

Evaluation and the Effective Marketing Strategies of a Travel Agency During Covid-19 Pandemic

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ABSTRACT

This study's main objective is to identify the most effective marketing strategy a tactics for promoting local tourism throughout the outbreak, after it ended, and currently, based on the perspectives of individuals who have been designated as respondents. In this research, the author examined the advertising strategies employed by one of the travel service suppliers in travel agencies and their use was popular in Laguna. They have found that this tour operator is still in business both during and after the epidemic. However, the Cabuyao, Laguna Travel Agency believes that the effectiveness of marketing tactics put into practice through activities, it is still up in the air what interventions and suggestions will be made.

This study therefore seeks to ascertain, or at the very least utilize, the perception of the respondents from Cabuyao Laguna who are local tourists who are customers of Travel and Tours, as well as staff members and employers of Tours and Travel. Despite the widespread epidemic that is now how people view these methods affects or affects them even when they are still suffering in terms of giving tours and travel these marketing techniques' procedures and the manner in which the business uses them are crucial to accomplishing the long-term objective of being a successful business while adhering to both internal and external regulations regulatory standards.

An online survey with a four-point rating was used to collect the data. system with the alternatives extremely agreed, agree, disagree, and strongly disagree or disagree. The statistical treatments used are the weighted mean and percentage. to examine the data appropriately. Furthermore, the use of analysis of variance, Pearson coefficient of correlation, as well as frequency, are used to calculate theThe demographic profile of this study's respondents and also the multiple regression analysis per variables to test the relationship of different dependent variables used which is the 7P's of marketing. According to the conclusions of the in terms of demographics, the findings of a research study show that most females make up the demography of respondents.

This demonstrates how the many local tourists in Laguna, the staff members of travel and tour companies, and the chosen government employees in the Department of Tourism-AITF are the sources of the necessary data for the researcher through a questionnaire. Additionally, the research's results demonstrated how respondents felt about and concurred with the marketing efforts. a number of features

of the product or service, the pricing plan, the location, the individuals, the procedure, and the tangible proof that are essential to upholding a large number of visitors from the area. This demonstrates the most successful marketing techniques that need to be improved and can be used in the improvement of travel agency businesses.

CHAPTER 1 THE PROBLEM AND ITS BACKGROUND

INTRODUCTION

Local tourism is defined as a trip to see the sites and attractions in the area where the tourist resides instead of international tourism. Many people have made significant financial investments in tourist destinations due to the expansion and development of this sort of tourism (White, 2019). Tourism itself is a fascinating topic to examine because many people are pretty busy, but they still make the time to do so. Everyone's mood and manner of living are being altered due to the trip.

With the COVID-19 Pandemic, as we heard these words today, we wonder how much effect it brought to the world. It stopped people from moving from one place to another without worrying about getting infected. COVID-19 is causing illness, death, and widespread economic devastation. It was January 30, 2020 when the first case of the disease was detected in the Philippines. March 17, 2020 was the first date when the Philippine government implemented Luzon-wide "enhanced community quarantine" or ECQ that aimed to combat further the effect of the continuing and increasing spread of COVID-19. The multiple health protocols and national lockdowns brought fear to the entire country. People are confused and scared about the lockdowns and the virus, and workers have no choice but to stay in their homes due to the temporary closure of the businesses.

The Department of Tourism feels that streamlining procedures is vital to encouraging domestic travel and assisting in the rapid recovery of Philippine tourism after the recent downturn in the international tourism market. In addition, the Department of Transportation defers to local governments' decisions on whether or not to require tests prior to travel. Individuals who require RT-PCR tests could benefit from a sponsored initiative, which would be carried out in collaboration with the University of the Philippines-Philippine General Hospital (UP-PGH) and the Philippine Children's Medical Center (PCMC), which would help to lower costs and encourage travel. Meanwhile, the Department of Tourism (DOT) reminds tourists and stakeholders that essential health and safety protocols, such as wearing a mask and face shield, physical distancing, hand sanitizing, and booking or operating in DOT-accredited establishments, are still required in order to protect tourists, touristic employees, and residents.

The COVID-19 Virus has caused a tremendous deal of difficulties for us, starting with tiny enterprises in the marketing field and spreading throughout the world. The once-convenient mode of transportation has been transformed into a process replete with limitations and prohibited acts to ensure that the virus is never transmitted. Destination regulatory policies are being presented to continue to provide ease to persons who want to travel primarily for business purposes. Because the government is making a modest effort to revive the economy's vibrancy, the government's grasp on the limits is growing increasingly lax. COVID-19 Pandemic not only severely impacted the public health, but it also hardly affected one of the linchpins of the global economy, which is the tourism and hospitality industry, and that includes the Travel Agencies as a tourism-related businesses. It has brought the momentum of the travel industry to a halt; these devastating effects worsen the situation of the Travel Agencies as curfews and travel

restrictions have been introduced. It caused massive disruptions in the tourism-related businesses, including travel agencies, and it has a long road to recovery.

Zagada Events Travel and Tours provides a service of 2GO Travel, one of the largest and most reputable lands or sea travel companies in the Philippine market. This organization provides a diverse range of hotel accommodations and services and tours and events packages, all with the convenience of land or sea travel. Eventually, they develop plans for enhancing their service, promotion, and pricing levels (Garcia, 2017). For all customers traveling at whatever time of day or night, they proposed a new service that would provide 24-hour accommodations. The other one is providing an elevator for the convenience of people who are physically disabled. Their next strategy is to provide passengers with a diverse range of food and beverages through the use of a small café. They improve their promotional strategy by proposing which will provide them with attractive discounts and incentives in the future.

Zagada Events Travel and Tours also provided domestic and international tickets via Philippine airlines, Cebu-pacific, Air-Asia, and other international airlines travel documents for Passport, Visa, PSA copies, Apostille (Red-Ribbon), BOQ yellow card for travelers, Travel Insurance with covid-19 coverage for a secure and safe journey. For land transportation, Van and Bus Rental are provided for private and government agencies. Local Tours package and Land Arrangement seventeen (17) regions – eight (8) in Luzon, three (3) in the Visayas, and six (6) in Mindanao. Zagada Events Travel and Tours has business permits and has a booking system by Biyaheko accredited by the Department of Tourism.

Furthermore, via promotional and pricing techniques, Zagada Events Travel and Tours can broaden the scope of its marketing efforts. They advertise their services on social media platforms such as Facebook, Twitter, Instagram, and Tiktok videos. They publish various pieces of material about the services they provide and how low their prices are. Additionally, they broaden their marketing reach by offering various discounts through their usage. Zagada Events Travel and Tours, which have an affordable marketing price in the market.

Zagada Events and Travel & Tours came up with creative strategies to continue to attract passengers and customers even though the travel sector is experiencing a downturn. They focused their efforts more on client service and appreciation. This includes enhancing their understanding of their guests, optimizing their website for safer access, and improving their area to garner and attract the ideal audience. This was all done under the Department of tourism with the IATF's instructions to the travel agents, who were instructed to carry out their plans for their re-opening.

