow: the tourism industry is becoming more

inclusive."https://www.businessdestinations.com/relax/chasing-the-rainbow-the-

tourism-industry-is- becoming-more-inclusive/

Mendos, L. R., et. al. (2020). State-sponsored homophobia: Global legislation overview

update.ILGA World.https://ilga.org/ilga-world-releases-state-sponsored-homophobia-

December-2020-update Newman, B. (2020) Theories of Adolescent Development

Https://www.sciencedirect.com

Nikolopoulou, K. (2022) "What Is Purposive Sampling? | Definition & Examples"

https://www.scribbr.com/

OECD., D. (2019). Society at a Glance 2019. ORGANIZATION FOR ECONOMIC.

https://www.oecd.org/social/society-at-a-glance-19991290.htm

Porter, R. (2022). "A Brief History of LGBTQ Equality in the

Workplace."https://firsthand.co/blogs/diversity/a-brief-history-of-lgbtq-equality-in-

the-workplace

Quick Take (2022) LGBTQ+ workplace issues. Catalyst

https://www.catalyst.org/research/lgbtq-workplace-issues/

Reyes, L., (2022) "A quick dive into the history of the LGBTQIA+ community in the

Philippines"https://pop.inquirer.net/329530/a-quick-dive-into-the-history-of-the-

LGBTqia- community-in-the-philippines#ixzz7fHbvG8Y0

Rish, S., Graham, M., Taket, A., & Shelley, J. (2013). Navigating the terrain of Lived

Experience: The Value of Lifeworld Existential of Reflective

Analysis.https://journals.sagepub.com/doi/pdf/10.1177/160940691301200125

Rudin, J., Billing, T., Farro, A., & Yang, Y. (2020). Bigenderism at work? Organizational

responses to trans men and trans women employees. Organization Management

Journal, 17(2), 63-81.https://www.emerald.com/insight/content/doi/10.1108/OMJ-02-

2018-0507/full/html Sears, B., Mallory, C., Flores, A. R., & Conron, K. J. (2021).

LGBT people's experiences ofworkplace discrimination and harassment. The

Williams Institute at University of California, Los Angeles School of Law.

https://williamsinstitute.law.ucla.edu/publications/lgbt-workplace-discrimination/

Smith, J & Osborn, M., (2021) Interpretative Phenomenological Analysis"

https://typeset.io/papers/interpretative-phenomenological-analysis-1rd3eyxs1j

Smith, J., Flowers, P., & Larkin, M., (2021)

https://books.google.com.ph/books/about/Interpretative_Phenomenological_Analysis

Stanford Medicine (2019) "Religion" https://geriatrics.stanford.edu/

Statistics Canada. (2021) A statistical portrait of Canada's diverse LGBTQ+ communities.

The Daily.https://firsthand.co/blogs/diversity/a-brief-history-of-lgbtq-equality-in-the-

workplace

Stephens, D. (2018) "Case Study of Inclusive Environments for Lesbian, Gay, Bisexual,

Transgender Employees" scholarworks.waldenu.edu

https://scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=6811&context=disserta

tion s

Teague, C. (2021) Remove the mask and being your authentic self

https://www.linkedin.com/pulse/remove-mask-being-your-authentic-self-courtney-

teague-edd

The Japan Times (2020) "Quarter of LGBTQ people in Japan have been outed, survey

shows." https://www.japantimes.co.jp/news/2020/10/29/national/social-issues/lgbt-

outing-survey/

Trades Union Congress (2019) "Sexual harassment of LGBT people in the workplace: A

TUC

reporthttps://www.tuc.org.uk/sites/default/files/LGBT_Sexual_Harassment_Report_0

.pdf?fbcli

TTR Weekly (2019) "Asia's top gay-friendly destinations"

https://www.ttrweekly.com/Turek, E. (2022) "LGBT Friendly Japan"

https://www.japan.travel/en/uk/inspiration/lgbt-friendly-japan/

United Nations Development Programme (2018) "Report details workplace discrimination

faced by LGBTI people in China, the Philippines and

Thailand."https://www.undp.org/asia-pacific/press-releases/report-details-workplace-

discrimination-faced-lgbti-people-china-philippines-and-thailand

United Nations Human Rights (2023) About LGBTI people and human rights

https://www.ohchr.org/en/sexual-orientation-and-gender-identity/about-lgbti-people-

and- human-rights

Wolny, N. (2019). The LGBTQ+ community has $3.7 trillion in purchasing power; Here's

how wewant you to sell to us.https://www.entrepreneur.com/growing-a-business/the-

lgbtq-community-has-37-trillion-in- purchasing-power/334983

Wong, B. (2022) "Supporting LGBTQ+ Workers' Mental Health."

https://hbr.org/2022/07/supporting-lgbtq-workers-mental-health

World Report (2020) "Japan Events of 2019" https://www.hrw.org/world-

report/2020/country-chapters/japan

Your ERC (2019) "Workplace Culture: What It Is, Why It Matters, and How to Define It"

https://www.yourerc.com/blog/post/workplace-culture-what-it-is-why-it-matters-

how- to-define-it.

2022-2023

**Tourism Carrying Capacity: A Case of Picnic Grove
in Tagaytay City**

Gonzales, Gibson V., Mugar, Stephanie Alliah R., Rodriguez, John Joseph A.

Zara, Trisha Jennel C.

I.   ABSTRACT

The tourism industry is expanding continuously worldwide to have better economic growth. One of the Philippines' top tourist destinations is constantly visited because of its scenic view, and cold weather is Tagaytay City. As tourism in Tagaytay City continuously increases, it also affects the natural resources of the tourist attraction. One of the biggest problems of the City of Tagaytay is the vast number of tourists visiting to see natural beauty. Carrying capacity is one way to limit the damage. This study's main objective was to assess and evaluate Picnic Grove in Tagaytay City's ability to accommodate tourists. As a result, the physical carrying capacity of Picnic Grove shows that it is a safe and friendly ecotourism site. In terms of economic carrying capacity, Picnic Grove is financially capable to operate and to support their expenses. Social carrying capacity has a positive impact on the community as well as on tourists. The researchers created a proposed tourism development plan to support Picnic Grove's physical, economic, and social carrying capacity. The study utilized a descriptive single-case study approach. The researchers set the criteria for the personnels who work for at least one year at Picnic Grove Tagaytay, the tourists should be repeat guests of the tourist attraction and the residents should be living within five hundred meters around Picnic Grove. The study came to the conclusion that Picnic Grove benefits both the local population and the tourists.

Keywords: *Carrying Capacity, Physical Carrying Capacity, Economic Carrying Capacity, Social Carrying Capacity*

II.   INTRODUCTION

The tourism industry is expanding continuously worldwide to have better economic growth. At the same time, its fast and uncontrollable growth could be a significant factor— loss of local identity and traditional culture, as well as deterioration in environmental conditions (Mason,2020). One of the Philippines' top tourist destinations that is constantly visited because of its scenic view, and cold weather is Tagaytay City.

As tourism in Tagaytay City continuously increases, it also affects the natural resources of the tourist attraction. One of the biggest problems of the City of Tagaytay is the vast number of tourists visiting to see its natural beauty. One of the ways in order to minimize the possible damage brought by the number of tourists is the carrying capacity. The phrase "carrying capacity" refers to the most guests that can be accommodated in a given region, which not only advances the tourism industry and meets visitor needs, but also protects the environment and lessens its effects (Zhao & Jiao, 2019). Hence, the researchers decided to focused more on physical, economic, and social carrying capacity. There are already several existing studies (Cabayan, 2017) related to carrying capacity in a tourist attraction, but there are no relevant studies pertaining specifically to Picnic Grove.

Four questions were formulated to assess the tourism-carrying capacity of Picnic Grove in Tagaytay City. The first question was, what is the physical carrying capacity of Picnic Grove in Tagaytay City? The second one was, what is the economic carrying capacity of Picnic Grove in Tagaytay City? The third question was, what is the social carrying capacity of Picnic Grove in Tagaytay City? The last question was, what is the proposed tourism development plan?

This study's main goal was to evaluate Picnic Grove's ability to accommodate tourists

in Tagaytay City in terms of physical, economic and social carrying capacity.

III.   METHODS

The theoretical framework developed by eco call consultant services (2020), which incorporates all necessary components within the carrying capacity of the tourist attraction and sustainability indicators, served as the study's theoretical foundation. The effects that go against the carrying capacity can be tracked with the use of sustainability indicators.

The research design for the study was qualitative descriptive single case study. Qualitative research gathers and examines non-numerical data in an effort to comprehend concepts, perspectives, or experiences better. This study also employed a descriptive research design, which is a single case study. It can be utilized to develop innovative research suggestions or gain a thorough understanding of a subject. Single- case designs, however, are typically appropriate when the case is a critical instance (meets all requirements for testing a theory), when it is an exceptional or rare case, when it is a revelatory case, or when the research is exploratory (Yin 1994). Between-group research typically evaluates many participants on few instances, whereas single-case methods typically evaluate few participants on numerous occasions (Kazdin, 2021).

A single case study was used in this study since it allowed researchers to explore and gain a thorough catch of the tourism carrying capacity of Picnic Grove in Tagaytay City in terms of its physical, economic, and social aspects. Purposive sampling was utilized by the researchers, and respondents were chosen based on their qualifications and availability. The researchers set the criteria for the personnels who work for at least one year in Picnic Grove Tagaytay, the tourists should be repeat guests of the tourist attraction and the residents should be living within five hundred meters around Picnic Grove.

The researchers utilized modified adopted interview guide questions which is an effective tool for gathering information needed for this study. The first part is a focus group discussion/interview which consists of interview guide questions concerning the physical and economic quality of carrying capacity conducted to the personnel of the Picnic Grove in Tagaytay City. The second part is also composed of modified adopted interview guide questions conducted to the repeat tourists of Picnic Grove and the residents within five hundred meters around the site. The modified adopted interview guide question underwent validation by at least three validators. In order to collect and analyze the information from the participants, researchers employed interview guide questions, consent forms, papers, pens, and a voice recorder.

In this study, both primary and secondary data were employed. The workers, residents, and tourists who responded to the questionnaire and interview provided the primary data. Books, related studies, journals, and pertinent information found online served as primary sources for secondary data.

IV.   RESULTS

Physical carrying capacity is the maximum number of tourists that an area is actually able to support. Picnic Grove in Tagaytay City has a theme which is "keeping Picnic Grove a physical carrying capacity tourist-friendly". The paper discussed the physical features of the ecotourism park and its capacity to accommodate all of the visitors.

There are six factors to consider when determining whether the park can handle all the visitors. The Picnic Grove maintenance in keeping the area clean, safe, and tourist- friendly, the parking spaces where it discusses the allowed number of vehicles and other places where the tourists can move around, the shopping and food hub, the water sources, including whether

or not they have enough pump power and their quality, the status of waste segregation and

noise, and the Picnic Grove.

Table 1
Keeping Picnic Grove Physical Carrying Capacity Tourist-Friendly

Theme: Keeping Picnic Grove Physical Carrying Capacity Tourist Friendly	Subthemes	Evidences		
		Personnel	**Tourists**	**Researchers**
	Spacious Parking Area	*"Enough ang parking space naming, actually kaka bukas lang ng multi-level parking area naming. Kahit nagtaas kami ng entrance fee, dinagdagsa pa din naman kami ng tourist. Pagdating naman sa cottages, lahat naman ng tourist naaaccommodate since napakadami naming cottages. When it comes to our tourist arrival, may list kami per month like nung January, nakamahigit one hundred thousand tourist kami lalo na siguro ngayong April since nag*	*"Pagdating naman sa parking, hindi kami nahihiraman ng pag papark-an kasi sobrang lawak ng parking space nila. Pagdating sa entrance fee at cottages, syempre expected na naming na magtataas siya pero affordable pa din naman and grabe naman ung experience naming dito so okay lang."*	*"May enough na cottages and parking spaces naman si Picnic Grove. Almost 80-90% ng cottages ang nagagamit during weekends. Grabe din yung mga sasakyan kasi kahit na more than two hundred vehicles na yung nasa loob ng Picnic Grove ay talaga kaya nila ito iaccommodate."*

		mahal na araw, mas maraming tourist."		
	Organize Food Hub	*"Pagdating sa mga stalls natin sa loob, para walang lamangan na nagaganap, kailangan same pricing sila, kung ano yung price ng isa ay ganun din sa iba. Bahala na ang tourist kung saan nila gusting bumili. Ang maganda pa din is nakahiwalay ang mga souvenirs natin sa mga pagkain section."*		*"May total of 70 stalls sila sa loob ng Picnic Grove. Yung mga food section ay nasa taas while yung mga souvenirs naman ay nasa baba. Katulad ng sabi ni personnel, talaga ngang same price sila so siguro pagalingan na lang sila sa pagbebenta. Kumikita naman sila pero ayaw nilang sabihin kung magkano."*

	Adequate Water Sources	*"Pagdating sa tubig, wala kaming nagiging problem dahil may deep well kami, actually kaya nga naming supplyan ng tubig ang buong barangay na sakop namin, pero hindi lang talaga sya pwedeng inumin. Pag dating sa mga used water naman deretso sya sa aming drainage, yun."*	*"May tubig naman kaso mas maganda siguro kung may mga hugasan ng kamay dito sa labas para hindi mo na kailangan pumunta pa ng cr and sana may mga drinking fountain din."*	*"Sa observation naman, may enough na water supply naman talaga sya kasi malaki yung deep well nila kaso lang wala silang water treatment and hindi din safe inumin yung tubig nila."*
	Status of Waste Management	*"Sa waste segregation, hindi na namin siya pinapractice ngayon kasi hindi din naman finofollow ng tourist, kahit maglagay kami ng signage, wala pa din pero yung nag cocollect ng basura namin every morning ay sila na yung nagsesegregate non so yun."*	*"Waste segregation? Wala naman silang ganon dito, wala kaming nakikita kasi kung meron man, syempre need ifollow yon kaya susunod kami kaso wala e. Pero may mga basuhan naman sa paligid kaya hindi din nagkalat ang basura."*	*"Hindi napapractice ang waste segregation. Kahit na may mga basurahan sila, hindi enough yon dahil sobrang daming tourist kaya dun sa tambakan nila ng basura, talagang napaka gulo."*

	Status of Noise Control	*"Pagdating sa ingay, wala kaming control dyan kasi nga*	*"Ingay? Siguro hindi namin maiiwasan yon kasi nag punta*	*"Based on our observation, hindi naman nakakasagabal*
		open space eto. Pwede ang loud music as long as hindi sila sagabal sa mga operations dito sa Picnic Grove. Wala namang problema pagdating sa ingay, wala din kaming natatanggap na reklamo sa tourist."	*kami dito para magrelax and mag enjoy. Pero siguro para makabawas sa ingay e hindi nalang kami magpapatugtog ng sobrang lakas and normal na kwentuhan lang, ganon."*	*ang ingay sa loob, para lang syang normal place, normal na kwentuhan and tawanan ganon. Wala din namang tourist na nagkakagulong dahil sa ingay."*
	Maintenance	*"May mga assigned personnel kami like pag may sirang tubo or what, ang engineering department na ang bahala jan, may parking attendant kami, sa mga security tas sa clinic."*		*"Sabi ng personnel kasi may mga nakaassign na tao like taga maintain ng cleanliness pero wala kaming nakikita or andyan sila pero hindi lang kami aware na sila yon kasi wala silang uniforms."*

A physical carrying capacity is the maximum number of tourists which can be accommodated in a specific area. The Picnic Grove provided information about tourist arrival wherein the estimated tourist arrival in the month of January, February, and March this year has a total of 444, 341 tourists, the year 2022 has a total of 1, 169, 911 tourists, the year 2021 has a total of 682, 946 tourist and the year 2020 has a total of 331, 413 tourists. The area has a total of 122 cottages from table type to a pavilion style where it can accommodate all the tourists, a spacious picnic area, and a parking space that can occupy at least 250-300 vehicles. The ecotourism site has a total of 70 stalls which cost P 4, 500.00 of rent per month. The stalls are composed of 5 restaurants, 17 food hubs and the rest are for souvenirs where the products in every stall should all be the same.

The management's major water supply is a deep well that can accommodate all visitors and nearby residents. However, despite an adequate supply, the water is still not suitable for consumption, as indicated by the tourist's desire for a drinking fountain. Since the majority of tourists did not adhere to the simple guideline, waste segregation was not practiced inside the area, instead, it is done every morning during garbage collection. There were no specific rules regarding noise in the place. Since it is an open area, the management has little control over the tourists.

Economic carrying capacity is the extent to which a tourist location can accommodate visitor functions without sacrificing local activities. It has to do with the level of acceptable change in the local economy of a tourist destination. Its "financial capability" theme is on Picnic Grove's financial management in terms of making a financial strategy for the future, saving money, preparing for potential unforeseen circumstances, using credit responsibly and staying away from debt overload.

There are two factors to take into account while determining Picnic Grove's economic carrying capacity. The first section discusses the various ways that Picnic Grove generates income from the sale of goods and the provision of services. The final section discusses the costs associated with operating an ecotourism park on a monthly or annual basis.

Table 2
Financial Capability

Theme: Financial Capability	Subthemes	Evidences	
		Personnel	**Researchers**
	Sources of Revenue	*"Yung sources of revenue namin is nanggagaling dun sa entrance fee namin which is 75 Pesos each tapos yung parking fee Naman na nagrarange from 50-150 pesos. Sa Cottage naman, nakakakuha kami Ng revenue from 150-600 pesos and also sa stalls rentals na 4,500 each per month. We also have zipline that cost 300 pesos two-way na siya then yung comfort room fee na 10 pesos and horseback riding na 350 per hour and 30 pesos for picture taking*	*"The researchers observed na yung ibang pricing is not suitable for the service or products. Example nalang isyung restroom na may bayad kahit na public park yon. The zipline is also pricy para sa short distance lang tapos sa horseback riding na iikot ka lang sa loob ng picnic grove, nagcocost na sya ng 350 per hour."*
	Picnic Expenses	*"Expenses, yung mga indirect cost namin is yung mga utilities namin. Yearly ang estimated namin ay nasa 51 million then sa direct cost naman naming ay estimated na nasa 2 million. Yung salary kasi umaabot sya ng halos 1.2 million a year,*	*"The researchers observed na yung mga expenses ng management is enough para masustain yung revenue na mayroon sila."*

		yung maintenance naman ay iba iba kasi depende sya	
		sa mga damage pero nag bubudget kami don ng nasa o and a half million. We also have insurance para sa mga empleyado and it cost twenty-five thousand."	

From the data gathered from the participants, the researchers found that Picnic Grove has economic stability. The management has provided charts to be transparent to the people from their expenses and the breakdown of their yearly budget. The personnel were compensated with benefits and salaries according to their job description. The management also provided their breakdown of expenses for the direct and indirect costs of Picnic Grove. The source of revenue that helps to support the expenses is the entrance fee which costs P 75.00 for four years old and above. The rental of cottages ranges from P 100.00 – P 600.00. Recreational activity like zipline costs P 300.00 and horseback riding costs P 350.00 per hour, and lastly the shop rentals cost P 4,500.00 per month. These revenues are used to support the park's overall operation.

Social carrying capacity has something to do with the negative socio-cultural effects brought on by the growth of tourism. The organization is held accountable for the results of its decisions and actions on people, the environment, and society in this "socially responsive ecotourism park" idea.

When figuring out Picnic Grove in Tagaytay City's social carrying capacity, there are two things to take into account. The first is the local residents' sources of income, where those who live close to the ecotourism park obtain income to cover their living costs or daily needs.

The second one is called "customer delight," and it involves going above and beyond what

customers anticipate in order to provide them with a positive, long- lasting experience.

Table 3
Socially Responsive Ecotourism Park

Theme: Socially Responsive Ecotourism Park	Subthemes	Evidences		
		Tourists	**Local Residents**	**Researchers**
	Sources of livelihood for locals		*"Sobrang laking tulong ng picnic grove para sa mga residente dito. Nagbibigay sila ng hanap buhay sa mga locals natin. Yang mga nagtitinda sa loob, lahat yan residente dito tapos yang mga bukyo drivers natin syempre nagkakapasahero sila dahil maraming turista dito. SInusuportahan din ng picnic grove yung mga local entrepreneurs natin kahit nasa labas pa yan ng park."*	*"Malaki ang tulong na nabibigay nila sa mga local residents. Pinaprioritize nila ang mga residente dito pag mayroon job offers. Pinapayagan nila magtinda ang mga vendors sa loob ng park, syempre malaking tulong na yon kasi Nakita ka kahit papano."*

	Customers delight.	*"Satisfied kami kasi super nakaka relax siya, ang lamig tapos ang ganda pa ng view. Hindi naman ganon kaingay kaya sobrang nakakaenjoy, kaya nga paulit ulit kaming pumupunta dito e, lalo na ngayon na Bagong renovate sya, mas gumanda."*	*"Sa tingin naman namin satisfied ang mga tourist kasi palaging dinadagsa e kahit weekdays pa yan. At syempre masaya para samin na locals kasi pag maraming turista, marami ring income ang mga entrepreneurs natin and kahit yung mga small vendors."*	*"Satisfied and tourist kasi nakakapag enjoy naman talaga sila. Kahit kami, nakakapag relax kami, parang nakakawala ng pagod kasi ang ganda ganda ng view mo tapos ang dami pang pwedeng bilhin and activities."*

Picnic Grove is quite beneficial in terms of providing a source of income for the local residents. The vendors inside the area, even the *bukyo* drivers are residents of the barangay. Picnic grove also supports local entrepreneurs, even those who are outside the area. They also prioritize applicants who reside in the same barangay near Picnic Grove. According to the residents, having this tourist attraction is a great help for them.

When it comes to customers' satisfaction, it provides delight and a motivation for them to return to the tourist attraction based on their experience and because the place is tourist friendly.

V. DISCUSSION

In terms of its physical, economic, and social characteristics, this study analyzed and assessed Picnic Grove in Tagaytay City's tourism carrying capacity.

The Picnic Grove in Tagaytay City was found to have maintained and constantly monitored its tourists' carrying capacity in terms of its physical, economic, and social qualities. In order to examine the city's physical, social, and economic carrying capacities, the study determined the state of Picnic Grove Tagaytay at the present time. The term "carrying capacity for tourism" refers to "the maximum number of tourists that can travel to a destination at the same time without damaging the physical, economic, and social socio-cultural context and a disappointing experience that decreases the quality of visitor satisfaction" (WTO, 1981). TCC can also be "the maximum number of visitors to a tourist area" without adverse effects on environmental resources, while, as stated by Hens (1998), this is the maximum carrying capacity of a socioeconomic, environmental, and natural system beyond the facilities that have reached their physical carrying capacity, the (Environmental Carrying Capacity). The environment reduces the decrease in (perceptual or psychological) visitor satisfaction (Pearce, 1989), which is "carrying capacity". Mexa & Coccossis (2004) stated that carrying capacity is not without criticism, but assessment is still a useful idea that can be used in sustainable tourism management and planning. Sacred & Friends (2008) noted that in addition to describing all the restrictions, the idea of carrying capacity also reflects the increase in tourism. a compensatory mechanism to control the amount of tourism that flows into an area, while according to Bonilla & Bonilla (2009), this idea should be considered a dynamic prism that looks at time as something positive and a fundamental principle for the management of sustainable areas. The study revealed that picnic grove staff offered and gave information about their tourist arrivals,

stating that there was an adequate amount of water, spacious parking spaces, and no complaints about noise. Although waste is managed properly, waste segregation was not properly executed in the area. Waste segregation is the activity of separating various wastes for proper disposal and recycling (Asadullah, Karthik, & Dharmappa, 2013). Also, the tourists suggest that they can help the site by simply following the rules that can help to sustain the Picnic Grove. Overall, the physical carrying capacity of Picnic Grove shows that it is a safe and tourist friendly ecotourism site. The researcher found out that the picnic grove in Tagaytay City maintains its economic carrying capacity in terms of using its revenue for its allocated expenses like salaries, utilities, and maintenance of the said ecotourism site. For economic carrying capacity, according to Kontogeorgoloulos N., 1999, few studies have looked at the overlap, conflicts, and intricate relationships between sustainable tourism and sustainable development in practice, despite the issues gaining more and more attention from travelers, government planners, and academics. The researcher found that the picnic grove in Tagaytay City is financially capable to maintain its economic carrying capacity in terms of using its revenue for its allocated expenses like salaries, utilities, and maintenance of the said ecotourism site. Also, Picnic Grove helps local entrepreneurs. Picnic Grove provides a source of income for the locals. According to Bansal & Kumar, (2013) by giving the local community a more sustainable alternative source of income, ecotourism aids in the development of local communities. Its goal is to preserve resources, particularly biological diversity, and maintain sustainable use of resources, which can provide travelers with an ecological experience, protect the environment, and yield financial benefits. The management also prioritizes the residents when it comes to job offers, they allow them to sell for them to have an income for their daily needs.

Tourists can feel psychologically at ease spending more time and money at the tourist place and can have more opportunities to learn about the local cultural knowledge when the surroundings, service attitudes, and other features (conceptual value) are ensured. Also, clients who have positive shopping experiences may feel that they received good value for their money, which raises economic worth (L. Zeng & R. Yi Man Li, 2021). The research finding shows that the tourist keeps coming back because of its fascinating view and weather. Many residents' livelihood comes from Picnic Grove and the tourists. Overall, Picnic Grove has a positive impact on the community as well as on tourists.

In addition, there are some essential things that the researchers have discovered while conducting the study. First, there is no proper garbage disposal and no waste segregation at all. The person being interviewed stated that they no longer practice or implement waste segregation at Picnic Grove because some tourists are not following it. However, the personnel also mentioned that their trash is being collected every morning and the garbage collectors are the ones who segregated it. Second, the researchers also noticed that many of their cottages were run down and some of its parts were scattered everywhere which can cause accidents to the tourists roaming around the place. Lastly, the researchers also discovered that the Picnic Grove Tagaytay has its own source of water, which is the deep well that is why the personnel stated that they have enough water supply for the tourist and even the residents residing near the tourist attraction.

The researchers suggested a tourism development plan for the Picnic Grove community as well as for the Local Government of the City in order to further attract tourists to visit the Picnic Grove in Tagaytay City. It all comes down to the physical, economic, and social carrying capacities of the tourist attractions. The number of individuals who can utilize a recreational

place without significantly harming the environment, according to Mathieson & Wall (1982).

The researchers proposed a tourism redevelopment plan for the tourist attraction's physical carrying capacity to reconsider placing a drinking fountain in particular areas of the place. Also, a renovation process for some cottages at the said place. Another is to strictly implement and monitor the waste segregation, and an additional comfort room for the tourists. A proposed plan for economic and social carrying capacity is implementing at least a 5 to 10% discount to those local residents residing at Tagaytay City and signage at the entrance which states how many tourists are inside the park and how many tourists are allowed inside without causing any distraction and inconvenience to the tourists.

This proposed plan will help Picnic Grove to gain more tourists and at the same time to take good care of the environment and the facilities.

General Objective:

To encourage the tourists to visit Picnic Grove in Tagaytay.

Specific Objectives:

- To satisfy the needs and also the wants of the tourists.

- Redevelopment plans to provide more service not only to the tourists but also to the local residents.

