

Effects of COVID-19 Pandemic on the Travel Behavior of Filipino Tourists in Luzon, Philippines

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ABSTRACT

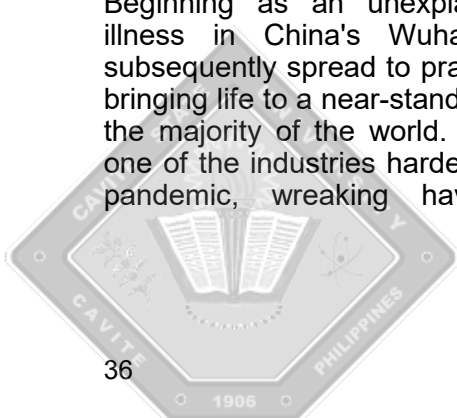
Two years after the COVID-19 pandemic shut down the Philippines, the majority of the country has reopened in its entirety and jumpstarted the recovery process. The purpose of this study is to ascertain the areas in which tourism customers' behavior has been influenced, such as when they decide to travel or when they purchase tourist products. Specifically, it is focused on identifying how COVID-19 has impacted the travel behavior of Filipino travelers, pre and during the pandemic. This study employed a descriptive research methodology, and quantitative. Moreover, the size of the regression sample for this study is based on Wilson and Morgan which dictates that 90 respondents is ideal for data power. The results revealed that Gender is the only predictor of Filipino travel before COVID-19 era. Further, data was also tested during the COVID-19 era. The findings indicate that neither of the characteristics depicted can be identified as a predictor or Factors that could make respondents travel again. This is probably because of the uncertainty brought about by COVID-19. This can greatly aid stakeholders in their recovery efforts by providing recommendations and strategies based on post-pandemic travel behavior changes and by focusing on other areas of research related to this.

Keywords: *Philippine tourism, post-pandemic, pre-pandemic, tourism, and travel behavior*

INTRODUCTION

Since the discovery of the novel coronavirus in December 2019 in China, Covid-19, as it is now known, has claimed over 2.5 million lives and infected at least 116 million across the globe. Beginning as an unexplained pneumonia-like illness in China's Wuhan province, it has subsequently spread to practically every country, bringing life to a near-standstill for the last year in the majority of the world. Tourism has become one of the industries hardest hit by the Covid-19 pandemic, wreaking havoc on economies,

livelihoods, and public services. The negative economic consequences of COVID-19 are serious such that communities are in danger of sinking further into poverty as a result of unemployment and income losses. Statista (2022) reported that international visitor arrivals to the Philippines decreased dramatically in 2021 compared to the years prior to the COVID-19 pandemic. From about 8.26 million international tourists in 2019, to 0.16 million in 2021, considerably lower than the arrival figures in 2020.



Two years after the coronavirus pandemic has shut down the Philippine-leisure travel sector, the majority of the country has now reopened in its entirety, with calls from the tourism sector itself. Ereno and Portugal (2022) of Reuters reported that the Philippines welcomed more than 200 international visitors in February 2022 when the country started to accept foreign tourists, becoming the latest Southeast Asian nation to reopen its borders to travelers nearly two years after they were closed because of the pandemic. New coronavirus cases have decreased from a September peak of more than 33,000 to just over 3,500 a day, whereas more than half of the country's 110 million people have now received two shots of the primary immunization protocol.

Furthermore, at the peak of the closure of numerous tourism businesses in the Philippines in 2020, employment in this sector decreased by 18.1 percent (approximately 1 million people), from 5.7 million to 4.7 million. The majority of employment in the sector throughout the year remained in the accommodation/food and beverage, passenger transportation, and other industries. In addition, the accommodation/food and passenger category experienced the greatest loss in terms of employment. (Caynila *et al.*, 2020). Relative to the 2019 pandemic, the prospects for foreign travel remain strongly dependent on the recovery of economic and passenger trust in tourism-related activities. That is largely dependent on the pace of global vaccination rollouts and the steps taken by countries to promote tourism recovery while ensuring the safety of both international tourists and their own inhabitants. In view of this, the researcher opted to investigate the pre- and post-pandemic effects on

behavior of tourism customers. The researcher believes that the recovery of hospitality and tourism business is crucial component to the recovery of our economy.

To start, several factors need to be considered and understood. In the word of Giap (2019), consumer behavior in tourism is the study of how having (or not having) things affects our lives and how products affect how we feel about ourselves and others - our state of being. Analyzing tourist consumer behavior requires an assessment of numerous internal and external elements. To understand behavior, it is necessary to examine the complex interaction of numerous influencing components. In this study, the researcher focuses on the external elements and variables related to the situation during the pandemic.