Zagada Events Travel and Tours wants to achieve the most important effective marketing strategies for the business to achieve the goals. The way you market your business will determine if it will be successful or not. Marketing is a tool used to retain demand, reputation, relevance, and competition. Moreover, without marketing, your business is likely to run at a loss as a result of poor or low sales. Marketing is a tool to engage with your customers, and without it, engagement with your customer is practically impossible. In a more sense, marketing does not mean you push your customers with offers; it involves providing them with relevant information about your products, services, and business. Marketing can help in building a relationship between businesses and customers. A business needs to maintain a relationship of understanding and trust with its customers. In this research we can identify the most appropriate marketing strategies of a travel agency.

THEORETICAL AND CONCEPTUAL FRAMEWORK

This study has adopted one theory related to the topic. This theory is The Effect of Marketing Mix (7Ps') on Tourists' Satisfaction: A Study on Cumilla. The details of the theory are presented in Figure 1 and were determined below. It shows the seven (7) dependent variables (7Ps) and one independent variable, tourist satisfaction.

Product/Service

Kotler and Armstrong (2017) said that a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy anything that can be offered to a market for attention. Acquisition, use, or consumption that might satisfy a want or need. As for services, Verma and Singh (2017), as cited in Išoraitė (2019), defined a product "as a physical product or service to the consumer for which consumer is willing to pay." In the study, Ljiljana Stanković and Suzana Đukić (2019) examined tourist destination management and found that innovative and well-coordinated tourism products are exceedingly crucial for tourism regions and tourists' satisfaction.

Price

Kotler and Armstrong (2017) stated that price is the number of money customers has to pay to obtain the product. Išoraitė (2019) argued that "price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor."

Placement

According to Kotler (2017) said that the place (distribution) in tourism provides a guideline about different tourist spots. It also provides the appropriate tour time and distances from the various spot, gives ideas of different travel routes, selects attractions and support facilities along different travel routes, and informs potential tourists' (customers) about alternative travel routes. Inconvenience location or place for the customers leads to dissatisfaction among the customers, which further influences the organization negatively (Niharika, 2018).

Promotion

Promotion is an activity that highlights the products or services to customers (Nuseir&Madanat, 2018). The marketing communication mix (Promotion mix) consists of a specific blend of advertising, personal selling, sales promotion, public relations, and direct marketing tools that the company uses to pursue its advertising and marketing objective (Kotler, 2017). The company uses marketing tools to pursue its advertising and marketing objectives (Kotler, 2017). The previous studies also show the linkage between promotion and customer satisfaction.

People

According to Kotler (2017), the focal point in the hospitality sector is people's behavior, quality control, and personal selling. Zeithaml et al. (2018) identified that people are the key stakeholders, such as customers and other customers. Moreover, firm personnel is actively involved in buying and selling

tourism products. Reid and Bojanic (2018) narrate in their study the attitude. Personnel's skill and appearance are essential to ensure overall satisfaction (Amin & Islam, 2017).

Process

According to Kannan and Srinivasan (2019), the process in Tourism includes (a) trip planning and anticipation, (b) travel to the site/area, (c) recollection, and(d) trip planning packages. Well-designed processes make services convenient for tourists (Rodriguez. 2018). This enhances the tourist's confidence and satisfaction largely.

Physical Evidence

According to Kannan, and Srinivasan (2019), in tourism, the Physical Evidence depends on the travel experience, stay, and comfort. Physical Evidence is that which can be easily associated with the product by the customer. As the tourism product is highly intangible, the place, the decor, the people, and everything else in the tourism office may be related to the experience in-store.

For example, when tourists visit a historic place for the first time, they carry home the memories of beautiful structures and remember all other factors like transport facilities available to the surrounding markets.

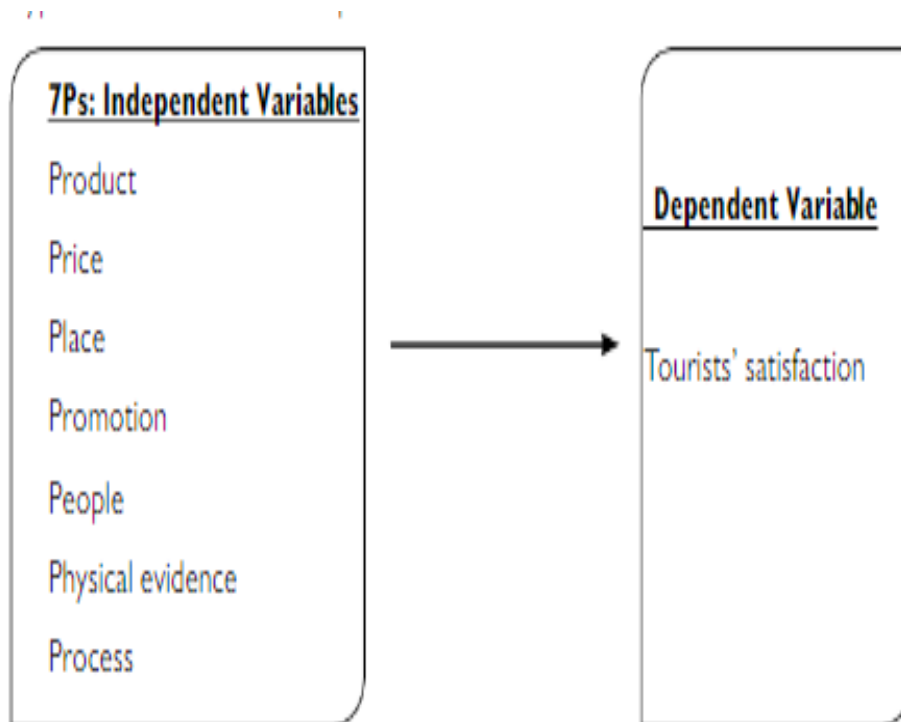


Fig. 1: Effect of Marketing Mix (7Ps’) on Tourists’ Satisfaction: A Study on Cumilla

The marketing mix refers to the tactics (or marketing activities) that we have to satisfy customer needs and position our offering clearly in the mind of the customer. It involves the 7Ps: Product, Price, Place and Promotion (McCarthy, 1960) and an additional three elements that help us meet the challenges of marketing services, People, Process and Physical Evidence (Booms & Bitner, 1982).

Paradigm of the Study

From the theoretical frameworks, relevant variables are used to the input, process, output diagram.

INPUT	PROCESS	OUTPUT
<p>A. Profile of the Respondents according to:</p> <ul style="list-style-type: none"> - Age - Gender - Educational Attainment - Estimated Monthly income <p>B. The 7P'S of Marketing</p> <ul style="list-style-type: none"> • Product/service • Price • Promotion • Placement • People • Process • Physical Evidences 	<p>Data Gathering</p> <ul style="list-style-type: none"> - Questionnaire - Survey - The Statistical treatment of data - Data gathering procedures 	<p>The result of the study</p> <ul style="list-style-type: none"> - The Most Appropriate Marketing Strategies of a Travel Agency During the COVID-19 Pandemic.

Fig. 3 Paradigm of the Study (or Marbacias Theory)

This paradigm of the study uses the input-process-output model. According to Marbacias Theory (2022), the input will show the respondent’s profile, such as name, gender, age, and occupation, specifically of tourist people and the 7P’s of Marketing, which includes the product/service, price, promotion, placement, people, process and physical evidences. Moreover, the process tackles the steps of how the researcher gathers the data of all the information and result of this study. The output consists of the implication of the gathered information about evaluating of marketing strategies of a travel agency during covid-19 pandemic.