- To provide a design of parks and facilities that will achieve safety, accessibility, and aesthetic values.

Table 4
Proposed Development Plan

Key Result Areas	Objective s	Action Plan/Activities	Key Performance Indicators	Source of Funds	Location
(Physical)	To	Reconsider	To help the	Local	Brgy.

2022-2023

Beautification of the Picnic Grove in Tagaytay City.	improve the facilities in the area	placing drinking fountain and hand washing station for the tourists. Strictly implement waste segregation inside the ecotourism park. Renovation of some facilities.	organizations improve the park and attract more visitors.	Government Unit supported by the Department of Tourism	Sungay East, Tagaytay, City
(Economic and Social) Discounts for the local residents near the park and loyalty discount card for repeat tourists.	To satisfy the needs of tourists as well as the local residents.	To implement at least 5-10% discount to those local residents near the park. Reconsider giving loyalty discount card to those tourists who visited the Place more than 5-7 times.	For the tourist to experience the beauty of the place with a chance to receive a simple token of appreciation and/or a discount.		Brgy. Sungay East, Tagaytay City.

REFERENCES

Al-Ansi, A., Chua, B. L., Tariq, B., Radic, A., & Park, S. H. (2020). The Post-Coronavirus World in the International Tourism Industry: Application of the Theory of Planned Behavior to Safer Destination Choices in the Case of US Outbound Tourism. International Journal of Environmental Research and Public Health, 17(18), 6485. https://doi.org/10.3390/ijerph17186485

Aliyeva, Z., Zakypbek, M.m Aktymbayeva, A., Assipova Z. and Saidullayev, S. (2022, July4). Assessment of Recreation Carrying Capacity of Ile- Alatau National Park in Kazakhstan.https://www.academia.edu/68911043/Assessment_of_Recreation_Carrying_Cap acity_of_Ile_Alatau_National_Park_in_Kazakhstan

Averion, A. S., Dela Cruz, S. K., Ocana, G. V., & Tabuyo, Dr. J. (2021, July). INCLUSIVE TOURISM OF PICNIC GROVE TAGAYTAY: BASIS FOR A PROPOSED ENHANCE ACTION PLAN, Averion, Alecsandra Simone C., Dela Cruz, Shannon Kate M., Ocana, Giles Virose, Dr. Jimford Tabuyo, International Journal of Social Science and Humanities Research, ISSN 2348- 3156 (Print), ISSN 2348-3164 (online), Research Publish Journal.
https://www.researchpublish.com/papers/inclusive-tourism-of-picnic-grove-Tagaytay-basis-for-a-proposed-enhance-action-plan

Bansal & Kumar (2013). Ecotourism for Community Development: A Stakeholder's Perspective in Great Himalayan National Park https://doi.org/10.4018/978-1-4666-3613-2.ch007

Bayar and Yilmaz (2021), Environmental Effects of International Tourism in Mediterranean

European Countries: a Panel Cointegration and Causality Analysis. Polish

Journal of Environmental Studies, 2021, Vol. 30 Issue 2, p1539-1547, 9p; DOI:

10.15244/pjoes/125938

Benedetto, G., Congiatu, P. P., Simeoni, U., & Carboni, D. (2019). Tourism analysis at

Asinara Island (Italy): Carrying capacity and web evaluations in two pocket

beaches. Ocean &Amp; Coastal Management, 169, 27– 36.

https://doi.org/10.1016/j.ocecoaman.2018.12.004

Bertocchi, D. (n.d.). Venice and Overtourism: Simulating Sustainable Development

Scenarios through a Tourism Carrying Capacity Model. MDPI. Retrieved November

3, 2022, from https://www.mdpi.com/2071-1050/12/2/512/htm

Brown-Roomes N. (2018). Residents' perception of their quality of life and tolerance of

tourism as a diagnostic model for assessing the social carrying capacity in small

island developing states: The case of Ocho Rios, Jamaica.

https://hdl.handle.net/11244/321156

Dahal, R. (2019). Relationship between Social Carrying Capacityand

Tourism Carrying Capacity: A Case of Annapurna Conservation Area,

Nepal. Journal of Tourism and Hospitality Education, 9, 9–

29. https://doi.org/10.3126/jthe.v9i0.23677

Gumba, Bernadette & Balagtas, Charlie. (2022). Physical Carrying Capacity

ofSelected Tourism Sites and Social Opportunity for Local Resident Tourists in the

Philippines. International Journal of Research and Innovation in Social

Science. 06. 56-61. 10.47772/IJRISS.2022.6602.

Gutierrez, E. (2022). Participation in Tourism: Cases on Community-Based Tourism (CBT) in the Philippines. Ritsumeikan Journal of Asia Pacific Studies. https://doi.org/10.34409/rjaps.37.1_23

Kontogeorgopoulos, N. (1999). Sustainable Tourism or Sustainable Development? Financial Crisis, Ecotourism, and the "Amazing Thailand" Campaign. *Current Issues in Tourism*, *2*(4), 316–332. https://doi.org/10.1080/13683509908667859

Kurniawan, F., Romadhon, A., Bengen, D. G., Sjafrie, N. D. M., Damar, A., & Kleinertz, S. (2021). Assessing social-ecological system carrying capacity for urban small island tourism: The case of Tidung Islands, Jakarta Capital Province, Indonesia. Ocean &Amp; Coastal Management, 212, 105844. https://doi.org/10.1016/j.ocecoaman.2021.105844

Kyrylov, Y., Hranovska, V., Boiko, V., Kwilinski, A., & Boiko, L. (2020b). International Tourism Development in the Context of Increasing Globalization Risks: On the Example of Ukraine's Integration into the Global Tourism Industry. Journal of Risk and Financial Management, 13(12), 303. https://doi.org/10.3390/jrfm13120303

Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. Tourism Management Perspectives, 34, 100652. https://doi.org/10.1016/j.tmp.2020.100652

Manzoor, F., Wei, L., Asif, M., Haq, M. Z. U., & Rehman, H. U. (2019). The Contribution of Sustainable Tourism to Economic Growth and Employment in Pakistan. International Journal of Environmental Research and Public Health, 16(19), 3785. https://doi.org/10.3390/ijerph16193785.

Mason P. (2020). Tourism Impacts, Planning and Management 4th

Edition.https://www.skylineuniversity.ac.ae/pdf/tourism/Tourism%20Impacts.pdf

Sharma, N., Yadava, A. K., Aarif, M., Anandaram, H., Alalmai, A., & Singh, C. (2022).

Business Opportunities and Challenges for Women In The Travel And Tourism

Industry During Pandemics Covid-19. Journal of Positive School Psychology, 897-

903. https://journalppw.com/index.php/jpsp/article/view/7157

Swagata, B., Dipanjan, D. M., & Ashis, K. P. (2015). Estimation of Tourism Carrying

Capacity for Neil Island, South Andaman, India. *Journal of Coastal Sciences*.

https://doi.org/10.6084/m9.figshare.1533035.v1

Takashi, T., Masaaki, S., Mizuho, K., Lizada, J., & Kitolelei, J. (2019). Tourism

development in Boracay Island and its impacts on the local communities. Retrieved

Dec, 1. http://www.gyokei.sakura.ne.jp/dp/Vol5/No3.pdf

Yi, W. (2020, January 15). An analysis of coordination relationship between ground

waterresources and economic carrying capacity based on hyperbolic distance

coordination model.

http://en.cgsjournals.com/article/id/6153fe6bed73f876a05b5db6

2022-2023

Exploring Recovery Initiatives of Hotel Operators in Tagaytay City

in the Post-Pandemic Context: A Multiple Case Study

Bautista, Justine Aira M., Casabuena, Liezel B., Ibo, Jennifer Ann A.

Moncayo, Liana Denise

I.   ABSTRACT

In order to successfully run a hotel, especially during times of difficulty, hotel managers and supervisors must possess a variety of skills. The three hotels in Tagaytay have provided explanations of their experiences during the pandemic. The experiences of these hotels provided us with insight into how they overcame difficulties, including their various tactics and plans to combat COVID-19, which was the cause of their closure. Additionally, they discussed their past techniques and how they overcame this problem. This study aimed at supporting people who would like to open their own hotel in the future. This study was a great opportunity to learn about the challenges faced by all businesses, particularly in the hotel sector. The objective of this study is to determine the recovery strategies used by these hotels and how prepared they are for this kind of difficulty. To acquire information, the researcher individually interviewed the manager or supervisor of the hotel to gather their experiences during the pandemic as well as their ideas for dealing with the problem. In order to save the data, we recorded all of the participants' opinions about their experiences using a phone. The three selected hotels serve as one of the best examples to discuss successful hotel techniques. The researchers found out that reducing employees, converting hotels into quarantine facilities, and giving some medical assistance were some of the strategies of hotels to fight the challenges. Moreover, this would help future hoteliers to learn from the experiences these businesses have encountered.

Keywords*: Reducing Employees, converted hotel into quarantine facility, techniques*

II. INTRODUCTION

The Novel Coronavirus Disease 2019 outbreak has shocked the world's population, according to the World Health Organization (2019). On December 8, the administration of Wuhan, China, announced that health officials were treating a large number of newly found viral illnesses in 2019. COVID-19, a novel strain of SARS (SARS-CoV-2), has since expanded globally, infecting a number of countries. COVID-19, a highly transmissible respiratory disease, causes symptoms such as fever, coughing, and difficulty breathing after contact with other infected persons.

Consequently, Metro Manila was placed under a "community quarantine" from March 15 to April 14, and the quarantine was expanded to cover all of Luzon, making it considerably stricter (Philippine Government, 2020). The tourism industry, especially the hotel business, began to witness the pandemic's detrimental effects on its performance far earlier. In 2020, there was a significant reduction in hotel guests. Many businesses, notably those in the hotel industry, have been forced to curtail their operations as a result of airport closures and limitations on mass gatherings, land travel, and related services around the world. This greatly troubled them because only enterprises tied to requirements, such as necessary services and items, were permitted to operate.

Furthermore, according to De La Cruz (2020), Tagaytay has always been a popular weekend destination due to its proximity to the Metro, with the exception of the last two years due to the communal quarantine imposed in the bulk of the Philippines. However, Tagaytay City intends to boost the economy by opening its tourist attractions, dining establishments, and hotels to the public now that the province of Cavite is still recovering from revenue losses. As mentioned by Gregorio Monreal (2020), a Tagaytay City Administrator, 10% of the city's

hotels are ready to accept visitors, and over 80% of the city's restaurants have reopened for business.

III. METHODS

To study and evaluate the journey toward recovery among hotel operators in Tagaytay City, researchers have created three questions. The questions are, how do hotels in Tagaytay City recover from the pandemic? What methods and techniques should hotels implement in response to the COVID-19 pandemic's negative effects? and how ready was the hotel industry for a situation like this COVID- 19?

The main goal of this study was to know the different strategies of the Selected hotel in Tagaytay City. How the hotels are handling the difficult situation the pandemic brought about. Moreover, to learn about their techniques on how they handle the challenges. Consequently, to create a study about the journey towards recovery among hotel operators in Tagaytay City.

The researchers used multiple case studies to evaluate how these selected hotels in Tagaytay City responded to the pandemic by identifying their various strategies, plans, and adjustments. Various means of surviving and ways to develop plans for them to use if similar problems arise again in the future.

```
                          ┌──────────────┐
                          │   DISASTER   │
                          └──────┬───────┘
              ┌──────────────────┴──────────────────┐
     ┌────────────────────┐              ┌────────────────────┐
     │ SOCIAL ENVIRONMENT │              │     INDIVIDUAL      │
     └────────────────────┘              └────────────────────┘
```

CULTURES

- Norms
- Signal

STRUCTURES

- Governments
- Networks

COGNITION

- Experiences
- Beliefs

RESOURCES

- Skills
- Knowledge

NORMS

- Roles
- Habits
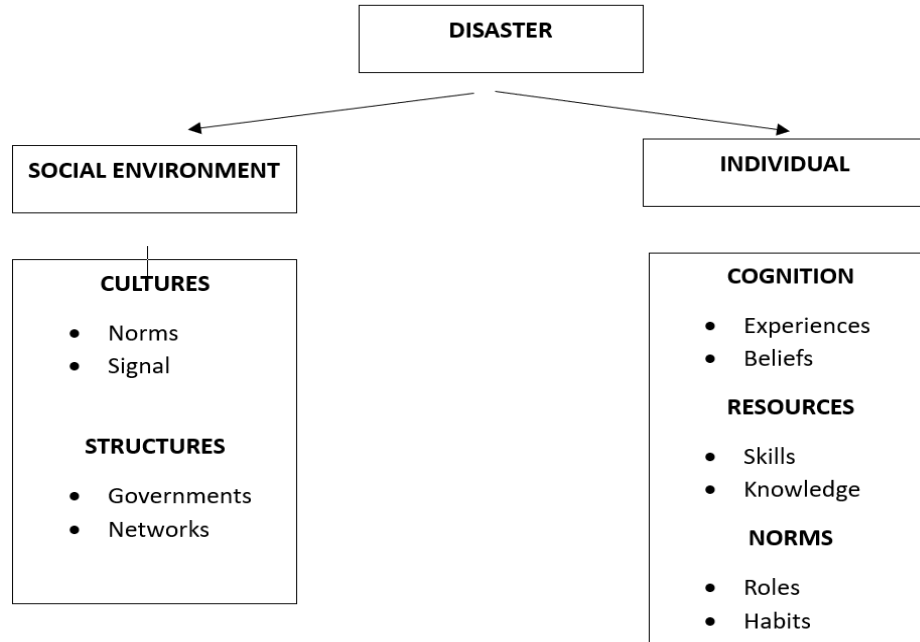
Figure 1. Disaster Theory Framework

Risk theory is extremely valuable in the study of disasters as an overall framework. It has been approached in various ways, depending on the discipline in which the idea was formed, the most common of which being sociology, psychology, and the physical sciences. This book of Disaster Theory by David Etkin and Ian Burton takes a middle ground approach to this conflict.

Concepts and Causes: An Interdisciplinary Approach provides the theoretical foundation required to comprehend what disasters are and why they occur. Disaster Theory clarifies the conceptual framework of the developing discipline of disaster studies, building on associated fields such as sociology, risk theory, and seminal disaster and emergency management research. This distinctive text, intended for advanced undergraduate and graduate students, also serves as an outstanding capstone for students who have already been introduced to emergency management principles. By combining a wide range of material on theory and

practice, including input from renowned researchers in the field, Disaster Theory stresses the application of critical thinking in understanding catastrophes and their causes.

Wherein, individual elements lead to emerging behavioural patterns and adaptation, and catastrophic impacts, collective behaviour, and individual experience all exhibit variability. As system elements learn and respond to new experiences, the webs of connections, relationships, and interactions within the systems lead to adaptations. Individual and societal system effects are more essential; societal dynamics influence individual systems, and individuals can influence their social systems.

Moreover, the framework depicts population migration, individuals sharing knowledge, the physical force of the disaster, and interconnected subsystems. According to the researcher's theoretical scenario, when heavy rains produce river flooding, philanthropic organizations interact with federal agencies, and individuals emerge and employ occupational skills to help their neighbors. In the event of a calamity, the two systems are thrown out of balance and must undergo periods of adjustment before returning to some level of stability. The return to equilibrium within each system and between systems is done through emergence and adaptation processes.

IV. RESULTS

Problem Number 1. How do hotels in Tagaytay City recover from the pandemic?

Theme 1. Strategies used by the chosen hotels to recover from the pandemic

This theme pertains to the different strategies they did to surpass the challenges that were brought by the pandemic.

Subtheme 1.1: Retrenchment of Employees

Due to the income lost due to the pandemic, several firms were forced to decrease their workforce. Reduced work hours or temporary unpaid absences from work. Nonetheless, despite the fact that Quest Hotel workers work fewer hours, the company still provided them with benefits and family-friendly health insurance.

Table 1
Subtheme 1.1 Retrenchment of Employees

Data Source		Evidences		
		Hotel 1	Hotel 2	Hotel 3
Interview	Supervisor	S1. "We only had few people here like we are only nineteen at that time"		
Interview	Manager			M1. "At the same time, yung company you have to consider no income. Talagang gustuhin mo man, naaawa ka sa mga tao na hindi mo mabigyan ng trabaho kaya lang very limited, nakadepende lang ako kung ano sasabihin ng management. Naka base lang po ako kung ano yung instruction sakin

Subtheme 1.2: Conversion of the Hotels into a Quarantine Facility

In order to survive the coronavirus pandemic, hotels turned to the quarantine industry. Quest Hotel Tagaytay provided services for seafarers and government officials who need to undergo fourteen days of quarantine.

Table 2
Subtheme 1.2: Conversion of the Hotels into a Quarantine Facility

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Supervisor	S1. "and then of course for the business to survive, we had to get business from the government and even private companies, where at that time, we did as base to the quarantine so we converted the hotel into a quarantine facility, where we provided services for seafarers, even government official within the country, not only in Tagaytay, but also in nearby town. So yung mga government officials na nagkaroon ng mga sakit who had to undergo 14 days of quarantine we provided services for them.		

Subtheme 1.3: Vaccination of Employees

They guaranteed that all personnel were vaccinated in order to ensure the safety of everyone at the hotel. Quest Hotel offers immunizations to their guests. As part of Quest Hotel's plan, they also ensured their safety and distance from COVID.

Table 3
Subtheme 1.3: Vaccination of Employees

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Supervisor	S2. "HR ako so I had to make sure that everyone is vaccinated because the government announced that you can get the vaccines already, that you have protocols, you have to undergo this. You know you have to keep anyone safe and apart from the covid vaccine we even bought the flu vaccine so those are the challenging parts on the HR side."		

Subtheme 1.4: Coordination with the Department of Tourism

They collaborated with the residents of Tagaytay over the supplies they anticipated during the pandemic. What were the requirements for them to Operate again? They want to be ahead of others so they gather some updates. With the help of the Director of Sales, they were the ones who informed Tagaytay Country Hotel if they can operate already. One of the strategies of Tagaytay Country Hotel was to comply ahead of time for them to operate again.

Only businesses in the Philippines that had a current Department of Tourism accreditation were permitted to operate during the height of the lockdown.

Table 4
Subtheme 1.4: Coordination with the Department of Tourism

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Manager			M1. Kailangan makapag comply kami with Department of Tourism kaya nakipag coordinate muna kami dito sa local which is yung Tagaytay City

Subtheme 1.5: Training of Employees on the Standard Community Protocol

According to Sir James Matt, HR supervisor of Quest Hotel they must adapt to some medical practices. Sir James must be trained to make swabbing. They did the first aid thing for the safety of all the people in the hotel. Human resources had to know how to be resourceful enough to look for doctors for the company and for the families of the employees. How to effectively engage with the government, particularly if there is any news about vaccine availability. The concept was more than just checking throughout the day, cooking food, and cleaning the rooms; it was about caring for individuals who truly needed it.

Table 5

Subtheme 1.5: Training of Employees on the Standard Community Protocol

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Supervisor	S1. I don't have any choice to learn how to adapt to some sort of medical practice. I had to be trained how to make swabbing, because as HR we are partially nurses hehe. We do the first aid thing, so I had to study and I had to know how to be resourceful enough to look for doctors for the company, for the families of our employees. How to communicate well with the government, especially if there are any announcements about the availability of vaccines.	S1. "Frequent sanitation of traffic areas, barriers, sanitation mats, use of PPEs."	

Problem Number 2. What methods and techniques should hotels implement in response to the COVID-19 pandemic's negative effects?

Theme 1. Safety precautions

Subtheme 1.1: Quickly Adjust to Certain Policies and Procedures

Everyone at the hotel was made aware and kept advised of any changes in the outbreak's conditions, particularly those relating to the virus's transmission within the community and the availability of testing, and they all adhere to the proper infection prevention and control protocols.

Table 6
Subtheme 1.1: Quickly Adjust to Certain Policies and Procedures

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Manager			M1. "In order to recover, the hotel consistently practices all the safety measures. So, kailangan i-maintain lang naming maging consistent kami. Kung ano yung implemented ng Tagaytay Tourism, na magcomply kami sa Department of Tourism para sa security ng mga guests naming at ng employees. Kailangan naming mag adapt, di lang sya dapat i-adapt

				kailangan consistent. Ibig sabihin daily yun yung pina-practice mo, wala dapat absent. Kasi parang isa lang ma-missed mo, you missed hindi lang half of your life, your life na. Kasi sabi nga, pag nagtanggal ka ng face mask, pag nakuha mo yung virus, you missed your life. Yun yung ginamit naming strategies, kailangan naming mabilis mag adapt doon sa mga policies, protocols and procedures that should be implemented to the hotel."
Interview	Supervisor		S1. "Through the Department of Health and other government agencies that implement such policies."	

Theme 1: Online Operation

Subtheme 1.2. Virtual Operation

The tourism industry faced extinction as a consequence of the coronavirus outbreak. Technology was employed to lessen the effects of the epidemic. According to Quest Hotel, the implementation of Gmail and streaming live conferences was done particularly to enhance information quality.

Table 7
Subtheme 1.2. Virtual Operation

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Supervisor	S1. "Well, a lot, we adopted transitioning into the manual system to sort of digitize. We kind of utilized our resources in a way that we never imagined. We only use Outlook, it's like Gmail. We are using Outlook more often but most of the time we are not using MS themes, we are using that but not that much. So we invested so much dun sa mga ganoong resources and it's one of the ways the company had to adapt because you know everyone else was actually doing that. It's the thing now, doing things virtually, holding parties virtually, doing classes virtually."	S2. "Use of social media. Information on how we prevent covid was all over our company accounts."	

Problem Number 3. How ready was the hotel industry for a situation like this COVID-19?

Theme 1. Employees' Health Assistance

As part of corporate social responsibility, the hotel management used a variety of strategies to safeguard its staff against the 2019 coronavirus disease (COVID-19), including a vaccination program.

Subtheme 1.1: HMO Partnership (Health Maintenance Organization)

The hospitality and healthcare sectors have joined up to provide some medical aid in response to the COVID-19 pandemic. Secure the workforce with competitive aid and mental health support programs.

Table 8
Subtheme 1.1: Partnered to HMO (Health Maintenance Organization)

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Supervisor	S1. *"Tapos sa mga employees naman, for example, may nagkasakit sa employees, dati they had to the hospital themselves but now with our HMO provider or Health Maintenance Organizations. Ang aming mga card provided we partner with them to provide telemedicine so that they can have tele*		

		consult with the comfort of their own homes, they don't have to take the risk of going out there, makipagsisikan sa hospital. Until now we're still using that so even if yung mga employees they feel na may sakit sila they can seek assistance from HMO providers and then sila na ang bahala tapos mag rereseta nalang or if there is a need to undergo some sort of laboratory test then definitely they have to go to the hospital, ganun lang."		

Theme 2: Provide Security Measures

Subtheme 1.1: Using Guidelines for the Regional Government and The Department of Tourism

Food and other personal and non-personal items were not subject to a sharing policy. Disposal of any used PPE in a safe and proper manner. The appropriate and regular use of face masks, and good hand hygiene were simple strategies to prepare and protect everyone from the virus.

Table 9

Subtheme 1.1: Using Guidelines for the Regional Government and The Department of Tourism

Data Source		Evidences		
		Hotel 1	**Hotel 2**	**Hotel 3**
Interview	Supervisor	S1. *"About the adaptive strategies, what we implemented during the pandemic naka-base kami lahat sa protocols ng local government and ng Department of Tourism. Yung mga precautions kailangan properly implemented. Yung mga staff lagging merong reminders. Medyo magastos syempre kailangan naming magprovide ng security measures para sa kanila for their security."*		

A PROPOSED ACTION PLAN FOR RECOVERY INITIATIVES OF HOTEL OPERATORS IN TAGAYTAY CITY

RATIONALE:

It is debatable whether defining a disaster is important. According to Susan Cutter, "I submit that disaster studies... are spending far too much time and intellectual capital defining the phenomena under study, rather than researching more important and fundamental concerns of the field."

Quarantelli, on the other hand, considers that such theoretical issues are essential. The speaker states that "there are going to continue to be serious problems in our data gathering and analysis" unless one can enhance the theoretical comprehension of the situation. Many additional elements are influenced by those who define disaster, such as the type of data collected, how it is analyzed and rated, what models are used to manage disaster risk, and how some policies are developed and implemented.

From an intellectual standpoint, the topic "What is a disaster?" is certainly intriguing, that the time and effort devoted to this topic does not significantly detract from operations or other relevant empirical studies. The definition of disaster (which says a lot about how we perceive these events has a big impact on what research is done and what tactics are utilized to manage them. It is one of those powerful words, both intellectually and emotionally, that should be used with caution.

What exactly is a disaster? A disaster, according to this view, was characterized as a sudden, comprehensive event. Readers are going to argue that a more comprehensive understanding of disaster is essential.

GENERAL OBJECTIVES:

Industry preparedness and response capabilities, flexible policy solutions are required to allow the hotel industry to coexist with the virus in the short to medium term. The private sector and all levels of government must work together in performance. Following those initiatives, Hotel Recovery is anticipated to:

- Assisting in the survival and adaptation of the hotel

- Innovate and incorporate new technology into different operational phases, such as automating check-in and check-out, enabling contactless payments all along the guest's journey, and using mobile apps to order food and use laundry services while visiting. In order to adapt to the new environment while focusing on the guest experience and profit optimization, the operational goal is to reimagine the current facilities and reduce services.

- Providing all of the staff with online training. Get them taught on any hotel technology use. This will assist in maintaining contact with them and advising them on how to enhance hotel operations and provide the best possible guest experience.

ACTION PLAN

Key Result Areas	Objectives	Action Plan/ Activities	Source of Fund	Organizations Involved
Employees	To hire more people in order to support the hotel industry recovery under the new normal	Open a job fair where hotels are able to showcase their new facilities in a post-covid environment, and businesses	Hotel Management	Hotel in Tagaytay City

		will need to develop new strategies to assist workers at risk of losing their jobs in finding new employment in fields where demand for labor is still higher than supply and quickly acquiring the skills required for their new positions.		
Procedures and Advertising	To be able to implement the new policy in hotel facilities while maintaining the hotel's own health protocols. As online advertising has become standard procedure, hotels must do so in order to promote their marketing strategies.	The initial and most important phase in bringing back and keeping guests is to restore consumer confidence in the hotels safety and sanitary standards. Hotels should proactively announce their efforts in this area across all of their online platforms.	Hotel Management	Local Government Unit of Tagaytay City

Hotel in Tagaytay City |

		The first wave of travelers will likely be primarily made up of Millennials and Gen Z. These components must be incorporated into targeting for social media and search ads.		
Health	To maintain hygiene, enforcing new standards of cleanliness, and making sure social distancing protocols in the Hotel industry now face the new normal.	The hotel sector continues to recover from the pandemic, so one response is that every guest must fill out a Health Declaration Form at check-in. There must be a thermal scanner present at the hotel entrances to measure body temperature. Medical professionals or trained/qualifi	Local Government Unit	Local Government Unit of Tagaytay City

		ed hotel workers must perform the checking.		

V. DISCUSSION

The researchers then evaluated how these selected hotels in Tagaytay City responded to the pandemic by identifying their various strategies, plans, and adjustments. Various means of surviving and ways to develop plans for them to use if similar problems arise again in the future.