Similarly, in consonance with the above, Isaac (2008) noted that the field of consumer behavior is the key to describing and comprehending all marketing actions used to produce, promote, and sell tourism products. This leads to the purpose of this study, which is to determine the areas in which tourism customers' behavior has been influenced, such as when they decide to travel or when they purchase tourist products. Specifically, it examined the travel habits of tourist customers prior to and following the COVID-19 pandemic. By determining the factors above, this may help stakeholders in their recovery efforts by providing recommendations and strategies based on post-pandemic travel behavior changes that will eventually lead to a recovering labor market and ultimately provide a push for the economic rebound of tourism.

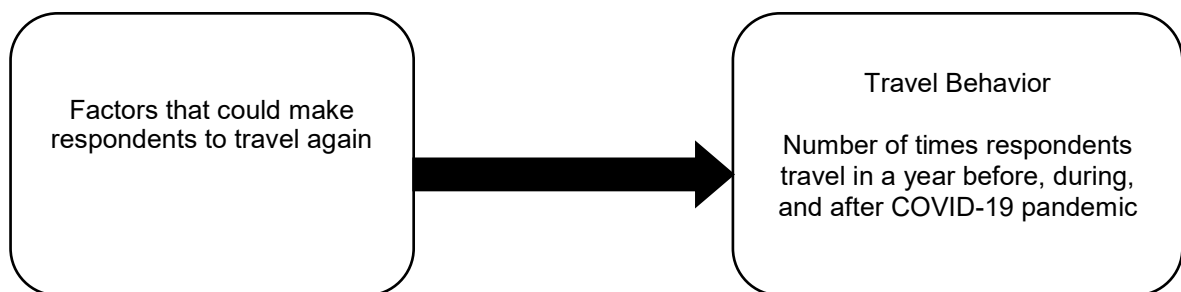


Figure 1. Causality between travelers' behavior and the number of times consumers travel in a year before and during the COVID-19 outbreak

The figure above illustrates the causality between the travel behavior and the number of times respondents travel in a year before and during the pandemic. Five (5) independent variables were identified, namely: competitive price package, destination offerings and attractions, quality of the destination systems (amenities), safety and security of the destination, and government management of the COVID-19 pandemic. On the other hand, the dependent variable is the number of times respondents travel in the year before and during the pandemic.

Although such measures have a considerable effect on travel behavior, it is important to note that people travel for a variety of reasons, from grocery shopping, leisure and work. This travel behavior is expected to change as a result of the COVID-19 pandemic. In a study involving the said reasons, there were significant findings indicated that prior to and during the pandemic, trip purpose, method of travel, distance traveled, and frequency of trips for principal travel were significantly different. According to Abdullah *et al.* 2020 the most notable finding is that the bulk of the travel made during the pandemic was for shopping. And that there was a considerable shift away from public transportation and toward private and non-motorized modes of transport.

Similarly, during COVID-19, it can be observed that gender, car ownership, job position, trip distance, reasons for travel, and underlying pandemic-related characteristics were all important predictors of means of travel. While all purchases of people are currently based on the most fundamental needs, people are acquiring things more carefully; therefore, it is interesting to examine their tourism-related behavior. As a result of the discovery that the pandemic is altering the consumer goods business.

In support to the above, a study in South Korea indicated that there is a considerable drop in physical and other relevant activities, such as daily living activities, leisure, social activity, and education. (Park *et al.*, 2021). South Korea being one of the main tourism markets of the Philippines implemented travel bans which negatively affected our local industry. In relation to this, this study aims to determine whether recreational and social activities were negatively affected by the pandemic. Consequently, in the event of a

global pandemic, tourism and hospitality are influenced by the elements that determine users' behavior, such as perceived health risk, government-recommended preventive measures, income, and fear of infection. The aforementioned factors may be interpreted differently by consumers based on their personality attributes. There are further readings that demonstrated that certain personality characteristics can have a substantial effect on not just travel intentions but also on fears of a worldwide pandemic and the prevalence of travel anxiety.

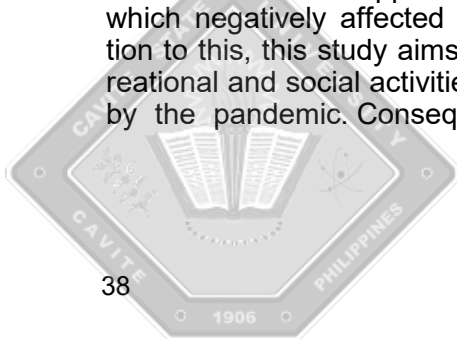
As presented above, travel behavior is affected by the several factors described in detail below.