STATEMENT OF THE PROBLEM

The research looked at the marketing strategies for local tourists by a tourist provider- Zagada Travel and Tours during and post pandemic. The following questions are specifically posed:

1. What is the demographic profile of the respondents with respect to:
 - 1.1. Age;
 - 1.2. Sex;
 - 1.3. Educational Attainment; and
 - 1.4. Estimated Monthly Income?
2. What are the marketing strategies of a travel agency during and after the pandemic in terms of:
 - 2.1. Product/service;
 - 2.2. Price;
 - 2.3. Promotion;
 - 2.4. Placement;

- 2.5. People;
- 2.6. Process; and
- 2.7. Physical Evidences?
3. What are the appropriate marketing strategies by a travel agency during pandemic in terms of:
 - 3.1. Product/Service;
 - 3.2. Price;
 - 3.3. Promotion;
 - 3.4. Placement;
 - 3.5. People;
 - 3.6. Process; and
 - 3.7. Physical Evidences?
4. Is there any significant relationship between the 7 P's of marketing strategies and the marketing strategies of a travel agency during the pandemic?
5. Is there any significant difference between the 7 P's of marketing strategies and the marketing strategies of a travel agency during the pandemic?
6. What action plan can be recommended and acceptable to a travel agency marketing strategies during the pandemic?

HYPOTHESIS OF THE STUDY

A research hypothesis is an assumption or a tentative explanation for a specific process observed during research (Garcia, 2018). This part presents the hypothesis of the researcher in the formulated statements above.

Ho1. There is no significant relationship between the 7 P's of marketing strategies and the marketing strategies of a travel agency during the pandemic.

Ho2: There is no significant difference between the 7 P's of marketing strategies and the marketing strategies of a travel agency during the pandemic.

SIGNIFICANCE OF THE STUDY

This research was made with the aim to provide crucial information and knowledge regarding the chosen topic from the respondents, recent studies or theses, and related sites needed for the expected importance to the individual as follows:

The Travel Agency Business Owners. To fully understand and gained idea to the effects of COVID-19 on Travel Agencies.

The Business Managers. To gain knowledge and idea on the effective strategies in surviving the business and help them to formulate the best strategies to implement.

The Future Travel Agency Business Owners. The Future Travel Agency Business Owners will be benefited as the study will present the effects of the pandemic and the strategies implemented that will be their basis in constructing the business after the pandemic and formulating the best strategies in order to gain more potential customers.

The Researcher. The findings of this study will assist the researcher in making the necessary adjustments to the implementation of the most appropriate marketing tactics in the local tourism industry.

Students. As a reference for their future studies, this research will serve as a guide for the students involved in it. This can also serve as a guide for them in developing a suitable thesis and using it as a foundation.

Future Researchers. This study would serve as a basis for future researchers to conduct a similar study or a more thorough and in-depth inquiry on a topic that is related to the one that was investigated in this study.

SCOPE AND DELIMITATIONS OF THE STUDY

This study encompasses the general intent through various aspects to know the most appropriate marketing strategies that should be implemented in Zagada Events Travel and Tours. This also includes the assessment of the chosen respondents to know the necessary information needed in the study.

This study focuses more on evaluating marketing strategies of Zagada Events Travel and Tours for their services located in Cabuyao, Laguna.

POPULATION SAMPLE

Cabuyao, officially known as the City of Cabuyao (Tagalog: Lungsod ng Cabuyao), is a 1st class component city in the province of Laguna, Philippines.

Population (2020 census)

- Total 355,330
- Density 8,200/km² (21,000/sq mi)
- Households 78,730

The researcher selected 110 respondents from the clients of Zagada events travel and tours that are located in Cabuyao, Laguna and 5 respondents from the employees of travel agency.

DEFINITION OF TERMS

The significant terms of this study are defined as follows for a better understanding and interpretation of the research.

Business Strategy - A collection of guiding principles that, when communicated and implemented throughout an organization, results in the desired pattern of decision-making. The mission, network, strategy, and vision all work together to define a company's strategic orientation.

Health Protocols - As in diplomatic trade and the branches of the government, a code requires rigorous respect for proper etiquette and precedence. Since there are tight standards for the tourism business, health precautions were implemented in this study.

Inter-Agency Task Force (IATF) - The Philippine government established the Inter-Agency Task Group for the Management of Emerging Infectious Diseases (IATF-EID) to handle concerns linked to the country's highly contagious diseases. Furthermore, administering natural disaster mitigation methods and policies and resolving disaster-related difficulties.

Local Tourist - Someone who wants to go beyond the tourist traps. Nevertheless, understands why those things are so popular in the first place. Local tourists are not satisfied with the same age and old; they want to get out and explore, visit new places, and meet people.

Marketing Strategy - A company's overall strategy for reaching out to potential customers and converting them into paying clients for their goods or services.

People - People are the final P in the marketing mix. Develop the practice of thinking about the people inside and outside their company who are in charge of all aspects of their sales, marketing, and operations.

Physical Evidence - The things included in service to make it tactile and partially quantifiable are physical evidence. At the same time, it aids in corporate branding and identifying the correct type of customer.

Place - It is where goods or services are sold. It is the fourth P in the marketing mix. Make it a habit to examine and reflect on the specific place where its customer first encounters the salesman. A shift in location can sometimes result in a significant rise in sales.

Process - The marketing strategy process consists of the company vision, mission, marketing objectives, and the marketing strategy itself.

Price - It is the second P in the formula. Make it a habit to review and reevaluate the prices of the items and services you regularly sell to ensure that they are still appropriate for the current market. When it comes to tourism in Cabuyao Laguna, it is sometimes necessary to reduce pricing. It may be necessary to raise their prices at other times.

Promotion - The third marketing and sales habit is to think about promotion constantly. All of the methods that tourist personnel in Cabuyao, Laguna communicate with their consumers about their products or services, as well, how you promote and sell to them are included in the promotion.

Service (Local Tourism) - Tourism refers to the actions of people who go to and remain in places outside of their typical surroundings for less than a year (12 months) for leisure, business, or other reasons. It also refers to an individual's travel to another country or area away from their home to perform business or vacations.

Service/Product - Assume oneself as an outside marketing expert hired to assist tourism in Cabuyao, Laguna, determining whether or not it is in good business.

Zagada Events Travel and Tours – A company that processes Tourist booking, Travel Documentation and provides travel services within the country. It is located in Cabuyao, Laguna.

CHAPTER II REVIEW OF RELATED LITERATURE AND STUDIES

FOREIGN STUDIES AND LITERATURE

Marketing for Travel Agencies: Understanding and Surviving in the Online Travel Industry

According to Andrey Chebotarov (December 23, 2019), a travel technology competent leader of altexsoft, running a travel business is no joke. Well, you know, saying that the travel industry is highly competitive is an understatement. Even the giants with over a hundred years under their belts can fail, given bad luck and poor management.

Earlier this year, Thomas Cook, the British tour operator and one of the world's oldest travel industry titans, disastrously imploded. By the time of the breakdown, the company had 19 million annual customers. In addition to major reasons like enormous debts and difficulties in operating airlines, its lack of online presence and reduced demand for tour packages caused the company to go downhill. Without changing its business model and broadening distribution channels, Thomas Cook was predestined to be overthrown by Booking Holdings and Expedia.

The market is extremely competitive, and it is undergoing changes, becoming increasingly more digital. This requires a complex approach to marketing, distribution, and the travel product itself. Here, we will describe the distribution and communication channels, revenue management techniques, product positioning, and technology–survival strategies.