One of the challenges faced by this hotel's operators is risking the health of the employees. In order to prevent the workers from becoming infected, it was decided to reduce their working days. Due to their low human resource budget, one hotel operator chose to lay off several employees. Some hotel owners focused on maintaining their financial stability, while others developed strategies for surviving by getting business from the government. Become a quarantine facility for seafarers.

The security of their workers was a top priority for managers and supervisors as well. One of their initiatives is to ask the Department of Tourism on the Local Government Unit for assistance. As a result, this hotel is ahead of the competition by swiftly adhering to federal safety requirements. As soon as the vaccine became available, the hotel management at Quest Hotel Tagaytay gave staff immunizations to prevent them from becoming sick, ensuring their safety while reporting for work in the thick of the epidemic. They even provided employees with training on how to administer first aid because they must implement medical practices for their personnel.

These hotel owners believe that resilience is essential to their ability to recover. These hotels maintain strict government protocol requirements during and after the quarantine period. At their workplace, following government safety protocols is still practiced. However, Quest Hotel Tagaytay uses this as a platform to advertise their business more using technology. They used this opportunity to be more creative because everything is done online. According to Charles Darwin's theory "Survival of the Fittest", It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself.

Right now, everyone and everything is still struggling to recover from the pandemic's trauma. Yet, what matters right now is how this pandemic challenges all of us and what lessons may be learned from it, especially for those industries that are severely affected. Throughout this hotel operator's recovery period, various realizations are made. What aspects of the COVID-19 pandemic do they believe they are prepared for? The researchers then determined how prepared these hotel operators are to face the difficulties the pandemic has caused. Hotel owners give health maintenance organizations access to their employees' homes so that they can receive telemedicine and teleconsultation services. They had been using this up until now to provide medical treatment for the staff. Even though the quarantine has been lifted, the use of PPE is still necessary, and the management strongly mandates the usage of facemasks within the hotel premises. The hotel operators continue to follow all regulatory standards given by the government in order to prevent incidents if the pandemic recurs.

Front liners are today's true heroes. Despite the substantial chance that they would come into contact with the deadly coronavirus, they continue to carry out their duties. The researcher

recommends that employees should be given bonuses for their sacrifices just to provide quality service and to help the company surpass the challenge brought by COVID-19.

Monitoring of the hotel in the assistance of the Department of Tourism it is necessary to monitor and implement a program of hotel practices to assist the hotel in maintaining safety for both guests and staff.

For the hotel's readiness for the Department of Tourism, the researcher recommends that participants must Launch UV Light for disinfection in hotel preparedness and conduct a lecture on hotel preparedness-related topics.

REFERENCES

Arnold J. & Ringkar S. (May 2021). "International Journal of Hospitality Management"

https://doi.org/10.1016/j.ijhm.2021.102890

Ahmed Mohamed E., Islam Elbayoumi S., Zakaria E., Karam G. (Feb 2021). "The COVID-

19 Pandemic: The Mitigating Role of Government and Hotel Support of Hotel

Employees in Egypt"

https://www.researchgate.net/publication/349476761_The_COVID-

19_Pandemic_The_Mitigating_Role_of_Government_and_Hotel_Support_of_Hotel_

Employees_in_Egypt

Aquino JA, Banal JT, Pablo FB, David JD, Sarmiento PJD (September 2021). "From leisure

to isolation: a call to explore hotel sectors' role during COVID-19 pandemic. J Public

Health (Oxf)."https://doi: 10.1093/pubmed/fdab172. PMID: 34018563; PMCID:

PMC8194809

Angelo B., Vania V., and Georgia (April 2021) "The impact of the Covid-19 pandemic on

customer experience design: The hotel managers'

perspective"https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8631526/#!po=0.543478

Asia Development Bank (September 14, 2020). "Supporting the Philippine Tourism

Recovery in the New Normal through Digital Solutions"

https://www.adb.org/news/videos/supporting-philippines-tourism-recovery-new-

normal-through-digital-solutions

Department of Finance (March 8, 2021). "Dominguez assures Hotel Owners of Government

support for Robust, revival of Tourism, Hospitality

Industries"https://www.dof.gov.ph/dominguez-assures-hotel-owners-of-government-

support-for-robust-revival-of-tourism-hospitality-industries/

Greg R. & Wendy M. (2021). "The Challenge of Covid-19 for Youth Travel"

https://www.emerald.com/insight/content/doi/10.1108/IJCHM-03-2020-

0237/full/html

Guevara (2020). "Effects of Covid-19 on Hotel Marketing and Management: A Perspective

Article"https://www.emerald.com/insight/content/doi/10.1108/IJCHM-03-2020-

0237/full/html

Gursoy and Chi (2020). "How do hotels in developing countries manage the impact of

COVID-   19? The case of Lebanese

hotels"https://www.researchgate.net/publication/349503599_How_do_hotels_in_dev

eloping_countries_manage_the_impact_of_COVID-

19_The_case_of_Lebanese_hotels

Gursoy etal (2020). "Effects of Covid-19 Pandemic on Hospitality Industry; Review of the

current situations and a Research

Agenda"https://www.tandfonline.com/doi/full/10.1080/19368623.2020.1788231

Hoisington (2020). "Effects of Covid-19 on Hotel Marketing and Management: A

Perspective

Article"https://www.researchgate.net/publication/341611962_Effects_of_COVID-

19_on_hotel_marketing_and_management_A_perspective_article

Jenina I. (April 6, 2021). "Philippine Hotel Operators still Optimistic about Long-term

Recovery

AmidPandemic"https://www.beworldonline.com/editorspicks/2021/04/06/358382/phi
lippine-hotel-operators-still-optimistic-about-long-term-recovery-amid-pandemic/

Jeff Z. (March 10 2021) "Hotel Technology News How the Speed of Hotel Recovery Puts
Darwins Theory to the Test"https://hoteltechnologynews.com/2021/03/how-the-
speed-of-hotel-recovery-putsdarwins theory-to-the-test/

Justin K. and Christopher D. (July 23, 2021) "The Long-term Impacts of Hotel's Strategic
Responses to COVID-19: The case of
Dubai"https://journals.sagepub.com/doi/full/10.1177/14673584211034525

Kristhel A. M. Caynila, Katherine L., and Sarah A. A. Milla (May 2022) "The Philippine
Tourism Sector Amid The Pandemic: Developments and Prospects
No.2202"https://www.bsp.gov.ph/Media_And_Research/Publications/EN22-02.pdf

Maria Arlene T. (April 17, 2021). "Philippine MICE Toursim Post-Covid 19: An overview
of Challenges and Opportunities
"https://ejournalmedan.uph.edu/index.php/apiemj/article/view/442

Milovanović, V. (2021). "The Covid-19 Pandemic Effects On The Hotel Industry. Tourism
International Scientific Conference Vrnjačka
Banja"https://doi.org/10.52370/TISC21570VM

Paul S. (March 2009) "The Otus theory of hotel demand and supply"
https://www.sciencedirect.com/science/article/abs/pii/S02784319080004794

Price Waterhouse and Coopers and Lybrand (July 2020) "Impact of COVID-19 on the
Philippines Tourism Industry"https://www.pwc.com/ph/en/publications/tourism-pwc-
philippines/tourism-covid-19.html

Punongbayan & Araullo (April 2021). "Welcoming recovery: Strategies for the hospitality

industry"https://www.grantthornton.com.ph/insights/articles-and-updates1/from-

where-we-sit/welcoming-recovery-strategies-for-the-hospitality-industry/

Regester and Larkin (2008). "How do hotels in developing countries manage the impact of

COVID- 19? The case of Lebanese

hotels"https://www.emerald.com/insight/content/doi/10.1108/IJCHM-08-2020-

0814/full/html#sec002

Prof Dr. R. K. Vaithiyanathan (February 27,2019). "A Study On Service Recovery In Hotel

Industry"http://www.sijshmt.com/volume5issue1/paper1.pdf

Piga, C.A., Abrate, G., Viglia, G. et al. (November 24, 2021). "How the hospitality industry

reacts to COVID-19: structural, managerial and tactical factors. J Revenue Pricing

Manag"https://link.springer.com/article/10.1057/s41272-021-00359-2

TPBPHL (April 20, 2022). "WTTC bullish on PH Tourism Recovery Amid Covid-19
Pandemic"

https://www.tpb.gov.ph/press_releases/media-release-wttc-bullish-on-ph-

tourismrecovery-amid-covid-19-pandemic/

Yangyang J., Jun W. (4 August 2020) "Effects of COVID-19 on hotel marketing and

management.

2022-2023
Tourist Destination Decision-Making: Effects of Social Media
in the New Normal Context

Bayot, Anjella V.
Colandog, Krisha Clair T.
Dela Rea, Krianne A.
Malayao, Trisha Mae S.

I.   ABSTRACT

Social Media has a considerable impact on tourists when it comes to selecting destinations. Hence, this study intends to determine social media's effect in selecting a destination, information search, alternative evaluation, purchase decision, and post-purchase decision. The researchers gathered responses from 385 tourists in Skyranch using a modified survey questionnaire. A Descriptive Correlational approach was used to determine the relation between social media usage and tourist decision-making process. The printed questionnaires were distributed to each of the respondents. After gathering data, the number of responses to every question was tallied and computed. Based on the findings, most of the respondents are female. The majority of the respondents are from 18-25 years old and earning less than ₱20,000 as their monthly income. A Pearson correlation coefficient determined the linear association between social media usage and the tourist decision-making process. The data demonstrates a significant positive association between factors. Hence, the null hypothesis is rejected, and there is a significant association between social media usage and the decision-making process of tourists. The tourist decision-making process increases social media usage increases as well, and vice versa. Furthermore, tourists enhance tourism destination decisions when referred to by social media methods.

Keywords: *Social media in choosing destination, alternative evaluation, purchase decision, post-purchase decision.*

II.   INTRODUCTION

Social Media use has influenced every element of existence wherein the ability to upload images, videos, and real-time events has increased throughout the past few years. With this technology, anyone can help spread the word quickly. Sharing their travel adventures, pictures, videos, and other information on social media could inspire other people in their network to experience the same adventure as well. The decision-making process can help tourists evaluate their choices before their trip. During the process, people will gather information that could help them choose from their alternatives. Tourists must have access to a wide range of information to select a location and make travel-related purchases.

This study's main objective is to determine the tourist's profile in terms of their age, gender, monthly income, and educational attainment; to understand social media usage in terms of the social media platform used in selecting the destination, electronics used, social media profile, and information seek from social media; to determine the tourist's decision-making process in terms of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase decision; and to determine the interrelationship between social media usage and tourists' decision making.

Based on the study's findings, the proposed output is simply creating a page or profile on each social media platform to share content, images, and information about travel destinations and attractions that can influence tourists' decision-making process.

The diagram below shows the theoretical framework of the purchase decision model by Engel Kollat Blackwell utilized to determine the effects of social media in the decision-making process.
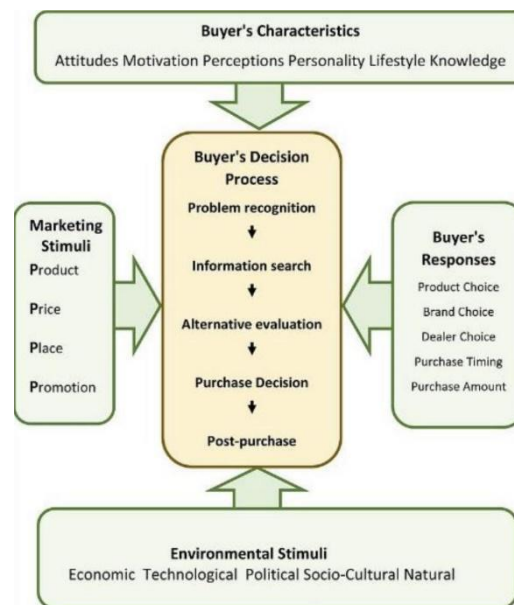
Figure 1. Theoretical Framework about Purchase Decision Model by Engel Kollat Blackwell

The utility theory views the consumer as a "rational economic man," which contrasts the contemporary research on consumer behavior, considering various factors that influence customers and acknowledging a vast range of purchasing behavior beyond making purchases. Recognition of a need, acquiring information, assessing your options, creating a purchase intention, completing the purchase, consuming, and discarding are frequent steps.

III. METHODS

The study aims to identify the social media habits of visitors, as well as their tourist decision-making process and individual social media platform evaluations. The use of social media by the respondents will be analyzed. A descriptive correlational research approach was used to ascertain how the respondents' profiles, social media usage, and social media assessment relate to how it affects the travelers' decision-making process.

The participants of this study are tourists in Tagaytay City's biggest theme park, namely Skyranch. Based on the Department of Tourism, the average of visitors to Tagaytay daily is 1,523,047. Using Slovin's Formula, the respondent is 385 foreign and local travelers in Tagaytay City.

The instrument used in this study is a modified-adapted questionnaire the researchers made. The researchers studied this instrument carefully, checked and approved by the adviser, and validated by at least three experts. A statement of the problem will serve as a guide for making the instrument.

The questionnaire was composed of four parts. The first part was the consent form. The second part concerns the tourist's profile, including Age, Gender, Monthly Family Income, and Educational Attainment. The third part is a profile of tourists regarding their social media usage. Moreover, the last part is about the tourists' decision-making.

The researchers allocated time, effort, and cooperation to develop their questionnaire to serve its intended purpose. The questionnaire was created using relevant questions modified from related research. The questionnaire was distributed to 385 random tourists in the biggest themed park in Tagaytay City as respondents. Participants were given time to respond, and then the researchers collected the questionnaires on the same day to be tallied and compute the respondents' answers.

The researchers developed a questionnaire that determined the effects of social media on the tourist decision-making process of tourists in Tagaytay City. The sample size was 385 respondents, both foreign and local tourists. The questionnaire underwent fact-checking and validation probes to check if the figures and statements were truthful and valid. Data collected were tallied and computed after conducting the survey. Analyzing the data proceeded after all

the data was arranged. Lastly, results were determined after the data was collected and analyzed.

IV. RESULTS

Table 1 shows the demographic variables for calculating each sample based on age, gender, monthly income, and educational attainment. Cronbach's alpha was used to provide the reliability of each instrument.

Problem 1. What is the profile of the respondents in terms of : Age, Gender, Monthly Income, and Educational Attainment?

Table 1
Age of the Respondents

Age	Frequency	Percent
18-25	145	37.7
26-41	136	35.3
42-57	93	24.2
58-67	9	2.3
68 and above	2	.5
Total	**385**	**100.0**

Table 1 shows the age of the respondents. The majority of respondents' age is from 18-25 years-old with a frequency count of 145 and percentage of 37.7%, followed by 26-41 years old, with a frequency count of 136 and percentage of 35.3%, followed by 42-57 years old, with a frequency count of 93 and a percentage of 24.2%, followed by 58-67 years old with a frequency count of 9 and a percentage of 2.3% then lastly 68-year-old and above with a frequency count of 2 and a percentage of .5 %. The study sample included a higher proportion

of younger age groups among the 385 respondents. Millennials are considered digital narratives and early adopters of new technology (Mosquera, 2018). 86% of consumer interest was influenced by photographs provided by friends, family, or peers, according to a poll done by Stackla, since most millennials are easily affected by their social surroundings (Macdonald, 2019).

Table 1.2
Gender of the Respondents

Gender	Frequency	Percent
Male	153	39.7
Female	183	47.5
Rather not say	48	12.5
4	1	.3
Total	385	100.0

Table 1.2 shows the Gender of respondents, where the majority of the respondents are Female, with a frequency count of 183 and a percentage of 47.5 %, followed by male respondents, with a frequency count of 153 and a percentage of 39.7 %, followed by respondents who chose not to say their gender preference, who got a frequency count of 48 and a percentage of 12.5 %. Women are the primary decision-makers for family holidays, according to research on gender differences (Wang et al., 2019), and their participation in holiday decision-making is increasing (Pan & Ryan, 2018). In addition, Kerstetter and Pennington-Gray (2019) discovered that the involvement of women in pleasure decision-making differed significantly with each generation.

Table 1.3 *Monthly Income*

Monthly Income	Frequency	Percent
Less than ₱20,000	190	49.4
₱20,001 – ₱30,000	95	24.7
₱30,001 – ₱40,000	58	15.1
₱40,001 – ₱50,000	31	8.1
₱50,001 – ₱60,001	10	2.6
₱60,001 and above	1	.3
Total	385	100.0

Table 1.3 shows the respondents' Monthly Income where the majority are earning less than 20,000 Pesos, with a frequency count of 190 and a percentage of 49.4%, and the minority of the respondents have a monthly income of 60,001 and above, which has a frequency count of 1 and a percentage of 1%. Income is vital because income indicates what a tourist can afford. Affordability indicates how many tourism products tourists buy and consume (Zhang, 2020).

Table 1.4 : *Educational Attainment*

Educational Attainment	Frequency	Percent
Highschool Graduate	56	14.5
College Undergraduate	164	42.6
Bachelor's Degree Holder	147	38.2
Master's Degree Holder	16	4.2

2022-2023		
Doctorate Degree	**2**	**.5**
Total	**385**	**100.0**

Table 1.4 shows the Educational Attainment of the respondents. The majority of the respondents are college undergraduates, with a frequency count of 164 and a percentage of 42.6%, and the minority of the respondents have a Doctorate Degree, which has a frequency count of 2 and a percentage of .5%, according to (Djeri,2019). The more knowledge a person has, the more options they will have when deciding. This is especially important for people who travel for their job or study opportunities since their educational level determines what jobs are available and the skills they will need to succeed in these jobs.

Problem 2. What is the respondents' social media usage in terms of: Social Media Platform, Device, Frequency of Social Media Use, Social Media Profile of Preferred Destination, and Information sought from the social media?

Verbal Interpretation: VHU – Very High Usage

MU – Moderate Usage

HU – High Usage

Table 2
Social Media Usage

A. Social Media Platform Used	Mean Score	V.I
1. I use Facebook when selecting a destination	4.54	VHU
2. I use Instagram when selecting a destination	3.39	MU
3. I use Youtube when selecting a destination	3.94	HU
4. I use Twitter when selecting a destination	2.63	MU
5. I use Tik Tok when selecting a destination	3.51	HU
Mean Social Media Platforms used	3.60	HU

B. Device Used		
1. I use a Desktop to access social media	3.45	HU
2. I use Mobile Phone to access social media	4.70	VHU
3. I use Tablet to access social media	2.94	MU
Mean Electronics used	3.69	HU
C. How often do you use social media?	4.55	VHU
D. Social Media Profile of preferred destination		
1. I check the number of followers of the destination	4.46	VHU
2. I read the quality of comments and reviews when selecting a destination	4.57	VHU
3. I check the reputation of the destination	4.28	VHU
Mean Social Media Profile	4.43	VHU
E. Information sought from social media		
1. I check the photos and videos when selecting a destination	4.68	VHU
2. I check the accessibility of the place/location	4.50	VHU
3. I check the food and beverage of the destination	4.26	VHU
4. I check the accommodation of the destination	4.49	VHU
5. I check the reputation of the destination/place	4.29	VHU
6. I consider the cost of visiting the destination	4.48	VHU
7. I read the comments and reviews about the destination	4.57	VHU
Mean Information you seek	**4.47**	**VHU**
Mean for Social Media Usage	**4.14**	**HU**

Social Media Platform

Table 2 shows that Social Media Platforms used got an overall mean of 3.60, verbally interpreted as High Usage. The majority of respondents answered that they use Facebook in selecting a destination. This implies that Facebook could help one find the best travel destination, as it considers one's likes and interests. The site ranks destinations by average life (such as restaurants and cafes), nearby attractions, and the most popular places from other

people. There are more than 100 places near the tourists that they can rate, so Facebook knows

what makes a good vacation spot for someone with the tourists' preferences. According to

Aldao & Mihalic (2020), Instagram and Facebook are two top-rated social media sites, both

serving as sources of inspiration for choosing a destination and allowing them to get to know

each other more closely.

Device

Respondents' Social Media usage in terms of Devices got an overall mean of 3.69,

verbally interpreted as High Usage. Most respondents answered that they are using Mobile

Devices to access social media. This implies that Mobile devices are increasingly becoming

the primary means of accessing social media. The growing use of mobile devices has made

them a typical resource for vacationing vacationers. Therefore, it is crucial not only to provide

an appropriate systematic approach in a tourist destination but also for the success of tourist

businesses that incorporate technological components into their business models to

comprehend the factors that influence tourist behavior regarding these devices, particularly

smartphones. Tourists' actions and the extent to which they participate in creating their

experiences are impacted by their use of electronic devices (González-Reverté et al., 2018).

The importance of mobile phone use increases further in destinations that take a forward-

thinking approach to developing high-tech, intelligence-driven visitor amenities. The rising

usage of mobile phones and improved connectivity make destinations more accessible to

visitors, who help create value alongside locals.

Frequency of Social Media Used

The frequency of Social Media Usage got an overall mean of 4.55, which is verbally

interpreted as Very High Usage. With the development of 5G networks, social media is expected to spread to every aspect of being. Millennials desire to share experiences and have shifted towards a more peer-based decision-making approach due to the proliferation of social media. According to Hootsuite and We Are Social, the global population in October 2020 was 7.81 billion, with 4.66 billion internet users (a 60% penetration rate) and 4.14 billion social network users (53 percent of the population). This represents a 1% increase in the total population, a 7.4% increase in internet users, and a 12.3% increase in social network users compared to 2019. Globally, social media has become an integral part of people's daily lives, and businesses are progressively incorporating it into their marketing, customer service, research, and development strategies (Varga, 2018).

Social Media Profile of the Preferred Destination

Social Media Profiles received an overall mean of 4.43, verbally interpreted as Very High usage. Most respondents answered that they check the number of followers of the specific destination. This implies that A destination's social media outreach and the number of followers are critical when considering where to travel. The more people know about the destination, the more interest there will be in visiting it. Influencers are essential to the success of social media tourism marketing initiatives. Influencers relay messages from the company to their followers to serve as a marketing activity that establishes a connection between followers and influencers.

Some previous studies have examined the role of influencers in social media marketing for tourist destinations. One of these is the research conducted by Ong and Ito (2018), wherein influencers can alter the behavior of followers and their perception of tourist

destinations since they are the primary key to a marketing strategy which asserts that influencers are the primary key to the marketing strategy thereby increasing the likelihood that followers will consider the tourist attraction. According to another study by Shuqair and Cragg (2017), influencers play a significant role in marketing tourist attractions on social media because they alter followers' perceptions regarding a tourist destination.

Information Sought from Social Media

Information sought from social media garnered an overall mean of 4.47, which is verbally interpreted as Very High Usage. Most respondents answered that they are checking photos and videos of the destination. This suggests that individuals look at images to learn more about their travel destination and what to expect. Photos are a terrific way to welcome friends and family who cannot join you on your trip. Tourism advertising is the primary strategy for attracting tourists and executing tourism marketing operations (Feng et al., 2022; Malvica et al., 2022). When people use their cell phones to access applications, browse the Internet, modify their status, and share moods on social media, they are exposed to various adverts (Decré & Cloonan, 2019; Rao & Ko, 2021). People's eyes receive most of what they require from the outside world daily, making them the most important organ for getting data. While touch, smell, taste, and hearing are all experiential marketing mediums, visual marketing is unique. As a result, the visual presentation of knowledge and accompanying visual experiences influence how the customer sees things and makes decisions (Liu et al., 2021)

Problem 3. What are the tourists' decision-making process in terms of: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-

purchase?

Verbal Interpretation: **VQDMP – Very Quick Decision-Making Process**

QDMP – Quick Decision-Making Process

Table 3
Tourist Decision-Making Process

A. PROBLEM RECOGNITION	Mean Score	V.I
1. I consider the offers, deals, and discounts during decision making	4.68	VQDMP
2. I consider celebrity endorsements during decision making	3.63	QDMP
3. I consider my standard of living during decision making	4.51	VQDMP
MEAN PROBLEM RECOGNITION	4.34	VQDMP
B. INFORMATION SEARCH		
1. I look for reviews/feedback when selecting a destination	4.74	VQDMP
2. I look for the products/services when selecting a destination	4.58	VQDMP
3. I ask for a friend's advice when selecting a destination	4.14	QDMP
MEAN INFORMATION SEARCH	4.48	VQDMP
C. ALTERNATIVE EVALUATION		
1. I consider the price and promotion when choosing alternatives	4.67	VQDMP
2. I consider the quality of the product/service when choosing alternatives	4.49	VQDMP
3. I consider the consumer review when choosing alternatives	4.49	VQDMP
MEAN ALTERNATIVE EVALUATION	4.55	VQDMP
D. PURCHASE DECISION		
1. Facilities and Amenities affects my purchase decision	4.48	VQDMP
2. Social Media Visibility affects my purchase decision	4.29	VQDMP

3. Sales Promotion affects my purchase decision	4.34	VQDMP
MEAN PURCHASE DECISION	4.37	VQDMP
E. POST-PURCHASE		
1. I am satisfied with the outcome of my decision-making process	4.34	VQDMP
2. I will visit the destination again	4.18	QDMP
MEAN POST-PURCHASE	4.26	VQDMP
MEAN USAGE	**4.40**	**VQDMP**

Tourist Decision Making Process

Table 3 shows that Problem Recognition got the lowest overall mean of 4.34, verbally interpreted as a Very Quick Decision-Making Process. Most respondents considered offers, deals, and discounts the most effective advertising and promotion strategies. Nevertheless, fewer individuals view celebrity endorsements as effective. This implies that deciding to travel is similar to making a deal. The deals and offers are made available, each with its advantages. Typically, only a limited number of deals can be considered before someone decides what is best for them. Similarly, celebrities endorse certain products because they have been shown to produce positive results or benefit others.

According to Roesler, everyone enjoys saving money, as evidenced by the fact that offers and promotions outperform other types of travel marketing (2023). According to Experian research, promotions and discounts have a slightly more significant impact on holiday decisions than photographs and videos from friends and experts. These social media photos piqued the interest of 43% of Generation Z and Millennials but only 42% of Baby Boomers. Videos fared slightly worse, inspiring 31% of potential tourists of all ages.

The need to save money persists as customers age and have more resources. Experience researchers noted in their analysis of Gen X customers, "Generation X are family-oriented and

inclined than other ages to use reviews and educational content from brands while researching and planning a trip." Although Generation X visitors are less frugal than younger generations, they continue to place a premium on deals and value.

Information Search got an overall mean of 4.48, verbally interpreted as Very Quick Decision-Making Process. Celebrity Endorsement is a crucial advertising technique in which a corporate organization uses public figures or well-known organizations to increase consumer attraction to the goods and services they want to offer. Currently, every company is looking for a brand ambassador. Slowly, the marketing tradition of teaming up with a celebrity has shifted to promote tourist destinations (Jolly et al., 2018).

Furthermore, Alternative Evaluation got the highest overall mean of 4.55, verbally interpreted as Very Quick Decision-Making Process. This implies that Alternative Evaluation is a decision-making process through which the tourist decides where to spend his or her vacation. A tourist will use the characteristics of each destination and their personality and interests to determine their preference for a destination. This is a complicated process because a tourist relies on many factors to make the final decision, and these factors are evaluated using an alternative evaluation that includes costs, benefits, and risks. This procedure involves comparing such parameters to see which options perform the best (are more advantageous).