Price

The cost of travelling including airfare, accommodation and food is the number one factor any traveler considers. According to a recent PwC survey, passengers particularly families, are willing to spend more to assure enough space inside aircraft. According to McKinsey, clients are also willing to pay more for areas that they consider safe, such as mountain trips. So, if businesses can provide a travel product with improved health and safety assurances, they may be able to charge a higher premium on the services being offered. In addition, prices are a powerful signal that shows consumers what quality of product or experience based on the set price. Pricing also communicates to other travel vendors where and how fiercely you're willing to compete. However, in a separate study, motives may play a role in the dissuasive effects of distance and prices on based on the destination selection in the sense that motivations have a direct (raising the dissuasive effect) or inverse (reducing the dissuasive effect) moderating effect on the distance and prices. (Nicolau & Mas, 2006)

Destination offerings

It is a constant battle to attract more visitors and boost revenue from tourism. Understanding tourists' impressions of the location is a key challenge for destination management in order to keep tourists' interests in the destination and expect sustainable income from tourism (Kim *et al.*, 2019). They further claim that there have been two main ways to figure out what the destination attributes should be measured



by. One way to find a more general set of destination attributes is to find a scale that is both reliable and simple. In another way, the destination attributes scale from other studies may change to fit the specific characteristics of the destination.

Safety and Security

Szentesi et al. (2021) hypothesized that the decrease in visitors and customers in the hospitality industry is mainly related to the restrictions and limitations imposed by the authorities to combat the spread of SARS-CoV-2 than it is to the possibility of COVID-19 infection in lodgings or restaurants. Because of the new pandemic conditions, employees are reluctant to leave occupations which may be attributed to the work uncertainty. The study indicates that customers are neither fearful nor threatened by the prospect of contracting the SARS-CoV-2 virus but rather due to restrictions placed upon travel destinations.

Government Management of COVID-19

Apart from urgent help for the tourist sector, countries are also focusing on recovery measures. These include ideas for removing travel restrictions, reestablishing traveler confidence, and reimagining the future of tourism. As many Asian and Pacific nations were among the first to be affected by the pandemic, they were also among the first to implement travel restrictions. According to UNWTO (2020), In April 2020, every nation on earth have implemented some form of travel restriction. Many or the majority of travelers exhibited travel anxiety. (Helble and Fink, 2020)

A model proposed in the research work of (Ramirez et al.,2021) which is organized into three areas: personal training, defining regenerative tourism practices to protect touristic businesses and resources, and collaborative processes with touristic authorities, can be used to make policy recommendations and have practical implications. The researchers used structural equation modeling (SEM). A sustainable tourism strategy is offered to rehabilitate the vulnerable

tourist sector based on data gathered through a questionnaire and interviews. Indeed, our findings can be used to draw both theoretical and practical conclusions, including the following: 1.) connecting private and public interactions to combat virus spread and strategies for reviving the damaged tourist sector; 2.) developing corporate values among the tourist industry and communities; 3.) enhancing governance models (trusts, consortia, tourist boards, clusters) to foster cooperation; and 4.) increasing the local participation of businesses, communities, and associations.

METHODOLOGY

In light of the study's primary objective, the study employed a descriptive research and quantitative analysis to ascertain how COVID-19 has influenced the travel behavior of Filipino travelers both before and after the pandemic's peak. The participants were composed of Filipino travelers who had traveled to the Philippines' tourist spots at least 5 times before the pandemic. The researcher used non-probability sampling with snowball sampling in selecting participants.

The actual sample size of this study is 90 participants. Wilson and Morgan (2007) suggested that in a correlation or regression study, there should be at least 50 respondents. For the purposes of achieving the objectives, the data was collected via a hybrid survey in which the researcher utilized both an online survey through Google forms and a face-to-face survey with a survey questionnaire. The Internet was utilized to snowball additional potential participants via other participants and researchers' connections to complete the survey form.

The survey questionnaire was constructed to determine the necessary data for this study. The first section of the survey questionnaire focused on the respondents' demographic characteristics and travel preferences, while the second section examined the travel behavior of Filipino tourists while selecting a location during the pandemic. The questionnaire used in this study was

based on Madubuike and Samson, 2020 with few modifications.

Multiple regression analysis was used to analyze the determinants of the dependent variable which is the number of times respondents traveled in the year prior to and during the COVID-19 outbreak. This is defined further as the travel behavior. On the other hand, the independent variables are factors that may influence respondents' decision to travel again.