The specific demographic is the Another way to narrow down the focus of a travel agency is to work with selected regions, budget expectations, style of travel, age groups, family/single tours, etc.

According to Chebotaroy (2019), understanding traveler demographics will help travel agencies narrow down the number of strategic destinations and service providers. Moreover, you need to analyze competitors. Once you have an idea of your dream customers, it's time to look at the ways they book trips with your competitors. How does travel win? Defining the good sides of products alike helps discover what components, characteristics, elements, and overall flow are the most popular among users. We are not telling you to copy them, but this information can be extremely helpful in understanding user preferences.

Explore standard profit margins that your suppliers have. Different regions and different suppliers may have varying profit margins. But regardless of all factors, traditionally, they are low. Again, the competition in travel is fierce and unforgiving. You may expect to get higher returns at hotels and significantly lower ones for flights. Understanding at which profit margins your suppliers operate will help you define your commissions.

Find where your key suppliers distribute besides you. In a way, your suppliers are also your clients. And you have competition on the other end of the chain. You must understand the markup other travel agencies and online travel agencies have to specify your markup and balance competition with profitability.

During Pandemic: Creating Your Travel and Tourism Marketing Strategy and Plan

According to Nicole (2021) from Break. The ice company website about creating your travel and tourism marketing strategy and plan that Planning is the most critical thing that we can do for our organizations if we want to continue to grow and be successful. Our process for travel and tourism marketing strategy planning has seven steps: Research & Discovery, Situational Analysis, Goals & Objectives, Audience & Strategy, Tactical Plan, Measurement, and Action Plan. Website research from your own organization (if it is available), local, regional, and state tourism offices, and relevant industry associations. When you approach research, collect everything you find into a folder and then, as you comb through it, look for common themes or high-level findings that relate to the goals you are trying to achieve with your marketing plans. Approach this as a learning experience and see what floats to the top.

Lopez (2021) stated that "over half of surveyed travel agencies in Colombia reported having invested in their digital offer of products and services during the first half of 2021. Moreover, nearly one in two travel agencies claimed to have looked for new commercial alliances during that same period. Based on the same study, over 50 percent of Colombian travel agencies registered financial losses as of July 2021."

Moreover, "Main strategies adopted by travel agencies to adjust their operations during the coronavirus (COVID-19) pandemic in Colombia in first half 2021. 48% design of new tourist's packages and 19% payment flexibility."

Situational Analysis In order to plan for the future, you need to recognize where you are today. Take a step back from thinking about next year and focus on the insights you already know.

What are the key attributes of your brand? What types of visitors do you attract? Who is your competition? What is the brand experience of your destination? What trends do you see in the travel and tourism industry? Use your data and research as much as you can as you explore the answers to these questions. When summarizing your findings and writing your situational Analysis, answer these questions: What is the one truth that can elevate my brand? What makes our brand relevant and differentiating?

Setting Goals & Objectives According to Tony Robins 2021 "Setting goals is the first step in turning the invisible into the visible." Start your travel and tourism marketing strategy plan by answering this question: What are the top 3-5 goals that you want to accomplish in the new year? Try using the SMART goal format – make your goals specific, measurable, attainable, relevant, and time-based.

It is important to know who your audience is when formulating your plans. You may have several audiences or target markets, and understanding each one is a must for creating a successful tourism marketing plan. The more specific you are with understanding your audience, the easier it will be to craft your tactical plans and key messages to reach your target. "The aim of marketing is to know and

understand the customer so well, the product or service fits them and sells itself." – Peter Drucker.
"Effective, stand-out content is both business-centric and customer-aware." – Nick Westergaard, author, Brand Now

A tactical plan is your actionable marketing plan. These are the tasks, the detailed action plan that includes timing and details of all major steps. Tactics could include collateral, digital marketing, social media, websites, public relations, and trade shows. They can also include conferences, email marketing, word of mouth, direct sales, and lead generation. These are all the things that you will do in order to accomplish your objectives. This section includes a tactical implementation strategy, timeline, and budget.

Start your tactical plan as a bulleted list of tactics that will support each marketing objective and reach the identified target audience. Next, identify the resources needed to execute each tactic (time and money). With your bulleted list, you can dive deeper into each tactic by expanding on how you will effectively execute it.

Measurement According to Nicole (2021) from Break. The ice company After building your tactical plan, including how you will measure the effectiveness of the tactic. By pulling together key numbers monthly, our team and clients have the ability to accurately inform stakeholders on current statistics, identify trends, provide a benchmark for success & growth as well as inform campaign adjustments and course corrections as needed. Examples of metrics that you might use include: Reach, Impressions, Website traffic, Followers and follower growth rate, Email opens and click rates, social media reactions, comments, and shares, Media placements, and Actions taken such as sales conversions, downloads, and newsletter sign-ups.

The ice company out the full year, month by month, detailing which tactics will take place and when. Some tactics might be ongoing and happen every month, such as social media or email marketing. Other tactics might occur only during certain times of the year based on the seasonality of your brand or the timing of a trade show. The more detail you can put into your timeline, the more likely you will be to stay on track with your plan. Remember this is a living and breathing document, it's not written in stone, and it can easily be changed and adapted as you move through the year. Just having the plan is a huge step in helping you to achieve your goals in the new year. "Plans are nothing. Planning is everything." – Dwight D. Eisenhower (2021)

Supporting the Philippines' Tourism Recovery in the New Normal through Digital Solutions

An Article on the Asian Development Bank Website on September 14, 2020 states that the Philippine Government is fighting the effects of COVID-19 in multiple ways. Some sectors like tourism, along with local governments, are using new technologies to be more resilient while assisting communities in coping with the impact of the pandemic. Tourism employs 5.7 million Filipinos and contributes 12.7% to the country's GDP.

Tourism is one of the sectors hardest hit by the COVID-19 pandemic, especially in countries where it is a crucial economic pillar. Digital technologies play a valuable role in helping countries like the Philippines bounce back and restart tourism activities in the new normal.

Article Narrator (2020) stated that from Asian Development Bank Website the Philippine tourism department has embarked on a digital tourism campaign to promote its tourist attractions and encourage foreign visitor arrivals once pandemic-related travel restrictions are lifted. They are also enforcing tourism establishments to adopt strict health safety protocols by encouraging contactless and cashless transactions. Meanwhile, local officials in Baguio City have adopted an effective digital contract tracing methodology, utilizing cloud-based data encoding and capture and GIS-based geospatial and link Analysis that provide city officials deeper insight into handling COVID-19 cases in the city. Through the ASEAN Australia Smart Cities Trust Fund, ADB and the Australian Government hopes to support cities throughout Southeast Asia in improving their service delivery, Planning, and financial management using appropriate digital technologies.

According to Bernadette Romulo-Puyat, Secretary of the Department of Tourism, Philippines (September 14, 2020), tourism is really a key pillar of our economy with vital contributions in terms of productivity and employment generation. We've launched a few digital platforms to entice people to visit once it is possible. We have the "Wake Up in the Philippines" digital campaign featuring the wide spectrum of tourist attractions we have to offer in all 16 of our regions. The biggest change we are implementing in the tourism industry is the mandatory compliance of tourism establishments to the new normal safety and health protocols and guidelines. Digital solutions will definitely come into play, given the trend to go contactless. Now, more than ever, cashless transactions are no longer a plus, but it is a necessity."