To better explain purchase behavior, a full grasp of choice rules is essential, yet the range of decision rules used needs to be considered in tourist research. It recommends that decision-makers evaluate options based on an essential trait instead of the comprehensive technique of attribute weighting. If this attribute is linked, the decision-maker proceeds to the following most significant attribute, and so on. Even though the final decision may not be the most effective, the review approach requires significantly less time and effort than the WADD

model implies (Li, 2019)

Problem 4. Is there a significant relationship between the respondents' social media usage and their tourist decision-making process?

Table 4
Significant relationship between Social Media Usage and Tourist Decision-Making Process

		Tourist Decision-Making Process	Decision
Social Media Usage	**Pearson Correlation**	**.700****	**Strong Positive**
	Sig. (2-tailed) **N**	**.000385**	**Reject Null**

Legend: P-value < .05 reject null hypothesis

The linear relationship between social media usage and the tourist decision-making process was computed using Pearson correlation. The data shows a strong positive correlation between variables, r (385) = .700, p=.000. Therefore, the null hypothesis is rejected, and there is a significant relationship between social media usage and the tourist decision-making process. As social media usage increases, the tourist decision-making process also increases, and vice versa. This implies that tourists use social media when they are planning their trips. The more they use social media, the more will be the chances of them making an all-important decision to visit your destination.

The selection and purchase of travel things, commonly acknowledged in tourism literature, needs multiple, interdependent, and time-consuming factors. Vogt & Stewart (1999). The decision-making process of tourists is divided into distinct stages. It entails problem identification, goal and objective formulation, the formulation of a set of alternative objects,

the search for information about alternatives under consideration, evaluation of a range of alternatives, decision implementation, and feedback for future decision-making. Crompton & Um, 2020; Crompton, 2022). Internal factors such as socio-psychological factors (e.g., motives, attitudes, values, personal traits, life cycle stage) and affective variables (e.g., mood and feelings during the trip) as well as external inputs (e.g., situational constraints, destination pull factors, marketing mix, environmental stimuli, social inputs) and trip nature (e.g., party size, travel distance, trip duration) influence this process (Moutinho, 2018).

Cox et al. (2019) were the first to investigate the role of user-generated content (UGC) websites in travel planning procedures in comparison to other sources of information. According to this survey, social media was primarily used after a location had been chosen, particularly for accommodation-related and within-destination information searches. In general, research supports the notion that user-generated content (UGC) is seen similarly to offline recommendations or word-of-mouth (Buttle, 2018) and provides more authentic, up-to-date, fun, and credible information than marketer-controlled sources or marketer-generated material (Fotis et al., 2021). However, Cox et al. (2019) discovered that social media content is only sometimes viewed as trustworthy and credible as official and government tourism websites. This illustrates that social media should be used as a supplement to established travel information sources rather than a replacement. Visitors increasingly seek and synthesize information from numerous channels and sources to create a holistic understanding of travel-related issues (Xiang et al., 2018).

Problem 5. Based on the findings of the study, what program can be proposed?

Social media marketing is a powerful tourism marketing tool, helping maintain an engaging interface between businesses and their customers. Customers can provide business

feedback, share photos and videos that showcase the best of your area, or spread the word about your business through their personal and professional networks.

Facebook, Instagram, and Twitter are the world's most powerful social media sites. They are among the most popular platforms for sharing content, images, and information about travel destinations and attractions. Together, these sites have reached almost 2 billion people worldwide. By simply creating a page or profile on each platform, business owners can reach these people. Hiring professional social media marketing help is one of the best ways to optimize ads, create compelling content, get more Likes and Followers--and boost traffic to their site or business. However, it is essential to note that all three sites have different guidelines governing how businesses can advertise on their pages - so they need to follow these rules very carefully when running an ad campaign on any single platform.

V. DISCUSSION

Millennials are regarded as early adopters of new technologies and digital storytellers. Photos from friends, family, or peers impact them because most millennials are influenced by the people they interact with in social situations. According to the study, women make most decisions about family vacations. Additionally, it proved that revenue is essential since it shows what a visitor can afford. Furthermore, the findings indicated that an individual's decision-making options increase with their level of knowledge. According to these findings, millennials, women, income, and knowledge all significantly determine tourists' decisions about where to travel via social media.

Two of the best social media platforms are Instagram and Facebook, which can inspire travel choices and help users get to know one another better. Understanding the elements that affect tourists' behavior with these devices—particularly smartphones—is essential for the

success of tourism-related businesses that integrate technology into their business plans. In places where high-tech, intelligence-driven visitor amenities are developed in a forward-thinking manner, the significance of mobile phone use only grows. Social media has permeated every aspect of people's lives worldwide, and companies are gradually integrating it into their strategies for customer service, marketing, research, and development. Social media presence and follower count are essential when choosing a place to visit. People use photos to get more information about their travel destination and what to anticipate. How information is presented and the visual experiences that accompany it affect how the customer perceives the world and makes decisions. Most respondents regarded offers, bargains, and discounts as the best advertising and promotion techniques. This suggests that choosing to travel is like negotiating. More influence over holiday choices is exerted by promotions and discounts than by images and videos shared by friends and professionals. The study highlights the noteworthy correlation between tourists' decision-making process and their use of social media. The most influential social media platforms worldwide are Facebook, Instagram, and Twitter. Hiring a social media marketing expert is one of the best ways to optimize ads, produce engaging content, increase Likes and Followers, and increase traffic to their website or business.

REFERENCES

Aldao, C., & Mihalic, T. A. (2020, July 22). New Frontiers in Travel Motivation and Social

Media: The Case of Longyearbyen, the High Arctic. Sustainability, 12(15), 5905.

https://doi.org/10.3390/su12155905

Albarq, A. N. (2014). Measuring the impacts of online word-of-mouth on tourists' attitude

and intentions to visit Jordan: An empirical study. International Business Research,

7(1), 14-22.

Alcott, Braghieri, Eichmeyer and Gentzkow (2019) The use of Social Media as Learning

Resources to Support the New Normal

Al-Tarawneh, H. A. (2012). "The main factors beyond decision making". Journal of

Management Research, Vol. 4, No 1, p. 1-23. DOI: 10.5296/jmr.v4il.1184.

Amaro S., Duarte P., Henriques C. (2016) 'Travelers' Use of Social Media: A Clustering

Approach', Annals of Tourism Research 59(7):1-

Azevedo, C.L.; Seshadri, R.; Gao, S.; Atasoy, B.; Akkinepally, A.; Christofa, E.; Zhao,

F.;Trancik, J.; Ben-Akiva, M. Tripod: Sustainable Travel Incentives with Prediction,

Optimization, and Personalization. In Proceedings of the 97th Annual Meeting of the

Transportation Research Board, Washington, DC, USA, 7–11 January 2018; Voume

1, p. 19.

Azhar, F.N. and Fauzan, N. (2020) The Role of Twitter as a Social Media Platform of

Central Java Government for Sustainable Tourism Development. International

Conference on Public Organization (ICONPO) 2019, 28-30 August 2019, 1-14

Bakr, G. M. W. A., & Ali, I. E. H. (2013). The role of social networking sites in promoting

Egypt as an international tourist destination. South Asian Journal of Tourism and

Heritage, 6(1), 169-183.

Ban, O., Ancusa, V., Bogdan, v. & Tara, I. 2015. Empirical social research to identify

clusters of characteristics that underlie the online evaluation of accommodation

services. Revista De Cercetare Si Interventie Sociala, (50) 293-308.

Baniya, R., & Paudel, K. (2016). An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal. Journal of Management and Development Studies, 27, 16-30. https://doi.org/ 10.3126/jmds.v27i0.24945.

Baum, T.; Hai, N.T.T. Hospitality, tourism, human rights and the impact of COVID-19. Int. J. Contemp. Hosp. Manag.2020,32,2397-2207

Benjamin, S.; Dillette, A.; Alderman, D.H. 'We can't return to normal': Committing to tourism equity in the post-pandemic age. Tour. Geogr. 2020, 22, 476–483.

Carey, Breanna. (1 April, 2021). What's the Social Media Impact on Tourism? Retrieved from Checkfront.com: https://www.checkfront.com/blog/social-media-impact-on-tourism

Chen, C. F., and Chen F. S (2010). : Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists". Tourism management, Vol. 31, No 1, p. 29-35.DOI: 10.1016/j.tourman.2009.02.008.

Chiang, L., Manthiou, A., Tang, L.R., Shin, J.Y. and Morrison, A.M. (2012) An Investigation of The Information Sources Used by International Tourists of Different Age Groups in Fiji. International Journal of Tourism Sciences, 12, 20-46

Cohen, S. A., Prayag, G. and Moital, M. (2014). "Consumer behavior in tourism: Concepts, influences and opportunities". Current Issues in Tourism, Vol. 17, No 10, p. 872-909. DOI:10.1080/13683500.2013.850064.

Colomo-Palacios, R., Soto-Acosta, P., Ramayah, T. and Russ, M. (2013) Electronic Markets and The Future Internet: From Clouds to Semantics. Electronic Markets, 3, 89-91. https://doi.org/10.1007/s12525-013-0134-6

Dewi (2020) The "New Normal" in the (Post-) Viral Tourism: The Role of Technology

https://hrcak.srce.hr/file/393687

Do, T.H.N. and Shih, W. (2016) Destination Decision-Making Process Based on a Hybrid

MCDM Model Combining DEMATEL and ANP: The Case of Vietnam as a

Destination. Modern Economy, 7, 966-983. https://doi.org/10.4236/me.2016.79099

González-Reverté, F., Díaz-Luque, P., Gomis-López, J., & Morales-Pérez, S. (2018,

February 6). Tourists' Risk Perception and the Use of Mobile Devices in Beach

Tourism Destinations. Sustainability, 10(2), 413. https://doi.org/10.3390/su10020413

Hall, C.M., D. Scott, and S. Gössling. 2020. Pandemics, transformations and tourism: Be

careful what you wish for. Tourism Geographies 22 (3): 577–598.

Haywood, K.M. A post COVID-19 future-tourism re-imagined and re-enabled. Tour. Geogr.

2020, 22, 599–609.

Liu, Y.; Shi, H.; Li, Y.; Amin, A. Factors influencing Chinese residents' post-pandemic

outbound travel intentions: An extended theory of planned behavior model based on

the perception of COVID-19. Tour. Rev. 2021, 76, 871–891

Jadhav et al., (2018) The role of social media sites in trip planning and destination decision-

making

processhttps://www.ajhtl.com/uploads/7/1/6/3/7163688/article_3_vol_8_52019_cut.p

df?fbclid=IwAR0YlehZZFYEi2T5Id6vyP8K0TkQkAKQanwDoJo5bUQcQ7MtXay6

_vHQPE

Jorge-Acain, Leslie R. (2022). Power Of Social Media Usage Over Travelers' Choice of

Tourist Destination. Humanities and Social Science Research;Vol.5,No.2.

https://doi.org/10.30560/hssr.v5n2p33.

Kaplan and Hainlein (2010). Social Media Platforms and Travel Destinations Choices

Among

InternationalStudentsinUmeahttp://www.divaportal.org/smash/get/diva2:1327650/FU

LLTEXT01.pdf?fbclid=IwAR2DSYq1EjaVbQdJffPzApwGhwB6JGsqF3pKNJbV5L

Zi2yn1PlJJeFTOnaU

Kaplan, A.M. & Haenlein, M. (2010). Users of the world, unite! The Challenges and

Opportunities of Social Media. Business Horizons, (53) 61.

Katsikari, C., Hatzithomas, L., Fotiadis, T. and Folinas, D. (2020) Push and Pull Travel

Motivation: Segmentation of the Greek Market for Social Media Marketing in

Tourism. Sustainability, 12, Article 4770. https://doi.org/10.3390/su12114770

Lalicic, L., Huertas, A., Moreno, A. and Jabreel, M. (2020) Emotional Brand Communication

on Facebook and Twitter: Are DMOs Successful? Journal of Destination Marketing

& Management, 16, Article ID: 100350. https://doi.org/10.1016/j.jdmm.2019.03.00

Li, C., McCabe, S., & Song, H. (2019, August 23). Tourist Choice Processing: Evaluating

Decision Rules and Methods of Their Measurement. Journal of Travel Research,

56(6), 699–711. https://doi.org/10.1177/0047287516663651

Liang S., Schuckert M., Law R., et al. (2020) 'The Importance of Marketer-Generated

Content to Peer-to-Peer Property Rental Platforms: Evidence from Airbnb',

International Journal of Hospitality Management 84: 102329.

Lim, J., (2010) Confronting Democracy: ICT and political youth activism in Malaysia In:

Asian Media Information and Communication Centre (AMIC) conference, Singapore.

Retrieved from <http://www.nottingham.ac.uk/clas/staff/joanne.lim> retrieved on

November 15,2013

Liu, X., Mehraliyev, F., Liu, C. and Schuckert, M. (2020). The roles of social media in

tourists' choices of travel components . Tourist Studies 2020, Vol. 20(1) 27–48.

DOI:10.1177/146879761987307

Ly and Ly, (2020) Factors Influencing Tourist's Intention To Select A Tourism Destinations

By Using Social Media http://www.jised.com/PDF/JISED-2022-46-07-26.pdf

Mandasari, V. (2021) Tourists' Decision Making in Choosing Destination Place. Journal of

Economics, Finance and Management Studies, 4, 1974-1980.

https://doi.org/10.47191/jefms/v4-i10-20

Matikiti-Manvevery, R. and Kruger, M. (2019) The Role of Social Media Sites in Trip

Planning and Destination Decision-Making Processes. African Journal of Hospitality,

Tourism andLeisure, 8, 1-

10.https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_3_vol_8_5 2019_cut.pdf

Mary Jolly, R., Mary Jolly, R., & L, M. (2018, July 1). Celebrity Endorsement as an

Effective

Tool for Destination Marketing among Occupation Groups in Bangalore. Atna -

Journal of Tourism Studies, 8(2), 55–74. https://doi.org/10.12727/ajts.10.4

Merchant and Laura (2020) What New Norm? The Role of Social Media in Covid-19

http://www.ijlgc.com/PDF/IJLGC-2021-26-12-12.pdf

Michael, N., et al. (2017). Push and Pull Escape Travel Motivations of Emirati Nationals to

Australia. International Journal of Culture, Tourism, and Hospitality Research, 11(3),

274-296. https://doi.org/10.1108/IJCTHR-04-2016- 0039.

Minazzi R. (2015) Social Media Marketing in Tourism and Hospitality. Cham: Springer.

Minazzi, R. (2015). Social media marketing in tourism and hospitality. Springer

International Publishing, Switzerland.

Nadaraja and Rashad, (2013) Generational differences in using social media for destination

choice

https://www.modul.ac.at/uploads/files/Theses/Bachelor/Undergrad_2021/BBA_2021/

171

1016_SCHISCHLIK_Lara_Thesis_BBA_no_sig.pdf?fbclid=IwAR1N1pRjYlQMKJI

qrRt WTpZO_oJALYr36D1hunuERGKRQ_Mr6-zc-xAgpzs

Nakaishi, T. (28 June, 2021). The Importance of Social Media Marketing in Tourism.

Retrieved from Gravitate Design: https://www.gravitatedesign.com/blog/the-

importance-of-social-media- marketing-in-tourism/

Nasution, A. K. P. (2020). Integrasi Media Sosial dalam Pembelajaran Generasi Z. JTIP:

Jurnal Teknologi Informasi dan Pendidikan, 13(1), 80–86. Nientied, P., and D.

Shutina. 2020. Tourism in transition, the postCovid 19

Ong, Y. X., & Ito, N. (2018, December 15). "I Want to Go There Too!" Evaluating Social

Media Influencer Marketing Effectiveness: A Case Study of Hokkaido's DMO.

Information and Communication Technologies in Tourism 2019, 132–144.

https://doi.org/10.1007/978-3-030-05940-8_11

Papathanassis A., Knolle F. (2011) 'Exploring the Adoption and Processing of Online

Holiday Reviews: A Grounded Theory Approach', Tourism Management 32(2): 215–

24.

Paris C.M. (2011) 'Understanding the Stratosphere and Blogosphere: An Analysis of Virtual

Backpacker Spaces', in Proceedings of the Information and Communication

Technologies in Tourism 2011, Innsbruck, 26–28 January.

Paris C.M. (2012a) 'Flashpackers: An Emerging Subculture?', Annals of Tourism Research

39 (2): 1094–115.

Paris C.M. (2012b) 'Flashpacking: A Discussion of Independent Travel in a Digital World',
in Proceedings of the Information and Communication Technologies in Tourism
2012, Helsingborg, 24–27 January.

Pokhrel, S., & Chhetri, R. (19 January, 2021). A Literature Review on Impact of COVID-19
Pandemic on Teaching and Learning. Retrieved from Sage Journals:
https://journals.sagepub.com/doi/full/10.1177/2347631120983481

Rathonyi, G. (2013) Influence of Social Media on Tourism-Especially among Students of the
University of Debrecen. Applied Studies in Agribusiness and Commerce, 7, 105-112.

Rowe M., Karnstedt, M., Chan, J., Hayes, C, Alani, H. (2011). The Effect of User Featureson
Churn in Social Network.Koblenz,Germany Web Science Conference. Retrieved
from <http://www.lancaster.ac.uk/staff/rowem/publications.html>retrieved on
November 13,2013

Sahin, G. G., & Sengun, G. (2015). The Effect of Social Media on Tourism Marketing: A
Study among University Students. Management and Administrative Sciences Review,
4(5), 772-786.

Sharma, G.D.; Thomas, A.; Paul, J. Reviving tourism industry post-COVID-19: A resilience-
based framework. Tour. Manag. Perspect. 2021, 37, 100786.

Simms A. (2012) 'Online User-Generated Content for Travel Planning – Different for
Different Kinds of Trips?', e-Review of Tourism Research 10(3): 76–85.

Souzaa, S. C., & Machadob, D. F. C. (2017). Use and Influence of Social Media on Trip
Planning: a quantitative study. Revista Turismo em Análise - RTA, 28(2), 25-270. 23.

Sparks B.A., Perkins H.E., Buckley R. (2013) 'Online Travel Reviews as Persuasive

Communication: The Effects of Content Type, Source, and Certification Logos on

Consumer Behavior', Tourism Management 39: 1–9.

Tanjung and Purnamadewi (2021) Covid-19 Pandemic Challenges for MSMEs: Strategies

Options for Surviving in the New Normal Erhttps://www.e

Journal.warmadewa.ac.id/index.php/jagaditha/article/view/4867

Tas, G. (2021). The Role of Social Media in Tourism Marketing. Retrieved from Digitar

Travel ` Apac: https://digitaltravelapac.wbresearch.com/blog/social-media-in-

tourism- Marketing.

Țuclea, C.E., Vranceanu, D.M. and Nastase, C. (2020) The Role of Social Media in Health

Safety Evaluation of a Tourism Destination throughout the Travel Planning Process.

Sustainability, 12, Article 6661. https://doi.org/10.3390/su1216666

Tussyadiah, I. P., Park, S., & Fesenmaier, D. R. (2011). Assessing the effectiveness of

consumer narratives for destination marketing. Journal of Hospitality & Tourism

Research, 35(1),64-78.6

Tussyadiah, I. S. P., Kausar, D.R., & Soesilo, P. K. M. (2018). The effect of engagement in

online social networks on susceptibility to influence. Journal of Hospitality &

Tourism Research, 42(2), 201-223.

Van Vuuren, C. and Slabbert, E. (2011). " Travel motivations and behavior of tourists to a

South African resort". Book of proceedings Vol. I - International conference on

tourism & management studies 2011: Full papers - Algarve, p. 295-304. Retrieved

from https://dialnet.unirioja.es/servlet/articulo?codigo=5018529

Varkaris E., Neuhofer B. (2017) 'The Influence of Social Media on the Consumers' Hotel

Decision Journey', Journal of Hospitality and Tourism Technology 8(1): 101–18.

Wachyuni, S. S., and Kusumaningrum, D. A. (2020). The effect of COVID-19 pandemic:

How are the future tourist behaviors? Journal of Education, Society and Behavioural

Science, (Jun), 67–76

Wang D., Xiang Z., Fesenmaier D.R. (2016) 'Smartphone Use in Everyday Life and Travel',

Journal of Travel Research 55(1): 52–63.

Wheeldon, E. (2010, April). A social society: The positive effects of communicating through

social networking sites. In paper retrieved from Online Conference

website:http://networkconference.netstudies.org/2010/04/a-social-society-the-

positive-eff ects-of-   communicating-through-social-networking-sites.

World Travel & Tourism Council (2020, August 6). Economic Impact Reports.

https://wttc.org/Research/EconomicImpact.

Xiang and Gretzel (2010) The roles of social media in tourists' choices of travel components

Xiang, Z., Magnini, V.P. and Fesenmaier, D.R. (2015) Information Technology and

Consumer

Behavior in Travel and Tourism: Insights from Travel Planning Using the Internet. Journal of

Retailing and Consumer Service, 22, 244-249.

https://doi.org/10.1016/j.jretconser.2014.08.005

Yadav and Arora (2012) Development of Social Media Strategies in Tourism Destination

https://reader.elsevier.com/reader/sd/pii/S1877042815012719?token=73BECCB479E

F96

F0F0A349F8E71B90A0065BF80283E069FECFEF93C99C038377C62B04DDD0C8

97126F1DCE61F585299F&originRegion=us-east-

1&originCreation=20221010162020 Yağmurlu, (2013) The effect of social media on

the vacation planning process of Y-Generation:A Researcher on the students of

Kirklareli University. Retrieved from

https://www.theseus.fi/bitstream/handle/10024/154103/Thesis-Duong-

Le%20Final.pdf?s equence=1

Yamagishi, K.D., Ocampo, L.A., Abellana, D.P., Tanaid, R.A., Tiu, A.M., Medalla, M.E.,

Selerio, E.F., Go, C., Olorvida, R.C., Maupo, A., Maskariño, D. and Tantoo, E.

(2021) The Impact of Social Media Marketing Strategies on Promoting Sustainability

of Tourism with Fuzzy Cognitive Mapping: A Case of Kalanggaman Island

(Philippines). Environment, Development and Sustainability, 23, 14998-15030.

https://doi.org/10.1007/s10668-021-01283-6

Zeng B., (2013) Social Media in Tourism. J Tourism Hospital 2:e125. doi:10.4172/2167-

0269.1000e125. Retrieved from<(http://www.omicsgroup.org/journals/SocialMedia-

in Tourism 0269.1000e125.pdf> Retrieved on December 10, 2013

Zeng B., Gerritsen R. (2014) 'What Do We Know about Social Media in Tourism? A

Review', Tourism Management Perspectives 10: 27–36.

Zivkovic, R., Gajic, J. & Brdar, I. (2014). The Impact of Social Media on Tourism,

Singidunum Journal of Applied Sciences Supplement. 758-761.

Zhang, R. (2020). Research on the Relationship between Residents' Income Growth and

Tourism Consumption: A Case Study of Wuhan. Modern Economy, 11(03), 763–775.

https://doi.org/10.4236/me.2020.113056

Sustainable Green Practices of Selected Hotels in Tagaytay City:

A Basis for a Proposed Action Plan

Alegre, Angelo M., Cruzat, Kim L., De Ocampo, Jarwin C.

Noguchi, Riki C., Rosal, Leerovin S

I.   ABSTRACT

Green practices are one of the most important factors that help the environment. With their importance, people are starting to lean more towards green practices that would benefit any industry in the future, especially the hospitality industry. This study aimed to establish the sustainability of Environmental or green practices in selected hotels in Tagaytay City. A correlational quantitative method was used to test the interrelation between the demographic profile and green practices and sustainability. The researchers used a modified adapted survey questionnaire in the form of a Likert scale to identify the sustainability and competitiveness of green practices in any selected hotels in Tagaytay City in the aspect of 3Es (Economy, Ecology, Environment) to gather data. The questionnaires were administered directly to the research participants. After collecting all data, the frequencies of responses to each question were tallied and a percentage was obtained. Based on the findings, research indicated the respondents' generally positive outlook on the research studies have shown that a lot of hotels have adopted environmental or green practices in the hotel industry mainly including saving energy, reducing water consumption, and waste management and reduction. However, the study did not include all hotels in Tagaytay City. The results of this study showed that Table 2.1 indicates that the majority of the employee respondents highly observed that investment in climate-friendly energy and infrastructure is helpful for sustainability. 2.2 indicates that the majority of the team member respondents highly observed that the replacement of central air conditioning with individual air conditioning is helpful for sustainability and table 2.3 indicates that the majority of the employee respondents highly observed that provision of waste bins based on types of recyclable waste (3R) are helpful for sustainability. Additionally, Ecology and Economy have a higher mean of the results than the environment where sustaining the environment is more important. Based on the results of the study, the researchers developed/ proposed an action plan for sustainable practices.

Keywords: Sustainable Green Practices, Economy, Ecology, Environment

II. INTRODUCTION

Hotel service is considered one of the businesses making up the service industry following sustainable green practices as being the key to its success. Thus, hotels are needed to come up with the idea that would help hotels to support green practices while delivering service quality that is higher than other hotels provided by meeting the needs of the customers. Specifically, green practices are one of the most essential factors that help the environment.

Wherein, according to Lagas (2015), sustainable green practices do not only contribute to the economy, environment, or economy; these practices make companies more in demand. For instance, customers are more aware of the environment, and making developments will build up the company's reputation. It was added by Lagas (2015) that utilizing sustainable and green practices helps firms become more efficient, competitive, and profitable, while also increasing staff morale and innovation. As a result, sustainable development is a collaborative endeavor. It essentially means that when employees collaborate to determine and execute green and sustainable ideas, an environment of collaboration and continuous improvement is fostered.

On the other hand, Patterson (2022) emphasizes the necessity of environmental sustainability to protect resources like clean water, clean air, and wildlife for future generations. It is beyond dispute that until everyone can put healthy communities for future generations first, sustainability cannot genuinely be achieved. Additionally, Edmond (2022) draws attention to the fact that a lot of plastics wind up in the ocean, where they slowly decompose and generate greenhouse gasses. Furthermore, it appears that burning plastic is a major source of air pollution. Moreover, it is asserted that creating a circular economy is essential to lowering plastic pollution. Additionally, Edmond (2022) reported that only 16% of

plastics are recycled, with the excess either being disposed of in landfills for incineration or being simply dumped.

Additionally, the green concept is being embraced by both businesses and consumers, and its importance has lately grown. Taking into consideration, an increasing number of hotels are incorporating green practices into their everyday operations to decrease their negative outcome on the environment. Using environmentally friendly techniques refers to conducting business in a way that lessens waste, saves energy, and improves overall environmental health. An Eco-hotel, also known as a green hotel, is a lodging establishment that is dedicated to environmental sustainability and has made major structural environmental improvements to lessen its impact on the environment. The state where the hotel is located or an impartial third party must certify it as a green hotel. Furthermore, it supported many people that important environmental initiatives created by hotels include conserving water by reusing towels and sheets or using low-flow shower heads and faucets; conserving energy by using light sensors or individual air conditioners rather than central air conditioning; making eco-friendly purchases like environmentally friendly disinfectant or food from local farmers and manufacturers; and recycling containers or rechargeable soap dispensers to reduce waste. Water conservation, energy management, trash management, and general support for environmentally friendly behaviors are the four categories of green practices.