RESULTS AND DISCUSSION

A total of 90 individuals participated in the study. The results shows that there are 47/90 or 52.2 percent unmarried individuals while 36/90 or 40 percent are married individuals and 7/90 or 7.8 percent are widowers. The majority of responders (63.3%) are composed of professionals, freelancers, or business owners, while 26.6 percent are students of this 7.8 percent are working students. Thirty-eight participants hold a bachelor's degree, while 28 are still in college, 21 are in graduate school, and only one has a doctorate.

Table 1. Profile of the participants

PROFILE	FREQUENCY	PERCENTAGE
Age		
18-63 years old		<i>Continuous data</i>
Total		100.0
Gender		
Male	34	37.78
Female	56	62.22
Total	90	100.0
Marital Status		
Single	47	52.20
Married	36	40
Widower	7	7.80
Total	90	100.0
Occupation		
Professional/ freelancers/ Business owners	57	63.30
Working students	7	7.80
Students	24	26.66
Total	88	97.76
Educational Attainment		
Undergraduate	28	31.11
College graduate	38	42.22
Graduate degree	21	23.33
Post-graduate	1	1.11

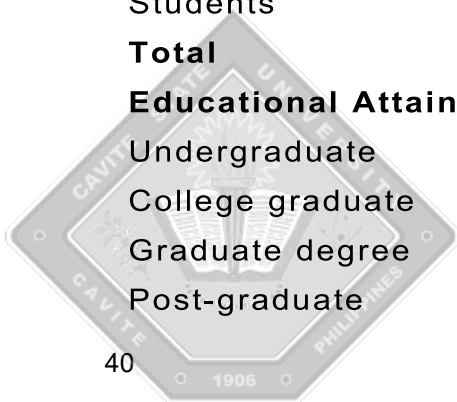


Table 1. *continued...*

PROFILE	FREQUENCY	PERCENTAGE
Total	88	97.78
Purpose of Traveling	Frequency	Percent
Leisure	40	44.44
Visiting friends and relatives	23	25.55
Business	3	3.33
Education	2	2.22
Adventure	22	24.44
Total	90	100.0

In the table above, 44.4 percent of the travelers' main purpose for travelling is for leisure. Leisure travelers typically appreciate natural beauty and great hotels and resorts, as well as the beach atmosphere. Social tours, cultural tours, religious tours, family tours, sports tours, and medical tours are the most popular leisure tourist activities. While 3.33 percent of the participants travel because of business and 24.4 percent of the participants travel from one location to another for the sake of exploration or travel to remote, exotic, and perhaps unknown locations.

The results confirmed the report of the Philippine Statistics Authority (2017), which showed approximately two-fifths of the domestic tourists wanted

to travel for pleasure or holiday, while three in ten were there to visit friends or family, and 6 percent were there for religious or pilgrimage purposes.

Travel behavior before COVID-19

To gain a better understanding of respondents' travel behavior prior to COVID-19 and to ascertain whether COVID-19 has had any effect on respondents' perceptions, respondents were asked how frequently they travel inside the Philippines. Table 2 shows that majority of the respondents travelled at least 1-3 times a year prior to the pandemic. While 17.8 percent of the respondents travel 4 to 6 times a year.

Table 2. Travel behavior before COVID-19

NUMBER OF TRAVELS	FREQUENCY	PERCENTAGE
More than 6 times a year	12	13.33
4-6 times in a year	16	17.78
1-3 times in a year	62	68.887
TOTAL	90	100

In a pre-pandemic scenario, according to the 2016 HSDV in 2016 showed that 98 percent of the tourists household survey on domestic visitors, three out of every five Filipinos aged 15 and up traveled within the country (HSDV). The preliminary findings of the

planned their trips on their own, with less than 1 percent using at least one domestic package tour.