According to Article Narrator (2020) from the Asian Development Bank Website, Baguio City, a popular tourist destination in the northern Philippines, is one of the cities heavily affected by COVID-19. Baguio City aims to become a smart and sustainable city. It is using new technology to improve its resilience and deliver basic services during the pandemic and future crises.

According to Benjamin Magalong, Mayor, City Government of Baguio City, Philippines (2020): "Our tourist arrivals, last year we generated around 540,000 tourists comparing it to this year, about 70,000 tourists. So, we are really hurting."

According to Mayor Magalon (2020), "We are pursuing our smart city system. It will be the first smart city system in the Philippines. It is something that we are proud of because we came up with this contact tracing methodology. It has three components. One is the data collection tool. Every time our contact tracers go out, all they have to do is use their mobile devices and their tablets to put in and encode the information that they were able to gather, and it goes to the cloud. The second is the GIS platform, which we use for geospatial Analysis to determine the extent of potential infection in one particular area. Finally, the link analysis. It establishes patterns, trends and relationships, and networks. So there is deeper Analysis every time we look at one particular case."

According to Trang Dang, Senior Urban Development Specialist, ADB (2020), "The Asian Development Bank acts as a catalyst in the process of developing sustainable tourism destinations in the Philippines, including the city of Baguio. The ASEAN Australia Smart Cities Trust Fund will be able to support cities across Asia in developing digital solutions. The Trust Fund is supported by the Australian government."

Marketing Strategy

Astuti and Kusumawati (2018) state that the tourism industry's marketing strategy must be seen in the developed tourist behavior model. In this case, it means that the behavior of tourists in choosing a tourist destination is influenced by internal aspects of the tourists themselves, such as demographics, social networks, personalities, values, experiences, and attitudes of tourists, which in turn will form motives in choosing tourist destinations.

Furthermore, external aspects of a tourist destination such as attractiveness, sales methods, facilities, services, country/region as a destination host, the presence of other tourists, and tourist destination management can shape the image of a tourist destination.

Faisal and Arief (2017) state that marketing strategies can be implemented by tourism service provider companies as a real effort to maintain sales growth and possibly increase the following: Growing purchase motivation among potential customers

Building a New Travel Marketing Strategy Post-Covid-19

According to Katie Gargano, Supervisor of Digital Planning (2021), a website blog article says building a new travel marketing strategy post-covid-19 MNI. It's no surprise that consumers are changing the ways they're traveling and vacationing during, and eventually, after COVID-19 is long gone.

Cennimo et al. (2022) cited that Coronavirus disease 2019 (COVID-19) is defined as an illness caused by a novel coronavirus now called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly called 2019-Ncov), which was first identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei Province, China. It was initially reported to the WHO on December 31, 2019. On January 30, 2020, the WHO declared the COVID-19 outbreak a global health emergency. On March 11, 2020, the WHO declared COVID-19 a global pandemic, its first designation since declaring H1N1 influenza a pandemic in 2009.

The pandemic has slowed down the travel landscape, but consumers who are tired of looking at the same four walls are beginning to consider vacations once again. However, safety is top-of-mind for travelers, and it needs to be top of mind for brands, whether it's an airline, hotel, or attraction. 10 Tips for Crafting the Perfect Travel Marketing Strategy, with Post-COVID-19 in Mind Keep Branding Strong. Consumers need to know and trust your brand when they are ready to travel again. In this ever-changing world filled with a lot of unknowns, consistent branding can bring consumers a sense of comfort.

One is Be Mindful of Your Messaging Consumers want to hear from trusted brands with balanced messaging that acknowledges the current climate—e.g., stories of corporate social responsibility, increased cleaning standards, and inspiration to travel in the future. Marketing today extends beyond promoting a product or service, as consumers now rely on brands to be good corporate citizens. Travel brands are helping their local communities and building engagement with their consumer base by communicating empathy, understanding, and support, both moral and financial, for those who need it most.

The second is Jump on the Carousels. Create awareness around different attractions through the use of carousel units on social and rich media units. They're engaging and can showcase various calls to action and points of interest. Consider COVID's Impact on Mobile Usage for travelers and guests, mobile usage will increase throughout the travel journey, from passports and boarding passes to keyless hotel entry and digital check-out at hotels. How can you incorporate this new normal into your marketing strategy? How to handle it as a travel agency. Re-Evaluate Your Post-Pandemic Competitive Landscape; openings and economic recovery will be staggered. Analyze customer behavior, identify the right prospects and target markets, and look for signals to identify when travel is picking up.

Go for Geo-Targeting Geo-targeting is a great way to reach locals and travelers who are looking to drive to their next vacation instead of flying. And that's why you should also, Tap into Travel Guides. One of the main responsibilities of travel guides is to reach consumers when they are planning their next trip. Travel guides and to-do lists are helpful to be on since consumers are looking at reviews based on their safety concerns.

Dig into Dynamic Segmentation, and streamline marketing technology and processes to serve the right messages to the right customers at the right time. Utilizing dynamic segmentation with the right offers and promotions will help brands bounce back faster. Look at Online Travel Companies Consumers are going to be looking for deals, and there's no doubt they'll be leveraging online travel companies like Kayak and Expedia. By being present on these sites, you can find consumers before they book—to either visit your location by competitive conquering or drive them to visit an attraction based on where they are searching.

The bottom line for travel after Coronavirus is that the COVID-19 pandemic has changed the traveler's mindset, but there are countless reasons why people travel. Getting back to 'normal' (in at least some capacity) is certainly in the future. Get prepared now so your travel brand is ready to take off when that happens.

Nine Action Points for Travel Companies to Respond to COVID-19

Dimitris Hiotis, author of Simon-kucher article blog website (April 2020) and the global head of leisure, Travel, and Tourism in London, UK discusses how travel companies can respond to the unprecedented crisis triggered by COVID-19. In part one, we looked at the three core phases of the crisis and introduced our nine-point action plan. In this article, we take a closer look at each of the action points, highlighting ways to rebalance marketing spending, boost up- and cross-selling, avoid heavy discounting, plus many other essential measures to withstand the crisis. Now well into the pre-peak

period of the coronavirus pandemic, the main focus for travel companies is on closing operations and ensuring the ability to handle customer inquiries. Still, there are some key commercial measures travel companies can take to succeed. Based on three core themes — adjusting the offering, redefining the pricing strategy, and focusing on lifetime value — here are nine action points for travel companies to respond to COVID-19.

Adjust Offering

Re-purpose capacity to support the crisis and build brand equity, most travel companies, have had to close their operations, either by canceling flights, grounding planes, closing holiday parks, and other services of travel companies. As the physical capacity still exists, clever-minded travel companies have found innovative ways to repurpose their capacity and build considerable brand equity.

The second is to rebalance marketing spending toward existing customers; Travel companies are well equipped with marketing tools to drive customers to their sales channels, such as pay-per-click advertising, media advertising campaigns, social media campaigns, as well as in-house promotions and commissions to travel agents.

Shift communication and sales channels to digital.