In addition, green practices are one of the most significant factors that help the environment, with their importance people are starting to lean more toward green practices that will benefit any industry in the future, especially the hospitality industry. Additionally, Yi, et al., (2018) found that the greenest practices in a hotel are viewed as positive. It was stated that hotel guests regarded various green activities, such as an environmentally conscious roofing

system, a stormwater control system, and guest orientation, as wholehearted efforts by hotels to be ecologically friendly or green, and that they complimented them. Some hotel visitors, however, argue that hotels are only embracing green measures as a marketing technique or to achieve financial advantages. Moreover, Astawa et al., (2019) claim that the implementation of green business principles in the hospitality industry also considers the harmony of social, economic, and environmental life. Therefore, preserving cultural tourism that respects the environment is very crucial for hotel management.

However, the paper is being carried out to determine the sustainable green practices among the selected hotels in Tagaytay City as this paper serves as a basis for an action plan. Particularly it aimed to determine the sustainability of regular hotels in implementing green practices. The outcome of this study comes from the assumption that data were obtained from the collection process. This is substantial enough to provide answers to the research problems presented. The respondents and sources utilized are accurate and credible enough to be used as the basis for assessing and interpreting this study.
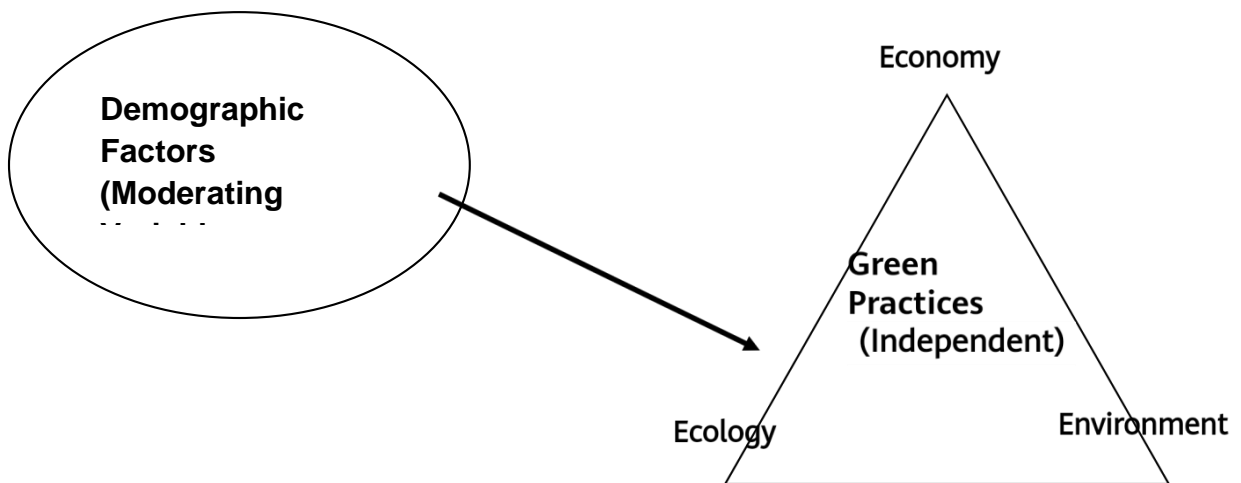
Figure 1. Conceptual Framework

This study was founded on the theoretical framework of the Three 'Es' models for sustainability, which Edwards (2005) defined as the expansion of conservation and supervision of ecology or environment (1st E) to include equivalent things like economy or employment (2nd E) and equity or equality (3rd E). Adopted from (Edwards 2005) Ecological sustainability necessitates the long-term viability of resource consumption in the mining, transportation, and manufacturing sectors. Economic sustainability, on the other hand, leaves conventional environmentalism for offering protected and long-term work without compromising ecological. The last part of sustainability advocates for the community's existence inside a protected environment as well as economic progress. As a result, the three E's are important components of sustainability, and environmental education along these lines can constitute a more realistic strategy. Through the environmental factor, sustainability has the potential to sustain well-being indefinitely. However, sustainability and the environment are not synonymous; rather, sustainability may be the cause of environmental degradation (Kuhlman and Farrington 2010). Sustainability is the preservation of natural and man-made resources for current and future generations. The long-term survival of a community, a collection of social institutions, or a social tradition. Sustainability is commonly seen as a type of intergenerational ethics in which current generations' economic and environmental actions do not hinder future generations' chances of experiencing equivalent levels of wealth, utility, or well-being.

This study aimed to determine the sustainability of green practices to selected hotels in the city of Tagaytay.

Specifically, the objectives of this study is to:

1. To evaluate the demographic profile of the respondents according to:

1.1 Age

1.2 Gender

1.3 Civil Status

1.4 Educational Attainment

2. To analyze the extent to which sustainable green practices are demonstrated by the hotel employees in terms of:

2.1 Economy

2.2 Ecology

2.3 Environment

3. To identify a significant relationship between the profile of respondents and the sustainability of implementing green practices of hotels.

4. To provide specific recommendations for the action plan.

III. METHODOLOGY

The main purpose of the study was to identify the sustainability of green practices in selected hotels in the city of Tagaytay, a correlational quantitative method was used to test the relationship between the demographic profile and green practices and their sustainability. The researchers surveyed all the selected hotels and collected quantitative data on three variables to determine if there was an important statistical relation between them. Respondents of the study were all employees of the four selected hotels in Tagaytay City. To obtain the necessary data for the study, the researcher utilized a survey questionnaire to adapt and modify them to complement the study's context. The researcher emailed the authors, requesting permission to use this instrument in the paper. A modified adapted survey questionnaire from the study of College Students 'Attitudes toward hotel practices by Perez (2013).

This study took place in Tagaytay City focusing on the sustainability and competitiveness of Selected Hotels in the context of green practices. The area of this study is around Maharlika East, Maharlika West, and Crossing Tagaytay. The researchers aimed to approach the hotels that have been operating for 5 years and above. In particular, 24 selected hotels are implementing green practices that the DOT has provided. Among these, researchers have selected four hotels to participate in the study. The hotels that participated in this study were Quest Hotel, Containers by Eco-Hotel, Eco by Cabins Hotel, and Tagaytay Country Hotel.

Purposive sampling, also known as selective sampling, was used by the researchers in this study. Selective sampling is the practice of selecting samples from a larger sample size based on the researcher's evaluation (Alchemer, 2021). The population of the study was determined by following criteria set by the researchers which are considered the most appropriate to aid in arriving at answers to the research questions. The respondents of the study consist of 80 (eighty) hotel employee respondents who implement green practices in their respective workplaces. The researchers gave the questionnaires to the hotel employees who can answer the problems with the statements composed by the researchers.

In the first part of the instrument, frequency count was used to summarize the data for the demographics of the participants. Then the presentation of findings together with the analysis and interpretation was done. The frequency of the answer, Always, Often, Sometimes, never option, would be measured through a table, to see how many respondents answered each option.

Formula: %=F/Nx100

The statistical treatment of data was used to compute, then evaluate and interpret the respondents' Pearson - r correlation data. To answer question number one, percentages will be used to establish the percentage of the respondents' demographic profiles. The researchers chose percentages as one of the most common ways to express statistics. To address question 2, the weighted mean was used since it is a type of mean that is generated by averaging all the products after multiplying the weight (or likelihood) associated with a single event or result by its associated quantitative outcome. To answer question 3, Pearson - r is used to examine the relationship between the respondents' profile and the sustainability of implementing green measures. The Pearson correlation coefficient is the most widely used method for determining a linear link. (r). The strength and direction of the relationship between two variables are indicated as numbers ranging from -1 to 1. When one of the variables is changed, the other changes in the same way. Following the administration of the questionnaire to the respondents, all data will be collected, processed, and interpreted.

Mean Scoring Procedure

Range	Description	Qualifying Statement
3.26-4.00	Always	Highly observed
2.51-3.25	Often	Partially Observed
2.50-1.76	Sometimes	Slightly Observed
1.75-1.00	Never	Never Observed

IV.   RESULTS

A. Demographic Profile of the respondents

This part presents the demographic profile of the employee respondents in terms of

Age, Gender, Civil Status, and Educational attainment.

Table 1.1
Age of the respondents

Age	Frequency	Percentage %
18-21	42	52.5
30-39	27	37.75
40-49	10	12.5
50-59	1	1.25
Total Weighted Mean	**80**	**100%**

Table 1.1 discussed that the majority of the respondent's age ranges from 18-21 with a

frequency of 42 or 52.5%. On the contrary, the minority aged between 50-59 with a

frequency of 1 or 1.25% out of the respondents. This trend can be explained by Poly (2022)

that Hotel management prefers to hire younger individuals because they have a negative view

of older employees. These findings overall suggested that employing older people is not

preferred by hotel managers.

Table 1.2
Gender of the respondents

Gender	Frequency	Percentage %
Male	48	60.00
Female	28	35.00
LGBTQA+	4	5.00
Total Weighted Mean	**80**	**100%**

Table 1.2 appeared that the male employee respondents outnumbered the female and LGBTQA + respondents. On average, the males outnumbered females by 25%; and outnumbered the LGBTQA+ by 55% in programs surveyed. This trend was noticed by the Philippine Statistics Authority which revealed that more male workers were employed by accommodation establishments. The findings are also consistent with the study of Caraban & Borbon (2021) as they pointed out that male respondents had the highest number compared to another gender. Above everything, hospitality industry workers are for all, despite gender.

Table 1.3
Civil status of the respondents

Civil Status	Frequency	Percentage %
Single	49	61.25
Married	30	37.50
Divorced	1	1.25
Total Weighted Mean	**80**	**100%**

Table 1.3 showed that single-employee respondents outnumbered married and divorced respondents. On average, the single employees outnumbered the married employees by 23.75%; and divorced employees by 60%. This finding is supported by Marasigan, et al., (2021) whose study found that singles are preferred by employees since they believe that being married with added responsibilities in their families would make an employee unproductive. The employers believe that having a family to attend to is a hindrance to the good performance of the employees in their work.

Table 1.4
Educational Attainment of the respondents

Educational Attainment	Frequency	Percentage
Undergraduate	29	36.25
Bachelor's degree	49	61. 25
Master's degree	2	2.50%
Total Weighted Mean	**80**	**100%**

Table 1.4 presented that employees with Bachelor's degrees outnumbered the undergraduate and with master's degree's employees. On average, the employees with a Bachelor's degree outnumbered the undergraduate employees by 25%; and outnumbered the employee with a master's degree by 58.75%. This result is similar to research by Pelta published in 2022, which indicated that companies see candidates with college degrees as being more "job-ready" than those without one. Employers believe that applicants with degrees have a greater combination of hard and soft abilities than those without degrees

B. Sustainable Green Practices of the respondents

Table 2.1
Extent of the employees' perception on the green practices in terms of Economy to selected hotels in Tagaytay City.

Economic Practices	M	D	QS	R
1. Investment in climate friendly energy and infrastructure are helpful for sustainability	3.83	Always	Highly observed	1
2. Occupancy sensors are helpful for sustainability	3.61	Always	Highly observed	6
3. Key cards to turn power of the room on and off are helpful for sustainability	3.51	Always	Highly observed	7
4. Patronizing local farmers on buying their products like	3.67	Always	Highly observed	4

fruits and vegetables are helpful for sustainability				
5. Prefer natural, eco-friendly cleaning products are helpful for sustainability	3.64	Always	Highly observed	5
6. Supporting foreign environmental products like Upcycled Eco Friendly Handbags, Reusable Coffee Cups, Clothes Made from Recycled fabric, are helpful for sustainability	3.44	Always	Highly observed	8
7. More economical with less luxurious products like recycled wooden doors, tables, and chairs. are helpful for sustainability	3.7	Often	Partially observed	9
8. Inverters are helpful for sustainability	3.7	Often	Partially observed	9
9. Using local products on the hotel amenities are helpful for sustainability	3.78	Always	Highly observed	2
10. Proper food storage of foods like Meats, Vegetables, and fruits are helpful for sustainability	3.71	Always	Highly observed	3
Total Weighted Mean	**3.66**	**Always**	**Highly observed**	

Table 2.1 exhibited that indicator one (1) outnumbered other indicators with the mean of 3.83 obtained with the description of "always". This indicated that the majority of the employee respondents highly observed that investment in climate-friendly energy and infrastructure is helpful for sustainability. This finding is supported by Patterson (2020) who claims that Environmental sustainability is crucial to protect future generations' access to resources like clean air, water, and wildlife. It is now crucial to protect the environment.

Table 2.2
Extent of the employees' perception on the green practices in terms of Ecology to selected hotels in Tagaytay City

2022-2023				
Ecological Practices	**M**	**D**	**QS**	**R**
1. Preserving many different natural species are helpful for sustainability	3.75	Always	Highly observed	2
2. Avoiding the use of plastic bags are helpful for sustainability	3.69	Always	Highly observed	4
3. Cultivating a physical environment with plants are helpful for sustainability	3.64	Always	Highly observed	6
4. Going paperless are helpful for sustainability	3.65	Always	Highly observed	5
5. Supporting green practices programs like planting trees are helpful for sustainability	3.75	Always	Highly observed	2
6. Energy efficient vehicles and fueling options are helpful for sustainability	3.61	Always	Highly observed	7
7. Replacement of central air conditioning with individual air conditioning are helpful for sustainability	3.88	Always	Highly observed	1
8. Investing in green energy are helpful for sustainability	3.69	Always	Highly observed	4
9. Investing in green infrastructure are helpful for sustainability	3.58	Always	Highly observed	8
10. Picking up trash outside are helpful for sustainability	3.68	Always	Highly observed	3
Total Weighted Mean	**3.69**	**Always**	**Highly observed**	

Table 2.2 showed that indicator seven (7) outnumbered other indicators with a mean of 3.88 obtained with the description of "always". This indicates that the majority of the employee respondents highly observed that the replacement of central air conditioning with individual air conditioning is helpful for sustainability. This conclusion can be explained by Carrier (2022), who claims that because a lot of energy is used to produce electricity, more carbon dioxide is released into the environment. A greenhouse gas may trap heat close to the surface of the globe and cause global warming.

Table 2.3
Extent of the employee's perception on the green practices in terms of environment to selected hotels in Tagaytay City

Environmental Practices	M	D	QS	R
1. Low flow shower heads are helpful for sustainability	3.51	Always	Highly observed	8
2. Low flow toilets are helpful for sustainability	3.39	Always	Highly observed	9
3. Low flow faucets are helpful for sustainability	3.58	Always	Highly observed	7
4. Energy saving light bulbs in the sleeping area are helpful for sustainability	3.61	Always	Highly observed	6
5. Refillable soap dispenser are helpful for sustainability	3.63	Always	Highly observed	5
6. Refillable shampoo dispenser is helpful for sustainability	3.74	Always	Highly observed	2
7. Rain water harvesting are helpful for sustainability	3.65	Always	Highly observed	3

	Mean			
8. Using environmentally-friendly products are helpful for sustainability	3.7	Often	Partially observed	10
9. Set up smoke-free rooms or smoke-free floors are helpful for sustainability	3.64	Always	Highly observed	4
10. Provision of waste bin based on types of recyclable waste (3R) are helpful for sustainability	3.78	Always	Highly observed	1
Total Weighted Mean	**3.62**	**Always**	**Highly observed**	

Table 2.3 presented that indicator ten (10) outnumbered other indicators with a mean of 3.78 obtained with the description of "always". This indicates that the majority of the employee respondents highly observed that the provision of waste bins based on types of recyclable waste (3R) are helpful for sustainability. Rahman (2020), who contends that careless disposal of this trash might contaminate the environment and endanger human health, supports this. Reducing, reusing, and recycling waste are alternatives.

V. DISCUSSION

Overall, the study found that respondents' attitudes regarding the study were favorable. Studies (Abdou et al., 2020) indicate that many hotels have implemented green practices in the industry, which generally involve energy conservation, reduced water consumption, and effective waste management. However, not all of the hotels in Tagaytay City were included in the poll. The study was conducted in the second semester of the relevant academic year. To substantiate the findings of this study, more research on green practices used as criterion in overall research should be conducted.

The purpose of this study was to identify the sustainable green practices used by a sample of hotels in Tagaytay City so that a plan of action could be built around them. It specifically seeks to ascertain the viability of conventional hotels in integrating green practices. Additionally, this study demonstrates that there is no correlation between the respondents' demographic characteristics and the hotels in Tagaytay City's sustainable green practices. These studies also demonstrated how widely adopted green techniques are in terms of economy, ecology, and environment.

Based on employee's opinions, this study reveals that, in general, sustainable green practices of hotels in Tagaytay are adopted and significantly contribute to the green environment. Furthermore, the studies imply that improving sustainability is a team effort. For example, when staff collaborate to discover and implement green and sustainable initiatives, a culture of teamwork and continual improvement is fostered. Furthermore, people work harder when they are involved and proud of their organization. According to the experts, manufacturers can positively affect their corporate culture by internally explaining the relevance of changes and the impact they have on the business and the environment. Furthermore, the studies imply that sustainability promotes the well-being of individuals and communities. Sustainability fosters a healthier economy with less waste and pollution, fewer emissions, more jobs, and a more equitable distribution of income.

These results add to the rapidly expanding field of hotel management as this study would serve as a basis for an action plan for more sustainable development of green practices. However, being limited only to four (4) hotels in Tagaytay City lacks accuracy and reliability. Thus, the small sample leads to a higher variability, which may lead to bias. In particular,

further research could assess the sustainability of green practices in Tagaytay City. Hence, greater efforts are needed to ensure that the results are reliable.

Finally, more research on green practices in the hotel industry may be conducted on a range of subjects and problems. Adopting sustainable and green concepts is more than just a trend, claims Lagas (2015). The author claims that encouraging sustainable and green practices helps businesses become more effective, competitive, and lucrative. In a similar vein, it goes beyond merely being a good deed. According to reports, manufacturers are already realizing the very tangible short- and long-term financial advantages of adopting environmentally friendly products.

As a result, green culture aims to use the least amount of natural resources possible in the manufacturing processes while increasing the output of pure goods. In actuality, preserving cultural heritage and developing genuine tourism experiences benefits both the local community and tourists.

Therefore, researchers have concluded that there is no significant relationship with the demographic profile of the respondents to the sustainability of the green practices of the selected hotels in Tagaytay city. Furthermore, this study serves as a basis for an action plan for more sustainable development of green practices. However, being limited only to four (4) hotels in Tagaytay City it lacks accuracy and reliability. further research could assess the sustainability of green practices in Tagaytay City. Hence, greater efforts are needed to ensure that the results are reliable. The results show that Table 2.1 presents that the indicator one (1) outnumbered other indicators obtained with the description of "always". This indicates that the majority of the employee respondents highly observed that investment in climate friendly energy and infrastructure are helpful for sustainability, Table 2.2 presents that the indicator

seven (7) outnumbered other indicators with the description of "always". This indicates that the majority of the employee respondents highly observed that replacement of central air conditioning with individual air conditioning are helpful for sustainability, Table 2.3 presents that the indicator ten (10) outnumbered other indicators obtained with the description of "always". This indicates that the majority of the employee respondents highly observed that provision of waste bin based on types of recyclable waste (3R) are helpful for sustainability.

PROPOSED ACTION PLAN FOR SUSTAINABLE PRACTICES

RATIONALE:

The goal is to broaden employees' comprehension and application of implementing green/environmental practices in Tagaytay city hotels. The challenge, however, is to provide access and raise awareness among people about the positive impact of implementing green practices, regardless of gender, age, civil status, or educational background.

This Development Program would assist the Department of Environment and Natural Resources and other Philippine Government environmental agencies in improving their environmental development efforts. The government is critical in raising environmental awareness in the country. The public sector of the environmental industry is made up of the government and governmental organizations, which are in charge of developing environmental policies, allocating grants for infrastructure development, nurturing flora and fauna, and designing specialized programs for overall environmental development.

OBJECTIVE:

The objectives of the proposed action plan are to enlighten hotel employees on the importance of sustaining the environment through seminars and meetings where this study's results shows that it was the lowest among the three variables on sustaining and practicing green practices.

Key Performance Indicator	Key Results Area	Action Plan	Target date of Implementation	Resources Needed	Focal Person
Environmental	Food & Beverages	Start using recycled materials in the restaurant. (Table, napkins, etc.)	Monthly	Based on the monthly budget of the restaurant	F&B Manager Restaurant Supervisor
	Housekeeping	Start using nontoxic chemicals in cleaning the facilities of the hotel.	Annually	Based on the annual budget of the hotel	Housekeeping Supervisor Manager
	Sales & Marketing	Start Purchasing reusable materials like, refillable soap & Shampoo bottles	Monthly	Based on the monthly budget of the hotel.	Sales Director Manager Purchaser

	Engineering & Maintenance	Start maintaining and preserving the environment of the hotel. Start enriching the vegetation in the hotel. Start using water from collected rain water in watering plants and trees.	Monhtly	Based on the monthly budget of the maintenance	Maintenance Supervisor Manager
	Kitchen	Start properly preparing food according to the number of guests. Implementing Proper food costing to prevent waste of food. Segregating waste according to Biodegradable, Non - Biodegradable, Recyclable)	All year round	Based on the number of the guests checked in daily.	Head Chef Manager

REFERENCES

Abdou, A., Hassan,., Duet, M. (2020). A Description of Green Hotel Practices and Their

Role in

AchievingSustainableDevelopmenthttps://mdpires.com/d_attachment/sustainability/s

ustainability-12-09624/article_deploy/sustainability-12-09624-

v2.pdf?version=1606286138

Abdou, AH. (2020). A Description of Green Hotel Practices and Their Role in Achieving

Sustainable Development. Sustainability 2020, 12(22).

Acampora, A., Ali, F., Lucchetti, MC., & Merli, R. (2022). The theoretical development and

research methodology in green hotels research. Journal of Hospitality and Tourism

Management, vol. 51 (p.512-528)

Agbayani, Pamaran, Ramos, Gueco, (2020) Green Practices of Selected Hotels in Tagaytay

City

Biosphere. (2016). 7 Tips for saving water in hotels. Biosphere Tourism: Strategies and tips

to improve water conservation in hotels.

BJUY'S. (2019). Air and Water Pollution. Environmental Chemistry 2020.

Bragiel, J. (2018). 6 Ways to Reduce Water Consumption in Hotels. Texas Hotel & Lodging

Association

Cabaraban, L. & Borbon, N. (2021).Work Life Balance Among Hotel Employees In Cagayan

De Oro City During Covid-19 Pandemic,Misamis Oriental

https://www.researchgate.net/publication/356127277_work_life_balance_among_hot

el_employees_in_cagayan_de_oro_city_during_covid-

19_pandemic_misamis_oriental

Cabezas, H. (2021).   Sustainable Energy Practices - Climate Action Planning. Georgia

College and State University via Galileo olm, 10(2).

Carrier (2022). Is Air Conditioning Bad for the Environment?

https://www.carrier.com/residential/en/us/products/air-conditioners/is-air-

conditioning-bad-for-the-environment/

Clarke, R., Stavins, R., Greeno, L., Bavaria, J., Cairncross, F., Etsy, D., Smart, B., Piet, J.,

Wells, R., Gray, R., Fischer, K., & Schot, J. (2018). The Challenge of Going Green

https://hbr.org/1994/07/the-challenge-of-going-green

Cristóbal, F.R., Celemín-Pedroche, MS., Santander-Astorga, P. & Alonso-Almeida, M.

(2019). Green Practices in Hospitality: A Contingency Approach. Sustainability

2019, 11(13), 3737.

Deepak, S. (2022). Waste management in a Hotel. Stewarding Association International.

Dodds, R. & Holmes, M. (2019). Is there a Benefit from being Green? Assessing Benefits

from Marketing Sustainability by North American Hotels. J Hotel Bus Manage 2016,

5:2.

Ecobnb (2021). How Important Are Eco-Friendly Hotel Amenities?

https://ecobnb.com/blog/2021/08/eco-friendly-hotel-amenities/

Edmond, C. (2022). We know plastic pollution is bad – but how exactly is it linked to climate

change? https://www.weforum.org/agenda/2022/01/plastic-pollution-climate-change-

solution/

Fauziah, D., Ismail, N., Ahmad, IM., Mohamad, A. & Mostafa, I. (2017). Green practices in

the hotel industry: Factors influencing the implementation. Journal of Tourism,

Hospitality & Culinary Arts 2017, Vol. 9 (2) pp 305-316.

Flexispot (FlexiSpot, 2021). Challenges of Going Green in Business

https://www.flexispot.com/spine-care-center/challenges-of-going-green-in-business

Floričić , (2020) Sustainable Solutions in the Hospitality Industry and Competitiveness

Context of "Green Hotels"

Hassan, Abdou, Moustafa (2022) A Description of Green Hotel Practices and Their Role in

Achieving Sustainable Development

indicators for improved environmental quality. Management of Environmental Quality.

Ketut, A., Ketut, B., Cokorda, W. & Suardani, P. (2019). The Practice of Green Hospitality at

the Operational Level a Case of a 5-Star Hotel in Bali. Advances in Social Science,

Education, and Humanities Research

Lacap, J. (2019). Competitiveness and Sustainability of the Hotel Industry: The Case of

Hotels in Pampanga. Business Management and Strategy, 5(1):115-127.

Lagas, B. (2015). Embracing Sustainability and Green Manufacturing

https://www.nist.gov/blogs/manufacturing-innovation-blog/

Marasigan, L., Bolompo, A., Bicol, C., Honorico, Borbon,. N. PhD, & Obtina, D. (2021).

Gender Equality among Hotel Employees in Batangas: Basis for

ContinuousImprovement https://research.lpubatangas.edu.ph/wp-content/uploads/

2022/02/10-APJMSD-2021-24-1.pdf

Moise, MS., Gil-Saura, I. & Molina, M. (2021). The importance of green practices for hotel

guests: does gender matter? Economic Research vol. 34 (p.3508-3529).

Natacha, R. (2020). Sustainable Hotel Management: Trends Hoteliers Should Keep Track

Of. Business Management & Sustainability

Patterson, N. (2022). What is Environmental Sustainability? Goals with

Examples https://www.snhu.edu/about-us/newsroom/stem/what-is-environmental-

sustainability

Pelta, R. (2022). Education vs Experience: What Do Employers Want More?

https://www.flexjobs.com/blog/post/education-vs-experience/

Perez. (2013) College student's Attitudes towards hotel practices

Poly (2022). People older than 50 make up less than a fifth of all hotel employees -Where

does this apparent aversion to employing older people come from?

https://www.hospitalitynet.org/news/4110627.html

Prakash, S., Prakash, V., Singh, R. & Vijayvargy, LN. (2022). Adopting Green and

Sustainable Practices in the Hotel Industry Operations - an analysis of critical

performance

Rahman, F. (2020).Reduce, Reuse, Recycle: Alternatives for Waste Management

https://pubs.nmsu.edu/_g/G314/index.html

Shamin, H. (2021). Concept paper on Sustainability. Bangladesh Public Administration

Training Centre Development.

Sumaylo & Alexander, (2020). Impacts of Green Practices on the Sustainable Performance of

the Hotel Industry in Tagaytay City. Course Hero (p.1-4).