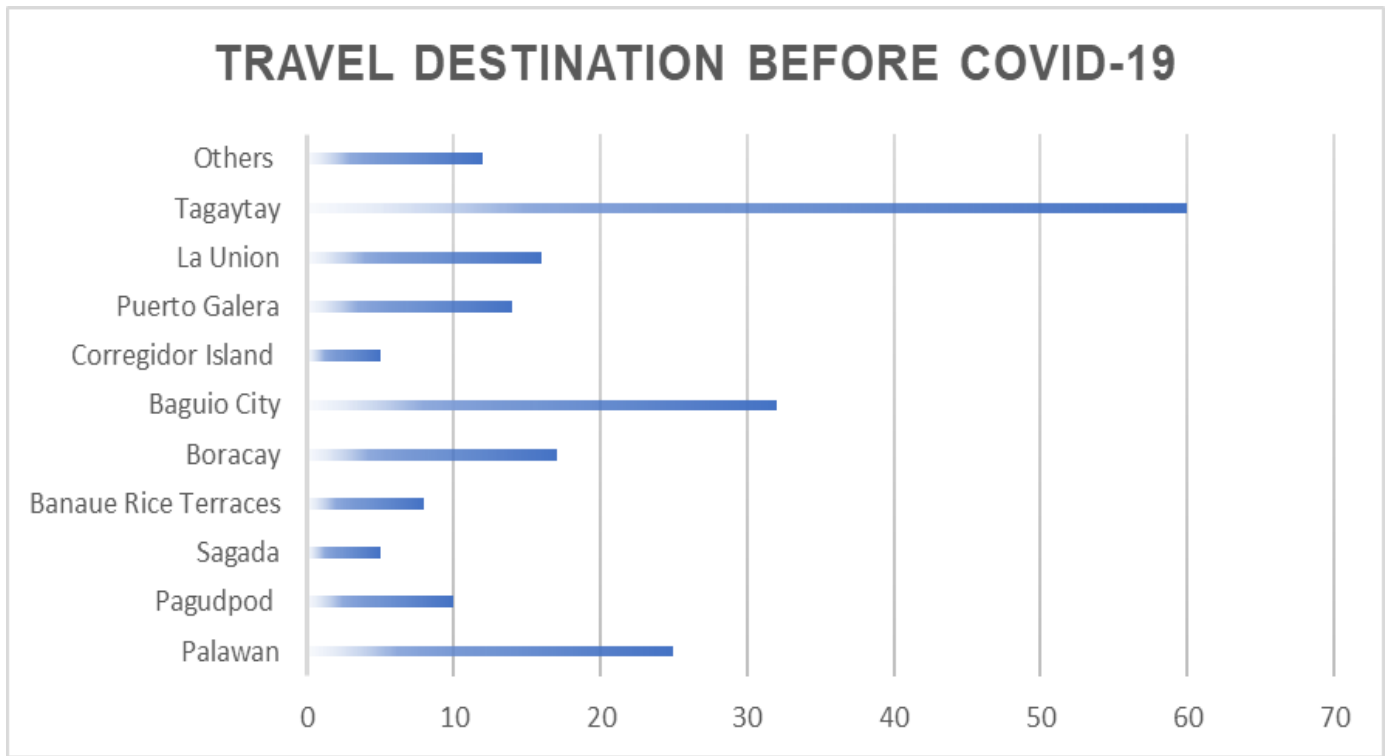


Figure 2. Travel destination before COVID-19

The most visited travel destination by the participants prior to the COVID-19 era was Tagaytay, which is probably because of the proximity of the respondents to the destination. The second most visited destination is Baguio as it is likewise accessible through an efficient highway running up north or the country. The third destination is Palawan that can only be reached thru airplane. Palawan is known for its tranquil beaches and unspoiled natu-

ral wonders. It was named one of the best islands in Southeast Asia by the National Geographic Traveler magazine in 2007, and the 13th best island in the world, and is one of the Philippines' most biodiverse islands.



Travel behavior during/after COVID-19 (during/after)