Travel companies have been swamped with calls from customers who are anxious to find out the status of their existing booking, putting considerable strain on call centers. At the same time, non-digital channels like brick & mortar travel shops have been closed. For companies to ensure they can continue providing customer support and protect any future sales, it is important to shift customer support, sales, and communication to digital channels. Platforms like apps, websites, webchats, or even self-serving online forms to process refunds are vital to ensure smooth communication between customers and companies. On a positive note, almost all travel companies have well-established digital channels that their customers visit and do not need to develop these platforms from scratch.

Redefine your Price Strategy

Stop price discounting. Most travel companies will have a Revenue Management System that is used to adjust prices daily based on changes in demand, competitor action, and other factors. Even the few systems that are able to respond to quick and large deviations will immediately react by dropping prices, as they assume that this will stimulate demand.

Promote value similarly;

promotions should not be price-driven during this crisis, as a great deal or price will not shift the needle on demand. Instead, since there is relatively ample capacity available, travel companies should offer value-driven promotions like a free upgrade to a higher class or a better room. Rather than a considerable price reduction, a better experience will be far more appreciated. This is the time to win customers for the future.

Up- and cross-sell

in instances where people are still booking holiday and travel products, companies should ensure they upsell ancillary products that typically carry a higher margin than the core travel product. Such a

strategy should apply even in normal times, but this is more critical now as companies place more value on cash and preserving profitability.

Focus on Lifetime Value

Offer flexibility and the crisis has created considerable uncertainty among customers in terms of travel and holiday plans; no one knows when they can go on holiday again and whether they can travel abroad. However, a lot of travel offerings like airfares and hotel bookings have product variants that come with conditions and charges for changes, cancellations, and refunds. Sticking to such a product set-up becomes a considerable barrier for customers to book travel for days further in the future. Travel companies should move to flexible conditions in their bookings, promising to not charge customers for changes, cancellations, etc. This removes a key barrier for customers to book in such uncertain times and provides travel companies a better chance of getting bookings in a period where cash is critical.

Extend Loyalty.

Loyalty schemes are a very effective marketing lever for travel companies these days. They form an important consideration for customers when booking their airfare or hotel room, as they strive to receive the provided benefits but also achieve a "status" like Gold, Silver, or Bronze. However, to maintain or reach a certain status, customers need to continue traveling at a regular frequency. The crisis has meant loyal customers can't maintain their usual frequency of travel and, as such, are at risk of losing their status. Simple gestures like extending the benefits or the validity period are cost-effective measures that score considerable brownie points with loyal customers. Incentivize future purchases. Let's face it. It will take some time for customers to travel again. However, at the same time, customers are dreaming of going on holiday and escaping the isolated conditions of the lockdown.

Travel companies will endure.

Although, at the moment, it may seem like the travel industry is doomed, let's not forget that, for most of us, travel is the biggest leisure activity of the year. It is our escape from working life and the time to reconnect with family and loved ones. There is no doubt that travel companies will endure; they have gone through many crises in the past. In the interim, we recommend travel companies adopt these nine points across their commercial operations. We will soon move to the post-peak period of the pandemic, where travel companies will shift focus on how to reopen their businesses in the new world and maximize their revenue and cash while building and maintaining excellent customer trust. The next series of our COVID-19 series on travel will cover this period in more detail, outlining an action plan for both capacity and demand management in the post-peak period. Until then, we are working with our clients in the travel industry to help them implement our advice and support them through these tough times.

LOCAL STUDIES AND LITERATURE

DOT Bares 2022 Goals, Updates PH Tourism Response and Recovery Plan

In an article published by Alexandria Dennise San Juan in Manila Bulletin (September 4, 2021), the Department of Tourism (DOT) was focused on ensuring the sustainability, resiliency, and inclusiveness

of the country's tourism industry as the core of its recovery plan for 2022. This was revealed by Tourism Secretary Bernadette Romulo-Puyat during the deliberation of the Department's proposed 2022 budget before the House of Representatives Committee on Appropriations on Friday, September 3.

The DOT proposed a P3.79 billion budget for the fiscal year 2022 for its plans and programs directed toward the safe recovery of the sector.

According to Puyat, the DOT's policy direction was focused on the reformulated National Tourism Development Plan (NTDP) for 2016 to 2022, which has a three-pronged thrust to promote safe, fun, and competitive tourism; pursue sustainable, inclusive, and resilient tourism; and strengthen governance and destination management.

The DOT likewise updated the Tourism Response and Recovery Plan with the main objective of mitigating the impacts of the coronavirus disease (COVID-19) pandemic on the tourism industry.

The tourism chief said this plan would ensure the protection of jobs and safety of tourism workers, visitors, and communities; support the recovery of tourism enterprises, and rebuild confidence and growing demand in domestic and foreign markets.

"Under the Tourism Standards and Enforcement Program, we shall continue to improve service standards and restore confidence to travel, develop and enforce tourism standards that are at par with global best practices," Puyat added.

The country's tourism sector has been among the hardest hit by the ongoing health crisis due to travel restrictions to contain the spread of COVID-19.

In May 2021, the United Nations World Tourism Organization (UNWTO) reported that the global travel industry suffered a decline of 72.9 percent in international visitor arrivals in 2020.

The Philippines registered a much steeper 82 percent slide from 8.26 million tourist arrivals in 2019 to just 1.48 million in 2020. Since the start of the quarantine in mid-March last year, the Department has been focusing heavily on providing immediate response to those displaced by the pandemic.

"Despite the challenges and limitations in 2020 and 2021, the DOT has been relentless in its efforts to keep the tourism industry afloat while laying the groundwork for the industry's recovery," Puyat noted. According to the DOT, it has so far conducted 352 pieces of training for industry stakeholders with a total of 19,871 participants as of August 26. "During the industry's downtime, we were able to reskill, upskill and retool the tourism stakeholders with the health and safety protocols and operations under a new normal environment," Puyat said.

Aside from training, 44 new tourism circuits, in addition to 71 that are still undergoing development to date, were established by the Department. "The DOT will continue to stay attuned to the ever-changing tourism trends and preferences of our domestic and foreign markets through continued product and market research," Puyat assured. "And as international borders start to open, the key, strategic and opportunity markets will continue to be engaged and green lanes explored in preparation for revenge

travel that is expected to ensure," she added. "Despite the challenges and limitations in 2020 and 2021, the DOT has been relentless in its efforts to keep the tourism industry afloat while laying the groundwork for the industry's recovery," Puyat stressed.

TOURISM AND LOCAL TOURISM

Domestic travel to drive recovery of the tourism industry, says survey Monday, June 29, (2020)

Domestic travel will lead to the recovery of the country's tourism industry, with Filipino travelers expecting to go to destinations closer to home and spending less amid lingering health concerns caused by the COVID-19 pandemic. This is the gist of the results of the recent survey conducted on the pandemic's effects on domestic and international tourism and on Filipinos' travel behavior in the new normal. The Department of Tourism released the report entitled "Philippine Travel Survey: Insights on Filipino Travel Behavior Post-COVID 19" to various tourism stakeholders in a webinar on Monday (June 29).

The key insights of the survey, which was conducted last May among over 12,000 respondents across the country, were: Domestic leisure travel will lead to the recovery of Philippine tourism; the Majority of travelers expect a reduction in their income and travel budget; Health and safety remain the primary concern of travelers; Travelers prefer reduced-contact activities once leisure travel restrictions are lifted; Travelers prefer online and digital channels for convenience and reduced contact, and Travelers plan to travel close to home.