Tan, P., Tuckova, Z. & and Chiappetta Jabbour, C. (2019). Greening hospitality industry:

How do green human resource management practices influence organizational

citizenship behavior in hotels? A mixed-methods study. Tourism Management vol. 72

(p.386-399)

The Extent of Implementation of Technology-Based Self-Service (TBSS) Among Fast-Food Restaurants: A Mixed Method Approach

Daniella Jenn R. Alfonso., Roland Dave H. Dela Cruz., John Errol A. Hernando

John Humprey T. Vida

I.   ABSTRACT

The Technology-Based Self-Service (TBSS) has one of the most significant impacts on today's food service industry. Thus, TBSS was implemented to provide a high level of customer satisfaction. This study aimed to determine the level of satisfaction in terms of engagement, functionality, aesthetics, and information quality. This study also dealt with the challenges of the use of TBSS. This study also determined the difference in the level of TBSS satisfaction and users' profiles. A mixed-method approach was used to analyze the extent of TBSS implementation further. The researchers used concurrent triangulation as a research design to gather and analyze quantitative and qualitative data simultaneously. After gathering the data from the survey and interview, using probability sampling method and descriptive analysis were used to summarize and find patterns for the qualitative six (6) step process. The data were coded, and the result of the survey revealed that most of the customers are satisfied with the implementation of TBSS in fast-food restaurants. The data collected from the interview revealed that not all customers are experiencing high levels of satisfaction in using TBSS, especially elders. The self-ordering process has become part of a new age of dining experience. To further satisfy the customers, this study proposed that an upgrade of a system is to occur as part of the TBSS maintenance process as well as its visual representation of the products on the screen. This study posed to provide further information about the device and its impacts upon implementation in fast-food restaurants around the globe.

Keywords: Extent Implementation, high level satisfaction, self-ordering, food service industry, TBSS

II.   INTRODUCTION

The quick service operation consistently develops ways to provide faster and more efficient quality service. Most fast-food restaurants have begun adopting technological advancements such as digital kiosks. A *digital kiosk* is a technology-based self-service device enabling consumers to order using touch screen features independently and efficiently. The order data is directly sent to the kitchen immediately. Technology-Based Self-Service (TBSS) is also used to pay for food ordered via e-wallet or card payment (Chelvarayan, 2022).

Technology-Based Self-Service (TBSS) is rising because of the drastic environmental changes. TBSS is familiar, but because of the changes in the last few years, many significant companies added kiosks and quickly noticed an increase of 5% to 6% in their sales (Peterson, 2017). The main reason behind the increase in their sales is the changes in customers' behavior which quickly sped the ordering process; not only was the labor cost decreased, but the wait time of the orders was decreased as well, which leads to more production of the product. Quick service restaurant executives learned that patrons of all ages, from tech-averse boomers to digital native Generation Z. Gen Z, iGen, or post-millennials, are tech-addicted and social justice warriors born between 1997 and 2012 because they grew up with technology, the internet, and social media. Gen Z enjoys placing their orders through digital kiosks. Modern, tech-savvy shoppers demand more control over every aspect of their purchasing trips, and eating at fast-food restaurants is no exception. Moreover, it is not just young customers who are eager to use TBSS, all ages of customers are eager to use TBSS because of its fast and easy way of ordering meals; 65% of customers said that they would come back and revisit the restaurants if they have a kiosk to use when ordering food products (Peterson, 2017).

Seeking the benefits of TBSS, fast-food companies started to adopt the technology as part of their service. The management received greater control over service delivery, reduced labor cost, smooth demand fluctuation, and service standardization while customers received convenience, ease of use, improved experience, and reduced wait time. However, misconceptions often occur due to the lack of knowledge by TBSS users and providers. Previous studies on Self-Service Kiosks have not provided useful information about the TBSS being implemented in fast-food restaurants. This study seeks reliable data to produce and provide useful information for the readers that will help for better usage of the device.

TBSS is one of the significant technologies used in the business industry; it has been growing over the years. TBSS helps improve sales and work efficiency and keeps the customers and staff socially distanced. It can bring fast-food restaurants to the next level, boosting their sales, improving accuracy, and cutting labor costs. Self-ordering kiosks can reduce the number of front-of-house staff that handle the orders in the restaurant. Quick service restaurants (QSR) that use TBSS allow the customers to experience less wait time for the order to be received.

To further analyze and understand the effects of implementing TBSS in fast-food restaurants and its users, the researchers conducted a mixed-method approach of data analysis, survey, and interview. They later obtained data that will help to complete this research. Data were collected by the responses and participation of the subjects to answer the following questions:

Five (5) questions were formulated as Statement of the Problem; the following questions are to be answered by the data collected from the respondents and participants of the study those questions are:

What is the profile of the respondents in terms of age and educational attainment? What is the level of satisfaction in terms of engagement, functionality, aesthetics, and information quality? What are the challenges encountered while the participants in the utilization of TBSS? Is there significant difference in the level of satisfaction of TBSS among the respondents when grouped according to their profile? What are the respondent recommendations to improve TBSS implementation?

Technology-Based Self-Service (TBSS) has been a part of customers' routine while ordering in fast-food restaurants; this research is conducted to assist further the customers and people struggling to understand or use the device. This research is critical because no study provides in-depth information for its readers, especially in this country. This research would be helpful for the students, customers, and future researchers that will choose the same topic.

III. METHODS

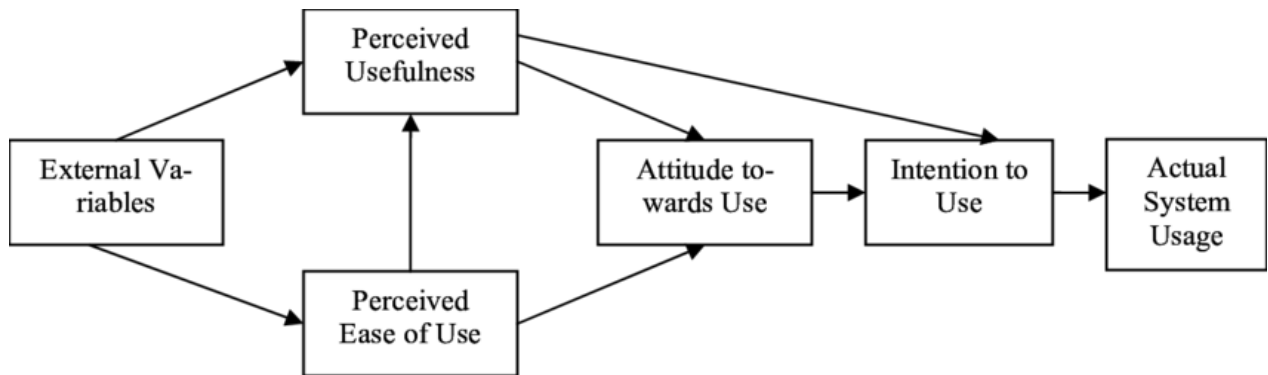
Figure 1. Technology Acceptance Model

This study was anchored on the theoretical framework of the Technology Acceptance Model developed by Fred D. Davis (1989); there are two (2) factors for the potential users to accept. (1) perceived usefulness, (2) perceived ease of use. This study will determine the challenges and benefits of implementing Technology-Based Self-Service (TBSS). This study

is conducted to provide helpful information about the use of TBSS; an additional factor is a

need for studies in the country that provide information and solutions to the management's

challenges

```
┌──────────────────────────────┐         ┌──────────────────────────────┐
│       QUANTITATIVE:          │         │       QUALITATIVE:           │
│       Responses and          │         │  Responses of participants in;│
│  recommendations of customers│         │    Feed-back by customers.   │
│  in the implementation of TBSS│        │   Complication upon using.   │
└──────────────────────────────┘         └──────────────────────────────┘
```

```
┌──────────────────────────────┐         ┌──────────────────────────────┐
│      DATA ANALYSIS           │         │       DATA ANALYSIS          │
│            Satisfaction      │         │  Manager  statements: Feedback│
│   Level                      │         │  on experiences on using TBSS.│
│            Challenges        │         │                              │
│            Recommenda        │         │                              │
│   tions                      │         │                              │
│            Benefits          │         │                              │
└──────────────────────────────┘         └──────────────────────────────┘
```

```
        ┌──────────────────────────────────────────┐
        │    Quantitative and Qualitative Data:    │
        │  Quantitative data reveals the satisfaction level of│
        │  customers, challenges and their recommendation│
        │  in using TBSS. Qualitative data describes the│
        │  experiences and challenges faced by customers│
        │  in using TBSS.                          │
        └──────────────────────────────────────────┘
```

```
        ┌──────────────────────────────────────────┐
        │         Themes for Feedback              │
        │  Additional option in menu               │
        │  User friendly for elders                │
        │  Additional option of putting discount ID's such│
        │  PWD and Senior Citizen                  │
        └──────────────────────────────────────────┘
```
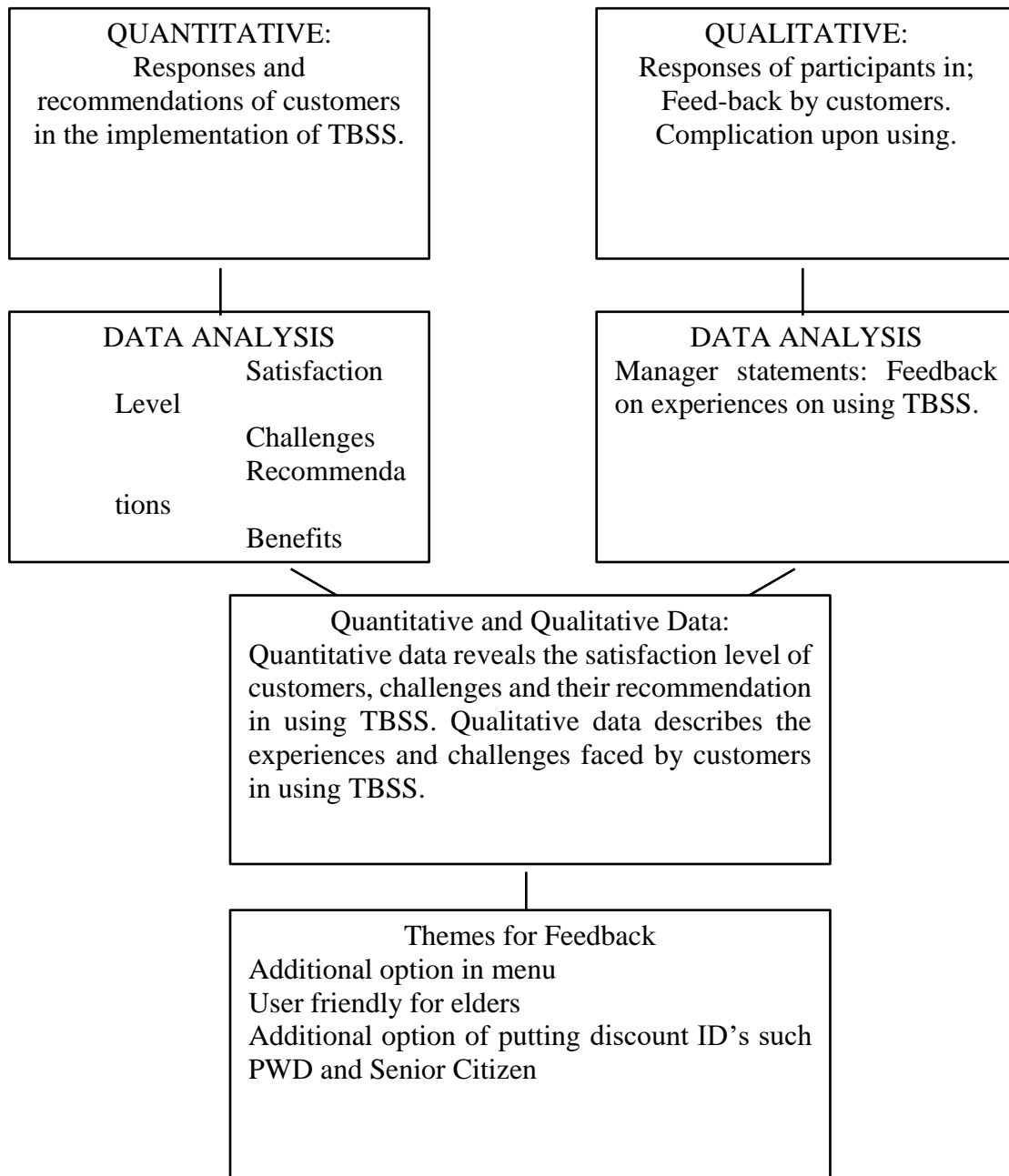
Figure 2. Conceptual framework

The conceptual framework provides a visual representation of the data collected in the conducted survey for the quantitative approach and a survey for the qualitative approach. The data collected revealed the challenges and experiences and customers' satisfaction level in using TBSS. The researchers used two analysis methods for quantitative and qualitative data; the probability sampling method was used for gathering the data from surveys with 400 respondents and 7 participants for the interview. The data was gathered and processed in a statistically sound manner, making it simple for academics to share and standardize the finding of quantitative analysis. Moreover, descriptive analysis helps the researchers summarize and find patterns; six (6) commonly used descriptive statistics are mean, median, mode, percentage frequency, and range.

The research design for the study was a concurrent triangulation design. A concurrent triangulation design is based on the simultaneous collection of qualitative and quantitative data in one stage. The data is disaggregated independently and then analyzed or potentially joined. This design is a type of investigation that validates the findings generated by each method. The qualitative (text) is collected through interviews among seven (7) restaurant managers. This study is conducted in selected seven (7) fast food restaurants in Tagaytay City and Nuvali, Sta. Rosa, Laguna. The researchers utilized two (2) separate research instruments: a survey questionnaire that determines customer experience on utilizing TBSS. This will compose a demographic profile and survey questions, an interview conducted among restaurant managers where two (2) open-ended questions about Technology-Based Self-Service (TBSS) will be asked. The researchers interviewed personally during their free time to not affect their work. A cell phone for voice recording, consent forms, and pen and paper were used to gather and analyze the data gathered from participants. The consent form verifies that the participants

consented to the researchers interviewing their restaurant operations and agreed that their opinions were respected and the freedom to withdraw participation at any time without explanation. A cell phone is used to record every answer of their participant, a photo for documentation, and a laptop for transcribing and coding. Upon analyzing the interview results, the researchers discovered the different experiences of customers from the manager's perspective. For qualitative, the researchers will use a thematic analysis. It emphasizes identifying, analyzing, and interpreting patterns of meaning (or "themes") within qualitative data from 7 participants. The study adopted the six (6) step process developed by Braun & Clarke (2006), which is suitable for conducting analysis: familiarization, coding the data, generating themes, reviewing themes, defining and naming themes, and writing up. Thematic data preserves the participant's identities.

In this design, the researchers gathered and analyzed the quantitative (numeric) data from a survey to determine the customer's experience with self-service kiosks. The researchers used a Google form comprising fifteen (15) questions. Before proceeding to the questions, respondents are required to read and answer the consent form for the anonymity of their profile. The responses will be automatically recorded. The data collected will be encoded and analyzed by the researcher. Furthermore, the data revealed that most of the respondents are highly satisfied with the implementation of TBSS.

IV.   RESULTS

This paper aimed to determine the respondents' satisfaction level in using the Technology-Based Self-Service (TBSS) in the selected fast-food chain in Tagaytay City and Nuvali, Sta. Rosa, Laguna. A one-way ANOVA was conducted to determine the different

satisfaction levels in implementing TBSS. Specifically, the following questions will be answered:

What is the profile of the respondents in terms of age and educational attainment?

Table 1
The demographic profile of the respondents in terms of age

Demographics	Frequency	Percentage
AGE		
13 – 17	15	3.7%
18 – 25	174	43%
26 – 35	87	31.5%
36 – 40	45	11.1%
46 and above	84	20.7%
Total	405	100%

Table 1 shows the demographic profile of the respondents in terms of age. It is revealed that the majority of the respondents were aged 18-25, with a frequency of 174 respondents with a percentage of 43%, 26 -35 on the second with a frequency of 87 and percentage of 31.5%, followed by 46 and above with a frequency of 84 and percentage of 20.7%, 36-40 with a frequency of 45 and percentage of 11.1% and lastly ages between 13-17 with a frequency of 3.7%. The data revealed that most of the customers are 18 – 15. On the qualitative side, based on the participants' responses, elders have the most trouble using TBSS. Due to their age, they do not have much interest in technology, and because of that, they are having issues navigating the device. Most elders think that using technology is too much and too complex, and feelings of inadequacy result in limiting their interests in using technology (Vaportzis E, Giatsi Clausen M and Gow AJ, 2017). Elders are slower to adapt to technologies unlike younger adults (Czaja et al., 2006).

While members of the Silent Generation are less likely to have done so, Boomers have been embracing various technologies in recent years. Four out of ten Silents (40%) say they

have a smartphone, whereas fewer (33%) say they have a tablet or use social media (28%).

According to previous Pew Research Center studies, a lack of confidence in utilizing new

technology and physical difficulties using various gadgets are some of the particular hurdles

that older persons have when trying to adopt new technologies (Vogels, 2019).

Table 1.1

Profile of the respondents in terms of educational attainment

Educational Attainment	Frequency	Percentage
Post Graduate	44	10.9%
College Graduate	217	53.6%
SHS Graduate	108	26.7%
Secondary Graduate	32	7.9%
Primary Graduate	4	1%
Total	405	100%

Table 1.1 shows the profiles of respondents in terms of educational attainment.

Frequency counts that the majority of the respondents are College Graduates, with a frequency

of 217 with a percentage of 53.6%, followed by SHS Graduates with a frequency of 102 and a

percentage of 26.7%, Post Graduates with a frequency of 44 and a percentage of 10.9%, and

secondary Graduate with a frequency of 32 and percentage of 7.9%, and followed by Primary

Graduate with a frequency of 4 and percentage of 1%. This may mean that educational

attainment has little impact when using TBSS.

What is the level of satisfaction in terms of engagement, functionality, aesthetics, and

information quality?

This table refers to the satisfaction level of respondents and participants in terms of

engagement, functionality, aesthetics, and information quality.

Table 2
Theme 2: Satisfaction Level of Respondents

QUANTITATIVE	QUALITATIVE
USABILITY 4.28, Very High Level of Satisfaction	*Manager 1:* *"Most of the feed-back is they don't know how to use the ahhh kiosk then uhmm what kind of feedback uhmm most of them ay sinasabi di sila marunong."* *Manager 6:* *"In features niya so medyo nakakalito especially ahh for the ahh elders"* *Manager 7:* *"yung iba parang convenient para sakanila yung kapag ahh sila na mismo oorder"*
FUNCTIONALITY 4.02, High Level Satisfaction	*Manager 2:* *"Mas madali yung service kaya meron kaming ordering kiosk"* *Manager 4:* *"Hindi nila mahanap yung mgaaa menu"*
EFFICIENCY 4.05, High Level of Satisfaction	*Manager 5:* *"Nag lalag yung kiosk kaseee hindi pa talaga sya fully function yung kiosk naming"*
RELIABILITY 4.11, High Level of Satisfaction	*Manager 3:* *"Nag hang so mas umaano yung oras nila ng build up ng pila compare doon sa pipila sila direct sa counter"*

The table describes the survey results and the answers the participants gave in the interview as part of the qualitative method.

In the Quantitative part, the results revealed the level of satisfaction with the highest mean score of 4.28 very high level of satisfaction in Usability, followed by Reliability with a mean score of 4.11 and a high level of satisfaction. The efficiency with 4.05, and a high level of satisfaction, and the least is Functionality, with a mean score of 4.02 and a high level of satisfaction. This implies that the respondents are highly satisfied with using TBSS.

However, in the Qualitative part, the participants received feedback that mostly complained about the usage of TBSS and the efficient Functionality of the device, just as the table implies. Most of the feedback is about the Usability of the device. Some users are having trouble navigating the device because of its visual representation. As to our fourth participant, Manager 4 said that, *"Hindi nila mahanap yung gala menu,"* but Manager 2 statement, *"Mas madali yung service kaya meron kaming ordering kiosk"* The researchers discovered that the service quality with using TBSS is more accessible than the traditional way of ordering over the counter. According to manager 3,

> *"Nag hang so mas umaano yung oras nila ng build up ng pila compare*
> *doon sa pipila sila direct sa counter"*

This statement opposes the result of high-level satisfaction in Reliability. Manager 5 statement regarding customer feedback:

> *"Nag lalang yung kiosk kaseee hindi pa talaga sya fully function yung*
> *kiosk naming."*

Regarding Usability, Manager 1 and Manager 6 statement is about unsatisfied customer feedback, according to manager 1 *"most of them sinasabi ay di sila marunong,"* and Manager 6 statement, *"In features niya so medyo nakakalito especially ahh for the ahh elders."* Therefore, manager 7 statement is *"yung iba parang convenient para sakanila yung kapag ahh sila na mismo oorder"* the researcher discovered that most of the customers make feed-backs when they having a problem in using TBSS.

The ordering kiosk menu is an essential tool for achieving customer satisfaction. It will guide the customers to order accurately and for the restaurants to provide what they ordered.

The menu layout must consider an apparent and clear-cut design that will provide structure and order to guide the customer through complex information (Wang, 2012).

Generally, to measure the kiosk's effectiveness is through the device's ordering speed; service delays will eventually lead to negative feed-backs from customers in using TBSS. Thus, the kiosk may reduce wait time and ordering line build-up. Waiting time influences the customers to use TBSS to experience faster ordering methods; customers prefer faster service than waiting to be served (Kokkinou & Cranage, 2015).

The device's effectiveness can be determined when one customer uses one server at a time, rather than the traditional ordering method when customers need to wait for the available cashier to take orders (Ismail & Shokor, 2016).

Achieving customer satisfaction takes time and effort. The service provider must understand and identify customers' expectations and needs; because of these obstacles being faced by service providers, the company must study and measure the data collected to ensure the needs and expectations of customers are satisfied. Customers are the justification for any restaurant to survive in the market; customers' satisfaction can be achieved when they are delighted and have no complaints about the service they received (Ograjensek & Gal, 2019).

3. What are the challenges of participants in utilizing the TBSS?

Table 3
Theme: Challenges experienced by participants in terms of usability of TBSS

Participants	Significant Statement	Codes of Unit Meaning	Themes
Pt 1	Most of the feedback is the don't know how to use the ahhh kiosk ano, then uhmm what kind of feedback uhmm most of them ay sinasabi di sila marunong yung mas maano din yung iba ahhh mga	Don't know how to use the kiosk and elderly are not	Capability of utilizing the kiosk

	matatanda na hindi syempre ganon katechy		
Pt 6	Most of ah customer naman ah feedback don regarding ah using kiosk is ahh features niya so medyo nakakalito especially elders natin kase ahh syempre hindi sila updated with it comes to ahhh technology. Yung iba parang convenient para sakanila kase yung kapag ahhh sila mismo na oorder pero may mgaiba den nahindi pa masyado familiar	Features of kiosk is slightly confusing	
Pt 7		Not to familiar	

Table 3.1
This theme refers to the challenges in terms of functionality

Participants	Significant Statement	Codes of Unit Meaning	Themes
Pt 4	When it comes in digital kiosks so marami kaming mga customers na nagbibigay feedback sa amin number 1 feedback non is yung ahhh hindi nila mahanap yung mga menu	Cannot find the menus in the digital kiosk.	Navigating the digital kiosk.

Further investigation revealed that some customers need help finding the menu or specific products they desire to order.

Table 3.2

This theme refers to the challenges in terms of efficiency

Participants	Significant Statement	Codes of Unit Meaning	Themes
Pt 5	Since ah bagong open pa po kami meron kaming natatanggap na feedback like naglalag yung kiosk kasi hindi pa talaga siya fully function yung kiosk naming.	Receiving feedback about lagging of kiosks.	Lagging of kiosk

This may mean that the service provider needs to update the system or consistently maintain the device.

The table shows the challenges the participants faced upon receiving feedback and based on their observations. In Table 3, the findings revealed that most users need help navigating kiosks due to more technical knowledge. These challenges became complicated for the customers, eventually turning into negative feedback for the management. In Table 3.1, the findings revealed that some customers need help finding the menu or specific products they desire to order. Upon further investigation, in Table 3.2, this may mean that the service provider failed to update the system or did not consistently maintain the device.

Is there significant difference in the level of satisfaction of TBSS among the respondents when grouped according to their profile?

This table refers to the significant differences in the level of satisfaction among the respondents according to their profile in terms of using TBSS in the selected fast-food restaurants.

Table 4

Theme 4: Significant difference of respondents when grouped according to profile

Level of Satisfaction of the respondents in the implementation of TBSS	Sum of Squares Ages	df	F	Significance	Decision
Between Groups (AGES)	1.62	4	1.709	.147	Accept Null
Within Groups	94.96	400			
Level of Satisfaction of the respondents in the implementation of TBSS	Sum of Squares Educational Attainment	df	F	Significance	Decision
Between Groups (Educational attainment)	1.45	4	1.526	.194	Accept Null
Within Groups	95.13	400			
There is no significant difference between respondents according to their Age and Educational Attainment in terms of USABILITY, FUNCTIONALITY, EFFICIENCY, and RELIABILITY					

There is no significant difference in the satisfaction level in the respondent's profile. This may mean that either Age or Educational Attainment affects the ability of customers to use TBSS. In terms of age, the survey revealed that all respondents know how to use TBSS no matter their age. The data shows that 13-46 and above can learn to use TBSS to order food. Regarding educational attainment, the data revealed that all respondents had adapted well to implementing TBSS no matter what level of education they had finished.

Generally, customers would only leave if the ordering line was shorter. However, one article revealed that 80 percent of customers will use kiosks if there are five people in the wait line, and 61 percent will most likely use kiosks if there are only four. According to Kiosk Marketplace (2016). 18-24 years old and 70 percent will visit a restaurant with a kiosk installed; 25-34 years old 65 percent; 45-54 years old is 60 percent; and 55+ years old are 40 percent most likely to visit a restaurant if it has a kiosk (Cooper, 2016).

The researcher has discovered that there is no significant difference in the respondent's profile in terms of age and educational attainment. Regarding usability, functionality,

efficiency, and reliability, respondents of all ages are satisfied with implementing TBSS. Based

on the data collected, the respondent's educational attainment does not matter when using

TBSS.

What are the respondent recommendations to improve TBSS implementation?

This table refers to the significant statement of respondents of their recommendations

to improve the TBSS implementation.

Table 5
Theme 5: Respondents recommendations

Participants	Significant Statement	Theme
RP 2	It would be great if they would add different snacks/dishes	Adding different product in menu
RP 50	Make sure that the system is easy to use and understand. Allow customers to choose what language they prefer to use.	Preferred language to use
RP 124	Adjustable monitor for little people	Adjustable monitor
RP 146	Establishments should still have somebody to assist people having difficulty using these kiosks because not everyone is knowledgeable and can operate such. Never assume that all of our customers are familiar with these. It may be convenient for many but not for everyone. Assistance must still be provided. Thank you!	Crew assistance
RP 215	It may be better for TBSS restaurants to provide a portion wherein special instructions (like no ice, or less salt) could be entered in.	Option to make special instruction
RP 279	TBSS should've included the option to add senior citizen id or pwd id, this way the customers will see the discounted amount that they'll pay.	Addition of ID's for discount
RP 359	Please make it more accessible to the elderly and indicate whether the specific orders are available or not	User friendly for elderly

The table revealed the recommendations made by the respondents on how to improve the implementation of TBSS. The statements made by respondents will be beneficial for both customers and the company. This data will show the service provider what to improve for their system and tell the company what would satisfy their customers. This will benefit the customers as they finally experience what they desire using TBSS.