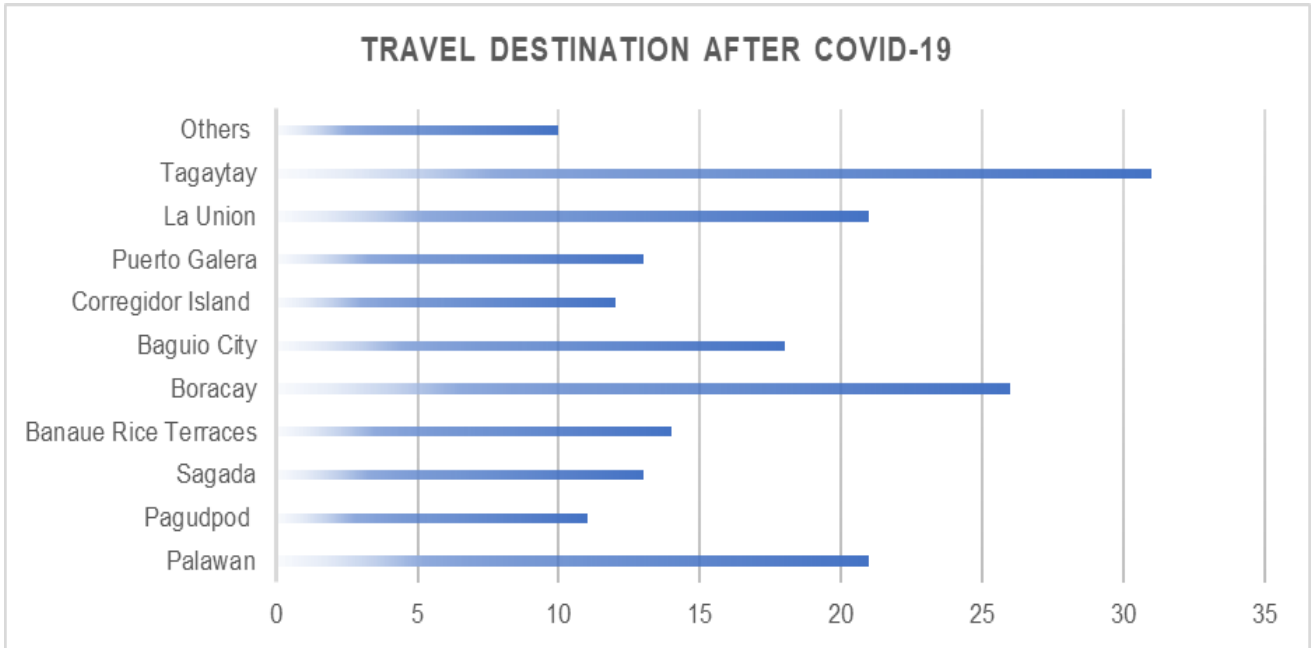


Figure 3. Preferred travel destination after Covid-19

Figure 3 shows that Tagaytay is the most preferred travel destination after Covid-19, which may still be due to its close proximity to the respondents and ease of transportation. The second destination being Boracay where a recent news dated April 18, 2022 showed that Boracay's tourist arrivals have surpassed the island's capacity. According to data from the municipal tour-

ism office of Malay town in Aklan, where the island-resort is located, 12,266 tourists visited the island on April 14, 2022 alone, with a total of 24,939 visitors from April 13 to 15, 2022. Palawan remains to be one of the top 3 destinations where participants of this study wish to travel after COVID-19.

Desire to Travel

Table 3. Desire to travel

	FREQUENCY	PERCENTAGE	VALID PER-CENT	COMMULATIVE PERCENT
In more than 6 mos	52	57.8	57.8	57.8
In more 3 mos	12	13.3	13.3	71.1
In 2-4 weeks' time	10	11.1	11.1	82.2
Immediately	16	17.8	17.8	100
Total	90	100.0	100.0	

Table 3 shows when a Filipino traveler may travel again after Covid-19. It shows that 52 out of 90 respondents will travel in more than 6 months from the date of the response, whereas 16 will travel immediately after the government relaxes travel restrictions.

Interestingly, the results show similarity to the findings of a survey conducted by the International Air Transport Association (2020a) where forty percent of respondents indicated that they would wait at least six months before traveling again, rising to fifty-five percent by June 2020.