The survey represents the data-driven efforts of the DOT and tourism stakeholders to restart the local travel industry, which had been gravely affected by restrictions caused by the pandemic.

"We believe in a collaborative approach to recovery," said Tourism Secretary Bernadette Romulo-Puyat. "The survey, which was distributed online, sought the sentiments and concerns that respondents have concerning domestic travel in light of the pandemic, in order to provide insights to tourism enterprises to better prepare, respond, and serve guests and tourists again."

The travel survey is a joint project of the DOT, the Asian Institute of Management, Dr. Andrew L. Tan Center for Tourism, and Guide to the Philippines. It shows how the public, the government, the private sector, and the academe can collaborate for the industry's eventual recovery, as stated by Puyat (2020).

DOMESTIC LEISURE TRAVEL WILL BE A HUGE DRIVER

The survey found that domestic travel will lead to the recovery of the Philippine travel industry, with 77 percent of respondents expressing their willingness to travel to local destinations once restrictions are lifted. More than half of the respondents also look forward to traveling for leisure or vacation, even in the absence of a vaccine against COVID-19.

Popular local tourist spots, especially beaches, are expected to see a surge in visitors. Boracay, Siargao, and Baguio top the list of destinations to visit when travel is permitted again. Filipinos also prefer to travel to destinations closer to home. The Majority of the respondents also prefer activities they deem "safe" with limited face-to-face interaction. Top travel activities that are high on their minds are beach trips, road trips, and staycations at 69, 54, and 41 percent, respectively.

Domestic travel will be the main priority as fewer people are likely to travel internationally in the near future. This is due to reduced incomes and travel budgets in light of the pandemic's impact on the economy.

Domestic tourism expenditure expanded from PHP 2.85 trillion in 2018 to PHP 3.14 trillion in 2019. It's also worth noting that about 10.8% of the 12.7% gross domestic product (GDP) share comes from domestic tourism, making it the biggest contributor to the tourism industry.

The digital shift Travel plans are also largely going digital, as 72 percent of travelers directly and independently book travel arrangements with establishments online. Nearly half of the respondents will also go with online travel agencies and aggregators. Channels with reduced contact will become the new norm. The Majority of Filipinos are expecting tourism establishments to implement self-service processes such as contactless check-in and digital payments.

Health and safety are still travelers' top priorities. Although Filipinos expressed a desire to travel as soon as restrictions are lifted, their main concern is still their health and safety. Many said they would only feel comfortable taking their trips once a reliable anti-COVID-19 vaccine or treatment becomes available and when the situation in the country gets better.

The pandemic has raised traveler expectations on health and safety, with more than 80 percent of the respondents expecting tourism establishments to follow best practices in sanitation and health. At least 88 percent of respondents also expressed willingness to comply with existing health and safety protocols, such as undergoing rapid COVID-19 tests prior to departure and submitting a medical certificate before traveling.

Building travelers' trust and confidence in the industry is vital in ensuring its recovery. The report recommends that establishments and organizations emphasize safety and be transparent in addressing customers' concerns. It also recommends that tourism stakeholders closely collaborate with other authorities and find ways to innovate and adapt to the new normal—including digital shifts where it is needed—to help manage uncertainties about traveling.

Earlier this month, the DOT released new health and safety guidelines for the new normal to local tourism-related sectors such as hotels, resorts, tourist transportation, surfing, and restaurants in anticipation of their reopening.

Domestic tourism expenditure as a share of HFCE Philippines 2012-2020 Published by Statista Research Department, (September 13, 2021)

In 2020, the share of domestic tourism expenditure accounted for approximately 4.1 percent of the household final consumption expenditure in the Philippines. Household spending on domestic tourism significantly declined during this year as a result of the travel restrictions imposed due to the coronavirus (COVID-19) pandemic.

Outlook of the Philippines' domestic tourism sector

According to a survey conducted in the Philippines, approximately 23 percent of the respondents stated that their expected timeline of domestic travel after the COVID-19 travel restrictions would be as soon

as a vaccine is available, while almost 20 percent said they would travel within six months. Notably, almost nine percent replied that they would travel within the same month of the travel restrictions. Despite the current situation, Filipinos were willing to travel in the absence of a vaccine. Leisure travel was opened for domestic tourists in early 2021, signaling a positive outlook for the sector.

Impact of COVID-19 on Tourism in the Philippines

The COVID-19 pandemic has affected the tourism sector in the Philippines. Travel restrictions have been imposed to stop international travelers from entering the country to mitigate the spread of the virus. Between 2019 and 2020, the number of international tourist arrivals in the Philippines has significantly dropped by fourfold. It was estimated that the impact of the COVID-19 pandemic on tourism's revenue share in the Philippines' GDP would contract by 68 percent in the worst-case scenario and 24 percent in the best-case scenario.

Expenditure on Travel Agencies for Domestic Tourism Philippines 2012-2020

Published by Statista Research Department (September 13, 2020)

The total value of expenditure of travel agencies and other reservation services for domestic tourism in the Philippines drastically declined in 2020 compared to the previous year. In that year, travel agency expenditure for domestic travel amounted to approximately 51.42 billion Philippine pesos. That was 82 percent less than the total expenditure for reservation services in the previous year.

Philippine Embassy Ghouangzu website (2020)

Tourism plays an important role in the Philippine economy. The country boasts of rich natural beauty in its many spectacular beaches, sunny weather, and rich bio-diversity. More than that, the Philippines' unique and complex culture, as exemplified by its people, cuisine, and lifestyle, attracts many people to visit the country.

The Philippines Culture is an archipelagic country located in Southeast Asia, with Manila as its capital city. The Philippine archipelago comprises 7,107 islands in the western Pacific Ocean. The Philippines is a country that contains a myriad of different amalgamated cultures and influences. The superficial face of modern Filipino culture has many more influences from the Western world than other nearby Asian cultures.

Most of these influences are a product of previous colonization and derived mainly from the cultures of Spain and the United States, with a secondary influence from Latin American cultures that were under Spain during the same period the Philippines was. Despite the visual Western and Hispanic influences, the older Asian aspects of Filipino culture are still not lost. Within Asia, this Western-Eastern juxtaposition is most seen in the Philippines and continues to fascinate many a guest of the country. Article from Philippine embassy Ghouangzo website 2020.

FAMOUS TOURIST SPOTS an article from the Philippine Ghouangzu website 2020

This article stated that Intramuros, a walled city in Manila, was built by the Spanish in the 16th century. Originally, Manila's boundaries were the city walls. But due to the growing size of the city, newer

buildings were built outside these walls. As of today, Intramuros contains museums, churches, and an old fort. Somewhere in the archipelago, there is at least one fiesta being celebrated 365 days a year (By the third week of January, head off to Kalibo for Asia's version of the Mardi Gras). Manila, Cebu, and Boracay are the ground zero for parties - pool parties, yacht parties, raves, and fashion events.

Makati City is the modern face of Manila, in complete contrast to Intramuros. Major malls, business centers, and hotels are situated in Makati City. Modern buildings, the Makati skyline is the best in the country. Aklan is one of the most visited provinces in the Philippines not only because of its beaches but also of its popular yearly colorful event, which is the Ati-Atihan Festival in Kalibo.

Chocolate Hills are limestone hills that turn brown during the summer. Chocolate Hills are found in the island province of Bohol, which is also the home of one of the smallest primates in the world—the Philippine tarsier.