According to Dominique Turpin (2016), receiving customer feedback can improve a company's service. By assessing data collected by the company, receiving the same review from customers means to act and to improve. Customers' statements will reveal what to improve and deliver the desired service a customer will eventually turn into high customer satisfaction.

This theme pertains to the data collection (interview with participants). The researchers found that the manager receives customer feedback on using the digital kiosk. This theme was used to reveal the satisfaction level of the customers while using the TBSS. Specifically to find out customers' feedback on using TBSS in a specific fast-food restaurant in Tagaytay City and Nuvali, Sta. Rosa, Laguna. This contains the different issues experienced by customers while using TBSS.

Table 6
Theme: Feed-back by Customers

Data Source			Evidences
Interview	**Manager**	**Manager 1**	*"Most of the feedback is they don't know how to use the ahhh kiosk ano then uhmm what kind of feedback uhmm most of them ay sinasabi di sila marunong yung mas maano din ung iba ahhh usually mga matatanda na hindi syempre hindi ganon katechy"*
		Manager 2	*" yes laging may maraming feedback kase yun naman ay galling sa head office naming yung tssk memo na meron na kaming kiosk which is doon oorder si customer uhmm bago sa payment which is sa counter mas madali sya I*

			mean mas madali yung service kaya meron kaming ordering kiosks"
		Manager 3	*"Uhmm sa mga feedback ahh made by customer sa pag gamit ng didigital kiosk ang nakukuha lang naming feedback is ahh halimbawa nag hang so mas umaano yung oras nila ng build up ng pila compare doon sa pipila sila direct sa counter"*
		Manager 4	*"When it comes in digital kiosks so marami kaming mga customers na nagbibigay feedback sa amin number 1 feedback non is yung ahhh hindi nila mahanap yung mgaaa menu"*
		Manager 5	*"since ah bagong open po kami meron kaming natatanggap na feedback like nag lalag yung kiosk kaseee hindi pa talaga siya fully function yung kiosk namen"*
		Manager 6	*"most of ah customer naman ah feedback don regarding ah using digital kiosk is ahhh in features niya so medyo nakakalito especially ahh for the ahh elders naten kase ahh syempre hindi sila updated with it comes to ahhh technology"*
		Manager 7	*"yung iba parang convenient para sakanila kase yunng apag ahh silanamismooorderpero may mgaiba den nahindi pa masyado familiar."*

This theme focuses on the issues experienced by customers based on their profiles and how the management acts on the issues they face while using TBSS. This refers to the usage issues of TBSS by the customers specified by the demographic profiles. Based on the participants' responses, elders need help with using TBSS. It is due to their age. They have little interest in technology, and because of that, they are having issues navigating the device. The management assigned personnel to assist customers with trouble using kiosks and also provided a priority lane for elders. Manager two (2) stated that millennials are eager to use TBSS. As a solution for the older people who are having trouble navigating the kiosk, manager

four (4) stated that they would direct the older customers to the counter to provide more

attention.

Table 7
Theme: Complicated for Elders

Data Source			Evidences
Interview	**Manager**	**Manager 1**	*"as I said elders matatandayungmganahihirapanahhhna mag gamit ng kiosk pero since ahhhyungmga elders naman senior yungmga ahh anosilayungpinaprioritynamin so kung hindinila gusto mag gamit ng kiosk so meron naman kaming priority lane to to provide ahhh fast ahhh service to them."*
		Manager 2	*"usually ung nga tsskkk mmmgaaaa mga seniors usually may mgaaa hard time na gumamit ng digital kiosk sa mgaaa katulad nating tskktskk mille yung mga millennials yun yung mga in na in talaga sa mga digital kiosk."*
		Manager 3	*"sa profile yung mgaaa nagkakaroon talaga ng troubles sa paggamit ng digital kiosk is kita naman talaga natin yung mga elders yung mga teenagers kase yung mga millennials medaling maka adopt yan yung mga elders syempre kailangan iaaassist mo sila"*
		Manager 4	*"So it when it comes in ano naman innn having trouble pag dating sa digital kiosk ahh yung mgaa ah elders perooo minsan kasi ahh or mostly ang ginagawa naman namin don is dinidirect na naming sila sa counter so hindi na naming sila pinapapila sa kiosk"*
		Manager 5	*"So ang una may ano nagkakaproblema is yung mga bagong customer so hindi siya di di sila aware kung paano yu yung ahh interface ng ano ng kiosk tsaka yung pangalawa yung mga senior citizen sila yung hindi masyadong tskk techy"*
		Manager 6	*"so usually mga elders talaga since hindi sila familiar sa kiosk parang mostly kase sa mga customers namin is from manila kase ah shortcut siya so wala silang idea hindi ko nga rin alam kung bakit wala wala daw kiosk sa manila pero sabi talaga nila na hindi daw wala daw*

			talagang kiosk don so nangangapa sila kailangan talaga nila iassist if ever mga elders "
		Manager 7	*"Sooo most of our customers so ahh as you can see naman during their ordering ahh most of our customers is yung elders talaga since yun nga ahh tulad ng sinabi ko hindi sila updated when it comes to ahh technology kaya nahihirapan sila pagdating sa digital kiosk"*

This table revealed the customers who are having trouble the most; the results show that elderly customers are having a hard time navigating the kiosk due to their lack of interest when it comes to technology, as manager 7 stated, "Hindi sila updated when it comes to ahh technology kaya nahihirapan sila pagdating sa digital kiosk" this statement may mean that elders are not much interested in updating themselves when it comes to technology. Moreover, this table revealed a solution for the customers that are not familiar with using the kiosk Manager 4 stated that "ang ginagawa naman namin don indirect na namin sila sa counter, so Hindi na namin sila pinapapila sa kiosk" This statement shows one of the solutions to an issue of customers that are not able to use the kiosk due to their lack of ability and proper knowledge in using the device.

V. DISCUSSION

This research study explored the extent of implementing Technology-Based Self-service (TBSS) in a fast-food restaurant. It determined respondents' satisfaction levels in Tagaytay City and Nuvali, Sta. Rosa, Laguna. Based on the findings, ages 18 - 25 have the majority among 400 respondents, with a frequency of 174 respondents.

The level of satisfaction explains this finding in terms of usability, functionality, efficiency, and reliability. Most respondents are 18-25, and the minority is 13-17. This implies that most of the respondents who answered the survey are millennials. The data of the profile

of respondents in terms of educational attainment shows that most of the respondents are college graduates, 217 out of 405. However, educational attainment has little impact on using TBSS.

As technology becomes advanced, it has become more accessible and more convenient for users, especially for millennials or Gen-z. Also, when the pandemic strikes, technology becomes more popular, like ordering food online, and limits social interaction with others. When some fast-food restaurants adapt technology, especially kiosk machines for taking orders from their customers, it takes adjustment for customers when picking or selecting their order via kiosk machine. However, they are not used to it like the elders who need help using kiosk machines due to a lack of technological knowledge and usually prefer ordering over the counter.

The results show that it was delighted with utilizing the kiosk regarding the usability of Technology-Based Self-service (TBSS). Most of them find using the kiosk machine to order their food easy. On the other hand, the functionality, efficiency, and reliability had high satisfaction levels on using the kiosk. Based on the data gathered, the elders need help utilizing the kiosk to process and order their food; meanwhile, the millennials are very capable of utilizing the kiosk, and they easily navigate it without the assistance of a crew at the restaurant. However, the majority of respondents are satisfied with using TBSS. It shows that implementing Technology-Based Self-service in fast-food restaurants as part of their services provides high satisfaction for customers of all ages.

In achieving customer satisfaction, it is complicated to understand and identify customers' needs and expectations. Ograjensek and Gal (2019) claimed that, because of this

obstacle, the company needs to study what to measure and how to collect the data to ensure their customers' needs and expectations can be satisfied.

Self-service kiosks can build customer satisfaction by incrementing the accuracy of orders. Order accuracy refers to the absence of minimal error when the employees serve the customer. Apart from that, these self-service kiosks can make the payment transaction much more manageable. The electronic ordering system is easy to use and navigate for customers who perceive convenience. (Shahril et al., 2021)

On the other hand, the interview was conducted as part qualitative since this study is a mixed method approach. Three questions were provided for each participant in the interview: Is there feedback made by customers on using digital kiosks? According to profiles of customers, who are having trouble the most using kiosks? Moreover, was the management able to provide training for crews?

Based on the data collected through the interview, all the participant's answers to question number 1 are different, and most of the feedback taken by each management is negative. It consists of the issues such as experiencing lag and hanging on the screen that often causes a build-up of waiting in line. Another area for improvement is the visibility of the menus. Some customers need help finding their desired products. According to one of the participants, some customers did not know how to use TBSS, and most of them are elders.

All technology can fail, and the automation benefit is lost if a kiosk fails. This can leave employees and customers rushing to create orders without the machine, especially if the restaurant moves to self-service kiosks and fewer people are trained to accept orders.

Suppose the restaurant's self-checkout system is down due to software issues, internet, or power outages. In that case, the customer will be unable to order fast and enjoy the other

benefits of a kiosk. If a restaurant only employs kiosks, an internet outage may prevent a person from placing an order (Wang, 2022).

Upon further investigation, the participants answered problem number two (2). According to the participants of seven (7) fast-food restaurants, according to the profiles of customers, the elders need help with using TBSS due to the feedback each management comes up with. Some provided a priority lane for elders, and some provided personnel to assist the customers who were having trouble navigating the device.

The Elderly did not grow up with technology as a central part of their lives; older adults struggle with technology and appear less tech-savvy than younger generations. Everyone's life was affected by technology at different times. Generation Z and Millenials have only known a world with the internet and social media. Computers, email, and cell phones were introduced and widely accepted as standard ways of communication for Generation X and some Baby Boomers. Not only for personal use but also frequently used at work.

Touch displays are incredibly challenging to operate for elders due to physical constraints. Decreased dexterity, increased shaking, a lack of hand-eye coordination, arthritis, or more advanced physical disabilities such as Parkinson's disease are examples of physical disabilities (Guerra, 2021).

Table 8
Respondents and Participants Feedback and Recommendations

Survey Results	Interview Results
would be great if they would add different snacks/ dishes.	Manager 1: *Most of the feedback is they don't know how to use the ahhh kiosk ano then uhmm what kind of feedback uhmm most of them ay sinasabi di sila marunong yung mas maano din ung iba ahhh usually mga matatanda na hindi syempre hindi ganon katechy*

Make sure that the system is easy to use and understand. Allow customers to choose what language they prefer to use.	Manager 2: *yes laging may maraming feedback kase yun naman ay galling sa head office namin yung tssk memo na meron na kaming kiosk which is doon oorder si customer uhmm bago sa payment which is sa counter mas madali sya I mean mas madali yung service kaya meron kaming ordering kiosks*
An accurate product and service must have excellent food service.	Manager 3: *Uhmm sa mga feedback ahh made by customer sa pag gamit ng digital kiosk ang nakukuha lang naming feedback is ahh halimbawa nag hang so mas umaano yung oras nila ng build up ng pila compare doon sa pipila sila direct sa counter*
Sa umpisa nahihirapan ako gumamit, pero nung natutunan ko kung pano gumamit mas convenient	Manager 4: *When it comes in digital kiosks so marami kaming mga customers na nagbibigay feedback sa amin number 1 feedback non is yung ahhh hindi nila mahanap yung mgaaa menu*
Make the kiosk a friendly user.	Manager 5: *since ah bagong open po kami meron kaming natatanggap na feedback like nag lalag yung kiosk kaseee hindi pa talaga siya fully function yung kiosk namen*
Please consider the undergraduate and those who do not understand English	Manager 6: *most of ah customer naman ah feedback don regarding ah using digital kiosk is ahhh in features niya so medyo nakakalito especially ahh for the ahh elders naten kase ahh syempre hindi sila updated with it comes to ahhh technology*
Hope a more convenient mode of payment to go to the counter to pay and internet system no offline mode	Manager 7: *yung iba parang convenient para sa kanila kase yun nga pag ahh sila na mismo oorder pero may mga iba den na hindi pa masyado familiar.*
Ordering kiosks may help others to avoid long lines, however may not help those unfamiliar with technology such as senior citizens, pwd, etc.	Manager 1: *as I said elders matatanda yung mga nahihirapan ahhh na mag gamit ng kiosk pero since ahhh yung mga elders naman senior yung mga ahh ano sila yung pinapriority namin so kung hindi nila gusto mag gamit ng kiosk so meron naman kaming priority lane to to provide ahhh fast ahhh service to them.*

Hindi all the time advisable yung technology lalu na mga matatanda much better parin yung mameet mo yung customer	Manager 2: *usually yung nga tsskkkmm mgaaaa mga seniors usually may mgaaa hard time na gumamit ng digital kiosk sa mgaaa katulad nating tskk tskk mille yung mga millennials yun yung mga in na in talaga sa mga digital kiosk.*
The technology based self service among fastfood restaurant should also be user friendly for elderly people, and people with reading deficiency	Manager 3*: sa profile yung mgaaa nagkakaroon talaga ng troubles sa pag gamit ng digital kiosk is kita naman talaga natin yung mga elders yung mga teenagers kase yung mga millennials madaling maka adopt yan yung mga elders syempre kailangan iaaassist mo sila*
Not everyone is adjusted to use of technology especially for the older gen, through this reality at the moment preferably we have choices to order the old ways	Manager 4: *So it when it comes in ano naman innn having trouble pag dating sa digital kiosk ahh yung mga ah elders pero minsan kasi ahh or mostly ang ginagawa naman namin don is dinidirect na namin sila sa counter so hindi na namin sila pinapapila sa kiosk*
It should not be complicated especially for the elderly who are not techy	Manager 5: *So ang una may ano nagkaka problema is yung mga bagong customer so hindi siya didi sila aware kung paano yuyung ahh interface ng ano ng kiosk tsaka yung pangalawa yung mga senior citizen sila yung hindi masyadong tskk techy*
Mahirap sa senior citizen na katulad naming anf self service po, maybe sa teens para matuto mag clear up ng table, important na ngaon ang self service.	Manager 6: *so usually mga elders talaga since hindi sila familiar sa kiosk parang mostly kase sa mga customers namin is from manila kase ah shortcut siya so wala silang idea hindi ko nga rin alam kung bakit wala wala daw kiosk sa manila pero sabi talaga nila na hindi daw wala daw talagang kiosk don so nangangapa sila kailangan talaga nila iassist if ever mga elders*
Using technology in restaurant promotes efficiency however not everyone, especially	Manager 7: *So most of our customers so ahh as you can see naman during their ordering ahh most of our customers is yung elders talaga*

older people are not inclined with technology and some kiosk aren't user friendly as well	*since yun nga ahh tulad ng sinabi ko hindi sila updated when it comes to ahh technology kaya nahihirapan sila pagdating sa digital kiosk*

Overall, based on the findings of this research, issues occur in using the TBSS. Upon transcribing the data, the researchers find out that some significant issues are lagging, visibility of products on the screen, wait for line build-up, and customer assistance for elders or customers who need to learn how to use the device. As a solution for these issues, proper maintenance of the device must be done, including updates of software, a new visual representation of the menu, more TBSS to be installed in each fast-food restaurant to prevent wait line build-up, and a crew on standby to assist the customers that are having trouble navigating the device.

A survey through Google Forms was conducted to provide further help and information for the readers and management of selected fast-food restaurants. The data collected from the survey revealed that even with the issues experienced by some customers, many have been very satisfied with the implementation of TBSS. The results also revealed that the device provides faster processing time upon ordering rather than the traditional over-the-counter ordering method. It also revealed that the TBSS is more convenient for people, especially during rush hours. Overall, the data showed that most users are satisfied with using the TBSS; according to the survey conducted by the researchers, the respondents are mostly satisfied, even customers ages 46 and above.

According to an article by Pendrill (2020), restaurants with TBSS have increased their sales by roughly 5-6%. The main reason for the increase in sales is primarily due to customers' behavior toward ordering products. Customers tend to visit fast-food restaurants to buy food without spending too much time ordering. With the help of TBSS, the wait time for orders

decreases, resulting in customers being satisfied with the service. A study by Tillster (2018) found that customers of all ages are eager to use TBSS, and 65% of those customers stated that they would visit a restaurant if it had a kiosk. Moreover, 30% of customers prefer to order in kiosks rather than over the counter if the wait line is the same.

REFERENCES

Brian, B. (2022, May 28). *What is a Fast-food Restaurant Kiosk Ordering System?*

REDYREF Kiosks. https://redyref.com/kiosk-ordering-system-food/

Bridgwater, A. (2019, June 12). *How Self-Service Is Changing Technology*. Forbes.

https://www.forbes.com/sites/adrianbridgwater/2019/06/12/how-self-service-is-

changing-technology/?sh=6c24c6853147

Cooper, B. (2020a, July 11). *Restaurant kiosks serve up multiple demographics.www.kiosk marketplace.com.*https://www.kioskmarketplace.com/articles/restaurant-kiosks-serve-up multiple-demographics/

Duff, O. (2021, May 22). *The Truth About Self-Serve Kiosks At Fast Food Restaurants.* Mashed. https://www.mashed.com/417946/the-truth-about-self-serve-kiosks-at-fast-food-restaurants/

Fadhil, S. (2022, January 4). *The Benefits And Drawbacks Of Self-Ordering System At Restaurants - FoN Online*. FoN Online - Berita Tepat Satukan Rakyat. https://www.flowersofnation.my/index.php/am/the-benefits-and-drawbacks-of-self-ordering-system-at-restaurants/

Gaspar, C. S. (2021, September 27). *ANSI Self-Order Payment Kiosks*. ANSI Information Systems. https://ansi.ph/product-item/ansi-self-order-payment-kiosks/

Guerra, J. (2021). Why Do the Elderly Struggle With Technology? *Speak2Family*. https://www.speak2family.com/why-do-the-elderly-struggle-with-technology/#:~:text=Elderly%20people%20struggle%20with%20technology%20that%20has%20touch,seniors%20to%20use%20because%20of%20other%20physical%20limitations

Ishak, F. (n.d.). *The Implementation of Self-Ordering Kiosks*. https://www.researchgate.net/publication/355921267_The_Implementation_of_Self-Ordering_Kiosks_SOKs_Investigating_the_Challenges_in_Fast_Food_Restaurants

McDonalds Self Service. (2021, April 8). Evoke. https://www.evoke-creative.com/project/mcdonalds/ n.s, T. (2022, June 8). *How Self-Service Kiosks are*

Changing the QSR Game. TASK. https://tasksoftware.com.au/blog/self-service-kiosks

Older Adults Perceptions of Technology and Barriers to Interacting with Tablet Computers: A Focus Group Study. (2017, October 4). https://www.frontiersin.org/articles/10.3389/fpsyg.2017.01687/full?fbclid=IwAR25hadFVnvVD-xoLDrePE5I_Z0XOxqMGRAM1iTRC3-YjziEMG1NcbOTGWs

Pew Research Center. (2020, September 23). *Millennials stand out for their technology use | Pew Research Center*. https://www.pewresearch.org/short-reads/2019/09/09/us-generations-technology-use/

Philippines fast food brand introduces self-order kiosks. (2020, July 11). www.kiosk marketplace.com. https://www.kioskmarketplace.com/news/philippines-fast-food-brand-introduces-self-order-kiosks-2/

Pros And Cons Of Restaurant Self-Service Kiosks. (2022, October 6). Lightspeed. https://www.lightspeedhq.com/blog/pros-cons-of-restaurant-kiosks/

TouchBistro. (2023, April 25). *TouchBistro: Restaurant Management POS System.* https://www.touchbistro.com/

Umiten, A. (2022, October 27). *Self Ordering Kiosks: Introducing the Future of Ordering*. Revolution Ordering. https://revolutionordering.com/self-ordering-kiosks/

Venables, R. (2022, May 11). *Self-Service Kiosks in Restaurants: the Benefits and Challenges*. Acante. https://acante.co.uk/news/self-service-kiosks-in-restaurants-the-benefits-and-challenges/

Wang, A. (2022, April 13). Pros & Cons of Fast Food Kiosks in 2022. *INFI*. https://www.infi.us/post/fast-food-kiosk

What Fast Food Kiosks Mean for the Future of the Fast Food Industry. (n.d.). Toast.

   https://pos.toasttab.com/blog/fast-food-kiosks

Why do Customers spend 20% more at a Kiosk? (2019, May 3). FoodTec Solutions.

   https://foodtecsolutions.com/blog/2018/12/05/why-do-customers-spend-20-more-at-a-

   kiosk/

Why self-service kiosks are necessary for your business. (n.d.). Orda.

   https://www.getorda.com/blog/posts/why-self-service-kiosk

The Impact of Sustaining Safety Seal in Tagaytay Country Hotel:
A Single Case Study

Aquino, Ryelle Anne J., Gamboa, Sharry Babe., Gamboa, Allen Brix

Sabile, Jed Walter S., Venzon, April Kaye S.

I.   ABSTRACT

Tourism helps a country's overall growth, brand value, image, and identity. The Department of Tourism has established recommendations for accommodation establishments that reflect the "new normal" in response to the widespread spread of the coronavirus disease 2019 (Covid-19). The Safety Seal Certification is a voluntary certification program that certifies that a business complies with the government's minimal public health criteria which uses or integrates its contact tracing with StaySafe.ph. Throughout this view, the researchers determined the Impacts of Sustaining the Safety Seal in Tagaytay Country Hotel. It sought answers to the following questions (1) how does Tagaytay Country Hotel sustain their safety seal? (2) What is the impact of sustaining a safety seal in terms of (a) Finance, (b) Operations, (c) Human Resource Development (3) What are the challenges faced by Tagaytay Country Hotel in sustaining their Safety seal? (4) How does Tagaytay Country Hotel cope with their challenges (5) what continuous quality improvement plan can be proposed based on the findings of the study? The researchers used non-probability sampling - purposive sampling. Non-probability sampling is a sampling approach in which the possibility of any person being selected for a sample cannot be calculated. The instruments used are in-depth interview, observation, and document analysis with informed consent. The in-depth interview, observation, and document analysis identified the coping strategies of Tagaytay Country Hotel while sustaining the Safety Seal amidst the new normal. The researcher utilized a set of survey questionnaires to obtain relevant information. The questionnaires were administered during scheduled interviews, with questions asked by the interviewer and answered by the participants. Based on the results, all participants identified themselves with the "Impacts of Sustaining the Safety Seal in Tagaytay Country Hotel" and shared their coping strategies in implementing new normal policies in accordance with DOH rules and regulations. The study discovered a significant linear relationship between sustaining the safety seal in the hotel and the strategies employed to adapt to the new normal. The COVID-19 pandemic was a significant concern for both the hotel's guests and employees. As a result, the study proposes a health awareness program to increase awareness of new policies and procedures that align with the new normal and assess the impacts of sustaining the safety seal in Tagaytay Country Hotel.

I.   INTRODUCTION

One of the major growth-producing sectors of the global economy is tourism. The tourism sector has significantly increased its influence on the global economy in recent years (Global Tourism Forum, 2021). Along with being a significant driver of economic growth, the tourism business extends beyond simply offering appealing destinations. Associated with the word tourism is the hospitality industry which cannot be removed from tourists and for business purposes. Although not gone, the operation of some hotel establishments has been limited to maintain the safety of both employees and guests staying at the hotel. However, according to a Philippines News Agency report, there were only 1.3 million visitors to the Philippines during the first seven months of 2020, a 73% decline in tourist arrivals because of the pandemic.

The Corona Virus disease (COVID-19), which started in Wuhan China in December 2019, has spread rapidly with confirmed cases in every country around the world and it has become a global public health crisis. Due to the abrupt decline in visitor numbers brought on by the COVID-19 pandemic, the Philippines lost over PHP 400 billion (more than USD 8.3 billion) in tourism earnings in October 2020. As a part of the Enhanced Community Quarantine (ECQ) regulations that were implemented in the Philippines on March 16, 2020, the government closed all gateways because of the spread of COVID-19. The pandemic's detrimental effects on the tourism industry's performance were already apparent far earlier. International visitor visits to the Philippines have been impacted by travel restrictions and measures in other nations, some of which began as early as January 2020. On the other hand, domestic visitors restricted their travel out of concern over COVID-19. According to the Department of Tourism, the first quarter of this year saw a fall in international visitor receipts to PHP 85 billion, or 36% less than the same period in 2021.

Most of us are currently focused on the recently discovered CoronaVirus (COVID-19). It has a significant impact on how students do study, work as professionals, and do business in general. It cannot be denied that the limited operation of the hotels will affect even the number of employees and possible guests who will stay at the establishment. Due to this result, one of the affected is the income of hotel owners which others have been forced to close.

It goes that the COVID-19 pandemic has resulted in several changes in the hotel industry, as well as the abolition of many valued customs. As a result, today's hotel visit is considerably different from one from the past. Customary habits, such as waiting in line to check in at the front desk or even dining in hotel restaurants have been modified as a result of social distance limits. As a result, both major and small hotel businesses are now responding appropriately by adopting new policies and procedures to match the new normal. Despite all the obstacles that our country has faced, the tourism and hotel industries have yet to fully recover. To bring the tourism and hotel industries back on track, the country must stick to preventive measures and be steadfast.

Even though some establishments have closed, there are still many hotels that continued operations. To decrease the chance of becoming infected with the highly contagious virus, hotels had to rely on cutting-edge medical technology and rigorous sanitation methods more than ever before. For the economy to survive, and the establishments to be able to continue their operations, the Inter-Agency Task Force Resolutions' criteria and new protocols must be implemented. It is called Safety Seal, where the goal is to maintain the safety of guests and employees.

Furthermore, the Health and Safety Guidelines Governing the Operations of Accommodation Establishments were made public on May 25, 2020 (Philippine News Agency, 2020). These guidelines cover the operations of accommodation establishments in the following categories: guest handling, reception and concierge, rooms and housekeeping, food and beverage service, kitchen

sanitation and disinfection, public areas, hotel and transport service, engineering and maintenance

service, business practices and management, and suppliers of products and services.

The DOT issues the Safety Seal for Accommodation Establishments (Hotels, Resorts,

Apartment Hotels, and other Accredited Accommodation Establishments), Travel and Tour

Services, Meetings, Incentives, Conferences & Events (MICE) Venues or Facilities, and Restaurants

inside Hotels/Resorts. The Safety Seal Certification is a voluntary certification scheme that affirms

that an establishment is compliant with the minimum public health standards set by the government

and uses or integrates its contact tracing with staysafe.ph (DILG, 2021).

The Safety Seal certification program has eligibility requirements that businesses must meet

to qualify for certification. These requirements include compliance with registration or accreditation

requirements, use of contact tracing tools, enforcement of minimum public health standards,

availability of hand washing stations and sanitizers, observance of physical distancing, proper air

exchange in enclosed areas, disinfection protocols, wearing of facemasks and face shields,

designation of a safety officer, the establishment of a referral system for medical and psychosocial

services, and proper disposal of infectious waste. Issuing authorities will develop checklists to

enumerate these requirements and may establish a micro-site to provide information on the program.