Ranking of the Factors that Can Make Filipinos Travel Again

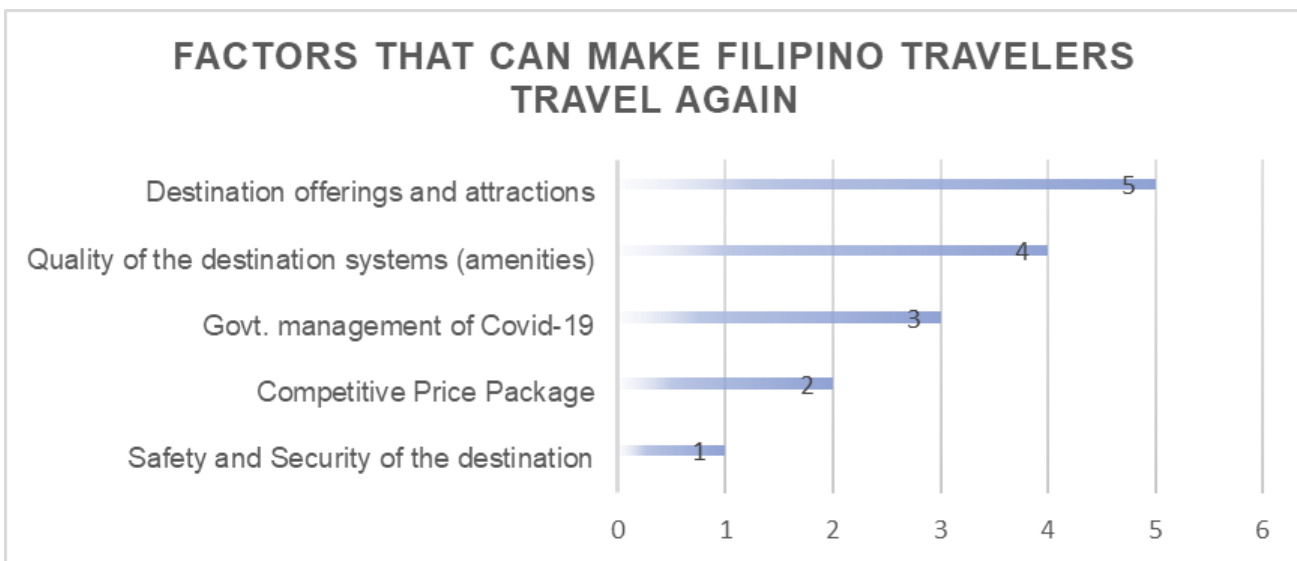


Figure 4. Factors in making the respondents travel again

In this study, participants were asked to rank the possible factors that can make them travel again. Figure 4 shows that safety and security of the destination is the top priority; followed by the competitive price package; third is how the government manage Covid-19 infection o transmission in the destination of choice and the fourth factor being the quality of the destination and lastly destination offerings and attraction. The result of this survey agrees with the results found by Rahman *et al.*,(2021), where substantial relationship between travel risk and management perception are main factors driving the decision of travellers to visit the places mentioned.

ity business owners to offer competitive price packages, as this is the second reason that will encourage Filipino travelers to travel again. People will certainly demand greater value for their money in the future as a result of the travel curbs brought about by the pandemic.

Figure 4 further demonstrates that travelers worry not only about contracting the virus, but are also quite particular in using their money for destinations that will give the best value for their money. In any uncertainty caused by a global pandemic such as COVID-19, fear of poverty and losing one's job is a real cause of fear as it may add to the anxiety of an uncertain future (Gajik *et al.*, 2021).

Moreover, it would be a challenge for all hospital-



Table 4. Multiple regression analysis (Before) using travel behavior as dependent variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.347	.721		.481	.632
	age	-.002	.014	-.020	-.105	.916
	gender	.486	.212	.265	2.287	.025
1	status	.255	.246	.179	1.039	.302
	occupation	.279	.186	.270	1.500	.138
	educ	.243	.136	.246	1.782	.079
	purpose	.040	.062	.071	.649	.518

a. Dependent Variable: TRAVEL BEHAVIOR

Using multiple regression analysis, Table 4 behavior. In addition, it shows that the most wide-demonstrates that gender is the only predictor of spread trend in urban areas is that women travel Filipino travel prior to the age of COVID-19. Gender has a Beta value of positive .265 and t value of 2.287 and it is significant at .025. These findings show that there is a causal relationship between gender and Filipinos' travel behavior. Further, this study shows that women travel more often than men. This validates the study of Ng and Acker (2018) showing that gender is an important socio-demographic component influencing travel

shorter distances and favor public transportation and taxi services over driving by themselves. Similar to the findings of Tiley and Houston (2016), they found that younger cohorts of women travel further as they age, while younger cohorts of men do not get more mobile as they approach early middle age, the historically highest point in travel mobility.

Table 5. Multiple regression analysis using Lifestyle during/after as dependent variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.287	2.020		.637	.526
1	age	.009	.012	.134	.703	.485
	gender	.185	.177	.121	1.046	.299
	status	-.096	.206	-.081	-.465	.643

Table 5. *continued...*

Model	Unstandardized		Standardized		Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta	t	
Occupation	-.210	.155	-.245	-1.356	.179
Education	.070	.121	.085	.574	.568
Purpose	-.050	.051	-.107	-.968	.336
Competitive price	.165	.131	.319	1.258	.212
Destination offering	-.026	.143	-.041	-.179	.858
Quality of the destination	.001	.142	.002	.008	.994
Safety & security	-.015	.131	-.026	-.117	.907
Government management of COVID-19	.036	.134	.079	.271	.787

a. Dependent Variable: LIFESTYLE AFTER COVID

The findings indicate that neither of the characteristics depicted in Table 5 can be identified as predictors or factors that could make respondents travel again. This is probably because of the uncertainty of the COVID-19 situation. Dr. Radav and Dr. Moon of WHO Philippines (2022) asserted that there is still a long way to go until the pandemic is gone. With a larger emphasis on the 2.4 million older people who have not had even a single dose of COVID-19 vaccine.