Certification procedures involve self-assessment by the business owner or authorized representative,

validation of government-issued permits and/or accreditation, inspection by the issuing authority,

and correction of deficiencies. Regular monitoring may also be conducted to check eligibility for

certification.

This operational protocol initiative focuses on enhanced hotel cleaning practices, social

interactions, and workplace standards to meet the new health and safety challenges and expectations

presented by COVID-19. It seeks to change hotel industry norms, behaviors, and standards to ensure

both hotel guests and employees are confident in the cleanliness and safety of hotels. One of the world's largest hotel companies that sustain the Safety Seal are Marriott International, My Place Hotels, Omni Hotels & Resorts, Radisson Hotel Group, Wyndham Hotels & Resorts, and Hilton (AHLA, 2023).

Tourism around the nation has suffered quickly, particularly in Tagaytay City, one of the most popular tourist destinations in the Philippines. It began with an uptick in hotel and travel reservation cancellations. The COVID-19 pandemic and the occurrence of poverty, among other factors, both resulted in job losses and employment. Additionally, the coronavirus pandemic has spread to more than 200 nations worldwide. In this light, the researchers would like to undertake a study that will identify the Impacts of Sustaining the Safety Seal in Tagaytay Country Hotel. Five questions were formulated to identify the Impacts of Sustaining the Safety Seal in Tagaytay Country Hotel. The first question was, how do Tagaytay Country Hotels sustain their Safety Seal? The second one was, what is the impact of sustaining a Safety Seal in terms of, 2.1 Finance, 2.2 Operations, 2.3 Human Resource Development. The third question was, what are the challenges faced by Tagaytay Country Hotel in sustaining their Safety Seal? The fourth one was, how do Tagaytay Country Hotel cope with their challenges? The last question was, what continuous quality improvement plan can be proposed based on the findings of the study?

The primary reason for conducting this study was to identify the Impacts of Sustaining Safety Seal for it could provide a ground on how the accommodation establishments resurged over the past three years after the widespread pandemic.

II.   METHODS

The researchers used a qualitative case study. A qualitative case study research design describes the in-depth analysis of a case, often a program, event, or one or more individuals. It allows

a complex phenomenon to be explored, researched and identifies multiple components that interact within a specific context from one another using various data sources, and undertakes the exploration through a variety of lenses in order to reveal multiple facets of the phenomenon (Tetnowski, 2015).

The researchers used a qualitative case study method to perform in-depth investigations of complex phenomena in a specific study area. A qualitative case study was used to identify the status, challenges, and prospects of micro-business through the interpreted gathered data of the selected participant.

The study focused on the impacts of Sustaining the Safety Seal of Tagaytay Country Hotel. The participant was limited to only three (3): (1) the Resident Manager of the Hotel who focuses on maintaining and supervising the residential hotel; (2) the Front Office Associate who is reporting to management and performing administrative duties; and (3) Sales and Marketing Manager. Data collected were done through an interview. The researchers used Braun & Clarke thematic analysis. It outlined how to utilize thematic analysis in a step-by-step method for qualitative research in 2006. According to Braun & Clarke (2006), as cited by Lago (2019), thematic analysis is a fundamental way of analysis that must be defined and documented to become more established. Braun & Clarke thematic analysis involves a six-phase guide. (1) The researcher did not just fold the paper used to capture the interview afterward; instead, the researchers familiarized themselves with the data. Reading and re-reading transcripts, taking notes, and emphasizing critical impressions are critical. (2) After re-reading and familiarization, the next step is to organize similar impressions in a meaningful and systematic manner. Then, the researchers created the first codes to break down the topic into smaller bits of significance. (3)

The researchers carefully searched for critical themes as they categorized and designated them with initial codes. There were no hard and fast guidelines about what constitutes a theme. The

relevance of a topic is what distinguishes it. This step was beneficial because it was all about familiarizing the derivation of themes; it all began then. (4) It was not enough for the researchers to create a theme; they needed to review it. Researchers review, revise, and develop preliminary themes established in the previous phase during this phase. The researchers utilized any word processing program's cut-and-paste option, cutting and pasting transcripts using scissors, or using Microsoft Word (Bree & Gallagher, 2016). The theme was then thoroughly reviewed to see if it was genuinely related to the data or if it supported it. (5) This phase is the final refinement, defining to determine its essence after the themes have been sifted. The researchers asked themselves, "What is the theme saying?" before coming up with a definition. (6) Writing up is the researcher's last thing during the data analysis to finish the sixth phase. It is the culmination of data interpretation and analysis.

The researchers came up with a better coding of the data after meticulously following the processes of Braun and Clarke's theme analysis. The participants' impressions were more synchronized, and the ideas were refined more effectively. From the interview to the sifting of the themes, the entire process was beneficial since it maintained the order of Braun and Clarke's thematic analysis.

III.   RESULTS

Case Story: Coping Strategies of Tagaytay Country Hotel in Sustaining the Safety Seal amidst the New Normal

The study used a qualitative case study method to investigate the status, challenges, and prospects of a micro-business in a specific study area. The researchers collected data through interviews with the Resident Manager, Sales Executive Assistant, and Front Office Supervisor of the selected participant. The data were analyzed using within-case and cross-case analysis to provide

a comprehensive understanding of the phenomena. The findings underwent validation strategies to ensure the credibility of the data before generating the final report.

Case 1: Background of Tagaytay Country Hotel before the Pandemic

Tagaytay Country Hotel is a well-known accommodation establishment located in the scenic city of Tagaytay, Cavite in the Philippines. The hotel is a popular destination for both local and foreign tourists due to its prime location, which offers a breathtaking view of the Taal Volcano and its cool climate.

The hotel has been in operation for over a decade and has undergone several renovations to provide better facilities and services for its guests. Before the pandemic, the hotel had 68 guest rooms, a ballroom, conference rooms, a restaurant, a coffee shop, a swimming pool, and a spa. Its facilities were well-maintained, and the staff was trained to provide excellent customer service.

Despite the popularity of the hotel, it faced some challenges before the pandemic. One of the major concerns was the high competition from other hotels and accommodations in the area. The hotel had to continuously improve its facilities and services to stay competitive.

Another challenge was the high turnover rate of the hotel staff, which affected the quality of service provided to guests. The management had to conduct regular training and incentives to motivate the staff to stay and improve their performance.

Furthermore, the location of the hotel in Tagaytay, which is a popular tourist destination, meant that it faced high demand during peak seasons. This resulted in higher operational costs, including labor, food supplies, and other expenses.

Despite these challenges, Tagaytay Country Hotel remained a top choice for guests due to its excellent reputation for providing a comfortable and enjoyable stay. The hotel had established a

loyal customer base, and many guests were repeat visitors who recommended the hotel to their friends and family.

However, the COVID-19 pandemic posed a new set of challenges for the hotel. The Department of Tourism issued guidelines and recommendations for accommodation establishments to adapt to the "new normal" and ensure the safety of guests and staff. In response, Tagaytay Country Hotel had to implement new protocols and strategies to sustain its operations while prioritizing the safety of its guests and staff.

Case Story 2: Overcoming Facility Challenges in a Hotel During the Pandemic

Tagaytay Country Hotel was one of the many hotels that faced challenges brought about by the COVID-19 pandemic. The management team of the hotel had to take proactive measures to ensure the safety of both its guests and employees. These measures included acquiring a safety seal and implementing safety protocols, such as monitoring guest temperature and keeping the facilities clean and sanitized.

At the onset of the pandemic, the hotel experienced a drastic reduction in its workforce, with some employees forced to stop working due to the lack of business and income. The hotel was also temporarily closed due to restrictions and lockdowns, further reducing its workforce. The reduction in employees had a significant impact, causing some employees to experience a physiological impact due to fears of infecting themselves or their families.

To increase guest confidence, the hotel advertised that it has acquired a safety seal and had been inspected by the Department of Tourism (DOT), Department of Health (DOH), and the city health officers. The acquisition of a safety seal and inspection by various government agencies

helped increase guest check-ins, as guests knew that the establishment had undergone safety inspections and was safe and clean.

Despite these challenges, the management team of the hotel remained committed to ensuring the safety of both its guests and employees. They implemented an alternate work schedule to provide a safe work environment for their employees, resulting in no recorded positive cases among the hotel's employees.

One of the challenges faced by the hotel was identifying symptoms while maintaining safety protocols. Some guests and employees did not follow the protocols, such as wearing face shields and gloves and maintaining social distancing. The hotel put up signage and reminders to reinforce the protocols, but some guests still forgot to comply. Employees, on the other hand, were reminded and complied with the protocols since they were aware of the consequences of non-compliance.

Adapting to new rules and policies during the pandemic was challenging for both guests and employees. Some guests forgot to wear face shields and masks when leaving their rooms, while some employees forgot to wear their face masks and face shields after cleaning the rooms. The management team recognized the need to continuously remind and educate guests and employees on the importance of adhering to safety protocols to ensure the safety of everyone in the establishment.

To sustain their business and avoid bankruptcy, the management team of the hotel had a strategic plan that included gradually increasing market advertising, continuous sales, and marketing promotions, and advertisements through social media and online bookings only. The management team was open to new ideas and strategies to adapt to the current situation and prioritize teamwork to achieve their goals.

In conclusion, the COVID-19 pandemic posed several challenges for Tagaytay Country Hotel, particularly in terms of maintaining safety protocols and managing a reduced workforce. However, the management team of the hotel has remained proactive and committed to ensuring the safety of both its guests and employees. Through the acquisition of a safety seal, the implementation of safety protocols, and the continuous monitoring of guests and employees, the hotel was able to provide a safe and comfortable experience for its guests while sustaining its business

SOP: 1

Problem 1: How does Tagaytay Country Hotel sustain their safety seal?

THEME	EVIDENCE			
	INTERVIEW			
	RESIDENT MANAGER	**SALES EXECUTIVE ASSISTANT**	**FRONT OFFICE SUPERVISOR**	**OBSERVATION FIELD OF NOTES**
STRICT COMPLIANCE WITH SAFETY HEALTH PROTOCOLS	The hotel conducted an online ocular inspection to ensure compliance with Safety Seal certification requirements. They also limited the number of guests per room to one person only. Additionally, the hotelstrictly checks guest temperature andrequires guests to present their vaccination cards upon check-in. For unvaccinated	The hotel's employees strictly follow pandemic protocols, rules, and regulations to maintain compliance with the Safety Seal certification program.	The hotel follows standard health protocols to ensure the safety of their guests and employees.	The hotel is taking various measures to ensure the safety of their guests and employees in the face of the ongoing COVID-19 pandemic. They are following the Safety Seal Certification program, which Mandates strict compliance With health and safety protocols. To reduce the risk of

	guests, the hotel offers antigen testing. The hotel also enforces the mandatory wearing of facemasks and faceshields and prohibits loitering and talking in the lobby.			transmission, the hotel has limited the number of guests per room to one person only. The staff is well-trained in checking guest temperature and ensuring compliance with vaccination and antigen testing requirements. In addition, face masks and face shields are mandatory within the hotel premise, which helps prevent the spread of the virus. The hotel also prohibits loitering and talking in the lobby to prevent overcrowding and promote physical distancing. Employees strictly follow pandemic protocols, rules, and regulations to maintain compliance with the Safety Seal certification program. Furthermore, the hotel follows standard health protocols such

				as regular sanitation procedures and proper wearing of personal protective equipment to ensure the safety of their guests and employees.

SOP: 2

Problem 2: What is the impact of sustaining safety seals in terms of Finance,

Operations, and Human Resources?

THEME: FINANCIAL HEALTH AMIDST THE PANDEMIC	EVIDENCE			
	INTERVIEW			OBSERVATION FIELD OF NOTES
	RESIDENT MANAGER	SALES EXECUTIVE ASSISTANT	FRONT OFFICE SUPERVISOR	
SUB-THEME 1: FINAN CIALLY SUSTAI NED FINANCE	To increase guest confidence, we advertise that we have Acquired a safety seal and have been inspected by the Department of Tourism (DOT), Department of Health (DOH), and city health officers.	The establishment has suffered from drastic and incomparable financial losses and damage in the capital, but after acquiring the safety seal, there was an increase in guest check-ins.	More guests were accommodated because they knew that the establishment had a safety seal and that it was safe and clean.	The acquisition of a safety seal and the inspection by DOT, DOH, and city health officers can increase guest confidence and trust in the establishment's safety protocols. This can result in more guest check-ins and accommodatio n, which can help the business

				recover from previous financial losses. It emphasizes the importance of implementing safety measures and obtaining certifications to reassure guests and promote the establishment's safety and cleanliness.
SUB-THEME 2: **HEALTH AND SAFETY-SENSITIVE HOTEL OPERATION**	The hotel had to reduce its workforce and some employees had to stop working due to the lack of business and income.	Due to restrictions and lockdowns, the hotel faced a lack of manpower and was forced to temporarily close.	The hotel ensures the safety of both guests and staff	The observations highlight the impact of the COVID-19 pandemic on the hotel industry, specifically on the reduction of employees due to the lack of business and income. The restrictions and lockdowns also had a significant effect, forcing the hotel to temporarily close and further reducing its workforce. Despite these challenges, the hotel prioritizes the safety of

				both guests and staff, ensuring that health protocols are followed to minimize the risk of infection.
SUB-THEME 3: **SAFE AND PROTECTED EMPLOYEES** **HUMAN RESOURCES**	Initially, employees experienced a physiological impact due to fears of infecting themselves or their families. However, after implementing the facility seal, the hotel was able to provide a safe work environment by implementing an alternate work schedule, resulting in no recorded positive cases among employees.	Due to restrictions and lockdowns, the hotel faced a lack of manpower and was forced to temporarily close.		The hotel industry was significantly impacted by the COVID-19 pandemic, resulting in a reduced workforce and temporary closure of this hotel due to the lack of business and manpower. Nevertheless, the hotel was able to ensure the safety of its guests and employees by implementing safety measures such as acquiring a facility seal and implementing alternative work schedules. These measures have resulted in no recorded positive cases among the hotel's employees. The pandemic has

				forced the hotel industry and its employees to adapt and take proactive measures to ensure everyone's safety.

PROBLEM 3: What are the challenges faced by Tagaytay Country Hotel in sustaining their Safety Seal?

THEME: SUSTAI NING THE REQUIREMENT S OF THE SAFETY SEAL:	EVIDENCE			
	INTERVIEW			OBSERVATIO N FIELD OF NOTES
	RESIDENT MANAGER	SALES EXECUTIVE ASSISTANT	FRONT OFFICE SUPERVISOR	
SUB-THEME 1: **IDENTIFYING SYMPTOMS**	The challenge in identifying symptoms while sustaining the safety seal is dealing with guests or employees who do not follow the protocols. Examples of protocols that are sometimes not followed include wearing face shields in designated areas, wearing gloves when handling items, and maintaining social distancing. The hotel has put up signage and reminders to	One of the challenges faced by Tagaytay Country Hotel is the transition to the new normal situation and How to continue operating the business while ensuring the safety of guests and employees. There is a need to be cautious and proactive in identifying symptoms of the virus among guests and employees to prevent the spread of the disease.	In maintaining safety, the hotel continues to monitor the temperature of guests and ensure that the establishment is clean and sanitized. Monitoring the health of guests and employees is crucial in identifying symptoms and preventing the spread of the virus.	The challenge of identifying symptoms while maintaining safety protocols is a common issue faced by many establishments during the COVID-19 pandemic. This requires continuous monitoring of guests and employees to prevent the spread of the virus. The success of this effort relies on the cooperation of all parties involved in

	reinforce the protocols, but some guests still forget to comply. Employees, on the other hand, are reminded and comply with the protocols since they are aware of the consequences of non-compliance.			complying with safety protocols, such as wearing face shields, masks, and gloves, as well as maintaining social distance. Signage and reminders can help reinforce the importance of following these protocols but it may not always guarantee compliance. Hence, it is important to continuously remind and educate guests and employees on the importance of adhering to safety protocols to ensure the safety of everyone in the establishment.
SUB-THEME 2: **TRANSITIONING TO THE NEW NORMAL**	Some guests and employees are not following protocols that should be implemented. Guests forget to wear face shields and masks when leaving their rooms, while employees forget to wear their face masks and face shields after cleaning the rooms. Adapting	The management is thinking about how to continue operating the business during the transition to the new normal situation.	To maintain safety, the management should continuously monitor guest temperature and ensure that the facilities are clean and sanitized.	It highlights the challenges of implementing new protocols during the pandemic, particularly with guests and employees who may forget to follow the rules. It emphasizes the importance of maintaining safety by continuously monitoring guest

				temperature and keeping the facilities clean and sanitized. The management's focus on adapting to the new normal situation demonstrates their commitment to providing a safe and comfortable experience for their guests
	to new rules and policies during the pandemic can be challenging, and it can make guests and employees uncomfortable.			

PROBLEM 4: How do Tagaytay Country Hotel cope with their challenges?

THEME:	EVIDENCE			
	INTERVIEW			OBSERVATION FIELD OF NOTES
	RESIDENT MANAGER	SALES EXECUTIVE ASSISTANT	FRONT OFFICE SUPERVISOR	
TEAM WORK MAKES THE DREAM WORK	A team effort is necessary, as everyone's concern should be for the group as well. This leads to well-disciplined actions to continue operations. The Olivarez Group of Companies has a Strategic plan to sustain their business and avoid bankruptcy. Despite limiting	The management should be more flexible in managing the business and prioritize teamwork to achieve their goals. They should also be open to new ideas and strategies to adapt to the current situation.	Full of positivity, it was characterized by a positive attitude, not only in specific situations but also in a general sense.	The Olivarez Group of Companies has been working hard to keep their business afloat during these challenging times. With the pandemic affecting their operations, they realized that a team effort was necessary to continue their

	Guest check-ins, They practice gradualmarket advertising, continuous sales and marketing promotions, and advertisements through social media and online bookings only.			operations. Everyone's concern should be for the group, which leads to well-disciplined actions. They have a strategic plan in place to sustain their business and avoid bankruptcy. Although they had to limit guest check-ins, they did not let that stop them. They practice gradualmarket advertising, continuous sales and marketing promotions, and advertisements through social media and online bookings only. The management realized that they needed to be more flexible in managing the business and prioritize teamwork to achieve their goals. They were open to new ideas and strategies to adapt to the current situation.

				Their positive attitudewas evident, not only in specific situations but also in a general sense. Overall, the Olivarez Group of Companies remained optimistic and determined to overcome the challenges brought about by the pandemic.

PROBLEM 5: what continuous quality improvement plan can be proposed based

on the findings of the study?

THEME:	EVIDENCE			
	INTERVIEW			OBSERVATIO N FIELD OF NOTES
	RESIDENT MANAGER	SALES EXECUTIVE ASSISTANT	FRONT OFFICE SUPERVISOR	
STRATE GIC PLANNING OF THE SAFETY SEAL	To ensure the safety and well-being of both guests and employees. Firstly, the hotel must maintain compliance with health protocols, including wearing face shields, gloves, and social distancing.	To ensure safety and well-being, a Quality improvement plan has been proposed for Tagaytay Country Hotel. It includes maintaining compliance with the Safety Seal program, increasing manpower and	The plan should includethe continued adherence to standard health protocols, along with regular temperature monitoring of guests. The hotel should also prioritize cleanliness and sanitation	In reviewing the proposed quality improvement plan for Tagaytay Country Hotel, we noticed that it prioritizes the safety and well-being of both guests and employees. It

	Secondly, employee training And reminders should be provided to prevent non-compliance. Thirdly, marketing efforts should be concentrated on attracting more guests by promoting Safety Seal certification. Lastly, the hotel should prioritize employee safety and well-being by providing alternative work schedules and implementing virus-prevention measures. The hotel aims to provide a secure and safe environment for both guests and employees while adapting to the new normal and promoting the Safety Seal Certification to attract more guests.	flexibility, and conducting regular communication and training sessions. Proactive identification of virus symptoms is also recommended. These measures Can ensure sustainability during the pandemic and provide a secure environment for employees and guests.	through frequent facility cleaning and sanitizing. Additionally, Maintaining a positive attitude towards safety measures is important to create a welcoming and comfortable environment for guests. The hotel should ultimately focus on providing a secure and safe environment for guests and employees, as well as promoting the Safety Seal certification to attract more guests.	Stresses the importance of Maintaining compliance with health protocols, providing Employee training and reminders, and being proactive in identifying virus symptoms. The plan also emphasizes the need for marketing efforts to promote the Safety Seal certification and sustainability during the pandemic. We found it noteworthy that regular temperature monitoring, cleanliness and sanitation, and a positive attitude towards safety measures were identified as essential factors in creating a secure and welcoming environment for guests. Overall, the proposed plan seems to be a comprehensive and effective strategy

				for ensuring the safety and satisfaction of guests and employees alike.

IV.   DISCUSSION

The COVID-19 pandemic has affected businesses all over the world, and the hotel industry in the Philippines has not been spared. One hotel, Tagaytay Country Hotel, has had to face unprecedented operational challenges to maintain its safety seal amidst the pandemic. To address these challenges, the hotel implemented measures in three key areas: finance, operations, and human resource development.

To better understand the experiences of participants and to guide their study, the researchers adopted a qualitative single case study research design. They used observation, document analysis, and interviews with key stakeholders to explore how the hotel dealt with the challenges posed by the pandemic.

The study found that the hotel was able to sustain its safety seal by implementing safety measures such as compliance with registration or accreditation requirements, contact tracing tools, enforcement of minimum public health standards, availability of handwashing stations and sanitizers, observance of physical distancing, proper air exchange in enclosed areas, disinfection protocols, wearing of face masks and face shields, designation of a safety officer, the establishment of a referral system for medical and psychosocial services, and proper disposal of infectious waste.Based on our findings, the Tagaytay Country Hotel faced challenges during the COVID-19 pandemic lockdown. Since all people are prohibited to go outside, the Tagaytay Country Hotel was closed to operations and many employees lost their jobs.

The researchers also found that the hotel was able to manage guests' new normal behaviors, both before and after the pandemic, by providing thorough training to staff and implementing protocols that focused on the safety and comfort of guests.

The study demonstrates the importance of a qualitative single case study research design in understanding the experiences and perspectives of participants. It also highlights the significance of integrating theory in conducting rigorous qualitative case studies. The findings and recommendations presented in this article can serve as a guide for other hotel businesses to adapt and cope with the challenges brought about by the pandemic.

In conclusion, the study provides valuable insights into the challenges faced by the hotel industry during the COVID-19 pandemic. It shows how Tagaytay Country Hotel was able to sustain its safety seal and maintain the trust of guests by implementing safety measures, managing their behaviors, and empowering the TEAMWORK among all staff and members who are behind this lodging accommodation, Tagaytay Country Hotel. The study supports the use of qualitative research methodology and the integration of theory in conducting rigorous qualitative case studies.

A Proposed Continuous Quality Improvement Plan for Tagaytay Country Hotel

Rationale:

The goal of this program is to continuously educate and create awareness at Tagaytay Country Hotel. Moreover, this program will help the establishment to resurge and increase the number of accommodations after the hit of the pandemic. The establishment will be responsible for creating and continuously strengthening the strict compliance with safety health protocols that will help and promote Safety Seal.

General Objectives:

This program will help to increase understanding and improve discipline among all the employees in the establishment. Also, this program will help the employees to have a better understanding of the importance of strict compliance with the safety health protocols. Lastly, this program is also designed to maintain the acquired Safety Seal of the establishment in order to increase the number of accommodations in Tagaytay City and to achieve a safe and well-maintaned establishmen

PROPOSED OUTPUT

Objectives	Action Plan/ Activities
To continuously implement and strengthen the strict procedures that will help support the policies given by the Department of Tourism and the Department of Health.	Recommend a program such as seminars and training that will discuss more about the strict compliance of health and safety protocols.
To promote a safe, clean, and well-maintained establishment that future and repeat guests will continue to patronize. This will ensure the safety of guests as well as the safety of all the employees working in the establishment.	Educating and training all the employees regarding the benefits of strict compliance with health and safety protocols. Supervisors and managers should also receive training and seminars on how to execute and continuously practice proper compliance of the protocols within the workplace in order for their employees to easily adapt.

REFERENCES

Abbey Kang. (2021). AHLA'S STATE OF THE HOTEL INDUSTRY 2021.

https://www.ahla.com/sites/default/files/2021_state_of_the_industry_0.pdf

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative

Research in Psychology, 3(2), 77–101.

https://doi.org/10.1191/1478088706qp063oa

Charalampos Giousmpasoglou. (n.d.). Hotel & restaurant management education.

Academia.edu.

https://www.academia.edu/18855481/Hotel_and_restaurant_management_e

ducation

Department of Health. (2020, January 30). DOH confirms the first 2019-nCoV case

in the country. https://doh.gov.ph/doh-press-release/doh-confirms-first-

2019-nCoV-case-in-the-country

Global Tourism Forum. (2021, February 6). Tourism: An important sector for the

world economy.

https://www.globaltourismforum.org/blog/2020/02/06/tourism-an-

important-sector-for-th e-world-economy/

Mordor Intelligence. (2021). Market Entry-Tourism and Hotel Industry in

Philippines. https://www.mordorintelligence.com/industry-reports/market-

entry-tourism-and-hotel-ind ustry-in-philippines

National Library of Medicine. (2020, October 9). COVID-19 and the role of hotels in.

PMC7601428.https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7601428/

Philippine News Agency. (2020, May 26). More hotels in Iloilo City apply for safety

seal certification. https://www.pna.gov.ph/articles/1103995

POIST, R. F. (1986). Evolution of conceptual approaches to designing business

logistics systems. Transportation Journal, 26(1), 55–64.

http://www.jstor.org/stable/20712888 Safety Seal. (n.d.).

https://safetyseal.dti.gov.ph/

Sonnenfeld, J., & Kotter, J. P. (1982). The maturation of career theory. Human

Relations, 35(1), 19–46. https://doi.org/10.1177/001872678203500103

Tetnowski, J. (2015). Qualitative case study research design.

https://www.researchgate.net/publication/281979177_Qualitative_Case_Stu

dy_ResearchDesign

Tortora, D., Danovi, A., Festa, G., & Metallo, C. (2022). Toward a 'new normal'?

Tourist preferences impact the hospitality industry's competitiveness.

Journal of Vacation Marketing. https://doi.org/10.1057/s41299-021-00123-7

Travisthedog. (2009, November 19). Hotel Practicum Report - Tagaytay Country

Hotel Chap. 1&2[PDF].Chef WaitingStaff.

https://www.scribd.com/doc/22552663/Hotel-Practicum-Report-Tagaytay-

Country-Hotel- Chap-1-2

World Health Organization. (2022, August 26). Coronavirus disease (COVID-19):

Working/hotels.https://www.who.int/news-room/questions-and-

answers/item/coronavirus disease-covid-19-

workinghotels?fbclid=IwAR3qtw

OLIVAREZ COLLEGE TAGAYTAY

Emilio Aguinaldo Highway, Brgy. San Jose, Tagaytay City

(046) 860-2301
(+63) 921 535 7977
OC Tagaytay Official
www.olivarezcollegetagaytay.edu.ph