In the report of Torres (2020) in the world economic forum, a different explanation was presented where tourists are considering new factors while making trip plans, such as the virus's control in various locations. They also reported a study done by bloom consulting and D2-Analytics (April 2020 data) where people's anticipated travel behaviors were examined. Two scenarios were given in the first scenario, respondents were informed that the virus had been contained and had become ingrained in culture. Although travel limits would eliminate the need for quarantines upon entry to certain places, 45 percent

stated they would still be unprepared for a leisure vacation. In the second scenario, the virus is on the verge of extinction, but a cure has been identified. Despite having access to the drug, 35 percent of respondents stated they would stay in. In the final and most unlikely case, the virus is completely destroyed. There was no danger of infection from COVID-19 and no limitation on navigation in this case. Despite these scenarios, 15 percent of all visitors surveyed indicated they would never leave their homes for a vacation. In Table 6, the researcher tested the data using multiple regression analysis with an dependent variable-desire to travel.

This study reveals that none of the identified dependent variables are significant predictors that could make respondents travel again. Unfortunately, similar to the result in Table 5 where travel behavior was tested in significance, the exact variable that could make tourists travel again could not be pinpointed. This is probably because of the uncertainties of the effects of a global pandemic.

Table 6. Multiple regression analysis using desire to travel as dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	-.621	3.567		-.174	.862
Age	-.015	.022	-.149	-.716	.477
Gender	-.366	.312	-.148	-1.173	.244
Status	.043	.364	.022	.118	.906
Occupation	.112	.274	.081	.410	.683
Education	.373	.214	.281	1.742	.086
Purpose	.033	.091	.043	.360	.720
Competitive price	.105	.232	.125	.453	.652
Destination offering	.233	.252	.230	.924	.359
Quality of destination	.209	.250	.217	.836	.406
Safety & security	.158	.232	.166	.679	.500
Government management of Covid-19	.140	.237	.188	.591	.556

a. Dependent Variable: DESIRE TO TRAVEL

In Table 6, the researcher tested the data using multiple regression analysis with a dependent variable that is desire to travel. This study reveals that none of the identified dependent variables are significant predictors that could make respondents to travel again. Unfortunately, similar to the result in table 5 where travel behavior was tested the significance, we still cannot pinpoint the exact variable that could make tourists travel again. This is probably because of the uncertainties of the effects of a global pandemic.

CONCLUSION

This study investigated Filipino travellers in Luzon and focused exclusively on consumer behavior. Specifically, these are the reasons and causes that motivate respondents to travel again, which were defined by the researcher as independent

variables. While the dependent variable was defined as the number of times respondents travelled in the year after the COVID-19 pandemic. Here it was found that the main purpose of traveling for the majority of respondents is for leisure. Further, it was found that the majority of the respondents travelled four to six times a year at the very least prior to the pandemic. This is in contrast to only one to three times a year during the pandemic. Prior to COVID-19, Tagaytay was the most popular travel destination for participants, and it is still expected to be the most popular destination after COVID-19. This study also showed that safety and security of the location is the most important factor to consider in the tourist destination, followed by competitive pricing package. Gender has likewise been found to be a significant predictor of travel among respondents prior to COVID-19.

RECOMMENDATIONS

Based on the results of the study, the following are recommended:

While the Department of Tourism recommends Safety Seal Certification for hospitality businesses, which certifies that an establishment meets the government's minimum public health criteria, it is recommended that there must be a distinct certification for tourism sectors focusing on lodging and food services. This will establish stringent cleaning standards by offering greater training for hospitality workers and increased cleaning of public places. Relatively, this is expected to provide a worry-free stay that can eventually gain back customer's trust to stay again in hotels.

Practice of visual controls and communication is essential in accelerating the process of establishing travelers' trust. Visual controls and communication can be extraordinarily helpful in maintaining quality and safety. It can be used to establish an environment where non-standard items can be distinguished from standard items. One example is a color-coded data indicating the number of cases in the destination as well as the number of vaccinated workers and customers. Also, the quantity of sanitation round can help alleviate the anxiety.

Likewise, transparency in posting customer reviews and testimonials can help to regain the tourist's confidence. Customer reviews and testimonials reflect the importance that customers have a place on the products and services. Businesses in the hospitality industry should encourage customers to post evaluations and include them on online sites.

The quality of business customer service has a substantial effect on client loyalty and retention. This necessitates having specialized support employees and setting high criteria for service speed and quality. In relation to this, it is a must to train hospitality staff to provide each customer with the information they require and take the time to ensure that their needs have been addressed.

The scope of this study is within Luzon areas of the Philippines. That is why it is highly recommended that continuous study and observation is done by stakeholders in the hospitality industry and to involve a larger scope to determine other phenomenon for the benefit of the industry. Lastly, hospitality industry sectors in Tagaytay, Boracay and Palawan must prepare and expect a likely peak operation as the data revealed that the listed locations are the most favored tourist destinations after COVID-19.

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