The Hanging Coffins of Sagada and the Banaue Rice Terraces are worth a visit in the Northern Philippines. The rice terraces were carved out of mountains thousands of years ago and are by far the most extensive of their kind in the world, with sophisticated irrigation and engineering that was unthinkable during the time it was built.

Taal Volcano, one of the smallest active volcanoes in the world, sits on a lake and is just an hour away from Manila. The fresh cool air off the Tagaytay Ridge provides a spectacular view of the lake and the volcano. Visitors should confirm whether hiking to the crater is safe or not before attempting to do so. North of Manila, take the rough road and go to Mt. Pinatubo, the volcano which caused a massive eruption in 1991. Now you can marvel at the volcano up close and swim inside its crater. The last eruption was one of the biggest during the last century and lowered the global temperature by at least a degree.

The Hundred Islands, also located in the Northern Philippines, is a group of more than 400 islets with coral reefs surrounding the islets. These islands are famous for their beaches and coral reefs, which can be explored by snorkeling.

About two thousand years ago, mountains in Northern Luzon were carved by indigenous people to form what is now the Banaue Rice Terraces. The rice terraces cover 4,000 square miles (10,000 km²) of the mountainside. The Banaue Rice Terraces is a UNESCO World Heritage site.

The province of Palawan is one of the most beautiful islands in the South China Sea. Palawan has natural gas fields on the northeastern part of the island, but the beautiful beaches around the island remain pristine. The island is home to the spectacular Tubbataha Reef and the breathtaking Puerto Princesa Subterranean River National Park, both UNESCO World Heritage sites.

Boracay Island is one of the most popular tourist destinations in the country. The island boasts a 4-kilometer stretch of white sand beach, considered to be the best beach in Asia and one of the top ten beaches in the world.

The gateway to the natural wonders in Central Visayas, Cebu is a top tourist destination in the Philippines. The country's oldest streets and cities are found in this bustling metropolis where the urban sprawl is ever-growing. Many tourists, who wish to stay away from the metro's hustle and bustle, are drawn to Cebu's hidden secrets: amazing dive sites, island resorts, white-sand islets, waterfalls, lakes, springs, mountain trails, and countless wonders, all of which are a short bus ride away.

Surfing in the Philippines is comparable to the best in the world – with the world-famous cloud 9s off the island of Siargao facing the Philippine Trench in the Western Pacific as well as the surfing destinations of La Union and Zambales (facing the South China Sea).

The Philippines is one of the top three best diving destinations in the world. The archipelago is one of the top biodiversity hotspots in the world, with the most number of species concentrated in one area. The best dive sites in the Philippines are located in Anilao, Boracay, Malapascua, Apo Island, Balicasag, Pamilacan, Tubbataha, Palawan, and Puerto Galera. Subic Bay, home of a former American naval base, is also known for World War II wreck dives.

Over a year into the pandemic, IATF urged: Craft guidelines for 'automatic travel bans' Article newspaper from Philippine Star (April 28, 2021)

According to this article, President Rodrigo Duterte held a meeting with members of the Inter-Agency Task Force on the Emerging Infectious Diseases (IATF-EID) at the Malago Clubhouse in Malacañang on April 27, 2020. MANILA, Philippines — Sen. Risa Hontiveros on Wednesday questioned the lack of established protocols for imposing travel bans on countries with high COVID-19 cases or new variants after more than a year under community quarantine.

Malacañang on Tuesday night announced a two-week entry ban on travelers from India as the South Asian nation grapples with a record-breaking wave of coronavirus cases and deaths. Earlier that day, Health Secretary Francisco Duque III, in an interview with CNN Philippines' "The Source," said that the Inter-Agency Task Force on the Management of Emerging Infectious Disease had yet to discuss its latest steps on the variant first seen in India or B.1.617.

"I hope the DOH and IATF will not wait for the public clamor before they implement a travel ban. The decision is always very slow if not last minute," Hontiveros said in Filipino. She also scored Duque for saying that the variant first seen in India is not one of concern, noting that some experts have said that the variant has increased infections among children. "Children have no resistance to this double-mutation, nor can they be vaccinated. There are people lying down on the streets outside hospitals," she said in Filipino. "Is that not concerning to the health secretary? Will we wait until the situation here resembles India's? Travel bans should be imposed right away."

B.1.617 has been categorized by the World Health Organization as a "variant of interest." It has not yet been detected in the Philippines, according to health authorities. The US Centers for Disease Control and Prevention notes that a variant of interest might require enhanced sequence surveillance or epidemiological investigations to assess its transmissibility, severity of disease and whether currently

authorized vaccines offer protection. Other variants detected in the United Kingdom (B.1.1.7), South Africa (B.1.351), and Brazil (P.1) have been tagged as "variants of concern" because they are more contagious or might reduce antibody efficacy. The three variants are present in the Philippines.

"Rather than collecting variants, the IATF should have long ago established protocols and guidelines on imposing automatic travel bans based on the findings of other countries that are available to the public," Hontiveros said in Filipino.

Duddu (2020) mentioned that the Philippines, one of the high-risk countries from the Wuhan coronavirus outbreak, recorded the first death outside China. The government has announced a lockdown of Metro Manila, followed by the entire Luzon Island, and is mulling over more localized lockdowns. The Philippines government declared a state of calamity for six months on March 17.

Tourism in the Philippines is most affected by the COVID-19 Pandemic, with unprecedented effects on the travel and tourism sector. The spread of COVID-19 has made several travel restrictions, multiple community quarantine guidelines, cancellation of leisure and non-leisure travels, and, worse, lockdowns. As it reached the Philippines and continued to spread locally, it brought a halt to the entire country, and people had no choice but to stay at home. Malls and other establishments must close during the national lockdowns, and businesses that were not health-related must not operate temporarily to restrain the Virus from spreading to the entire country.

COVID-19 Pandemic severely impacted public health, but it also hardly affected one of the linchpins of the global economy, the tourism, and hospitality industry, including the Travel Agencies as a tourism-related business. It has brought the momentum of the travel industry to a halt; these devastating effects worsen the situation of the Travel Agencies as curfews and travel restrictions have been introduced. It caused massive disruptions in tourism-related businesses, including travel agencies, and it has a long road to recovery.

According to Ashley western man (2021), the tourism industry in the Philippines lost some \$8 billion in 2020 because of the Pandemic. Filipinos are being encouraged to travel domestically to restart a crucial sector of the economy. Millions of people in the Philippines work in tourism, and it is a crucial part of that country's economy. However, the Pandemic obliterated the industry. In an attempt to revive it, the government is loosening restrictions and pushing Filipinos to travel domestically (Ashley Westerman, 2021).

THE TROUBLE WITH TRAVEL BANS

It was only last December when miscommunication between government agencies over a broad travel ban meant to keep out the more infectious COVID-19 variant first seen in the UK left the public astounded. Earlier in 2020, major local airlines were forced to take matters into their own hands when the government failed to craft concrete guidelines a day after announcing a travel ban on a South Korean province.

Duque's refusal to implement a travel ban on China in the earliest days of the pandemic also caused over half the Senate to call for his resignation According to Bella Perez-Rubio with a report from *Gaea Katreena Cabico (2020)*.

One of the articles from Philippine star Rosette Adel - Philstar.com (February 17, 2020) Headlines about the Philippines surpassing the 2019 target of 8.2-M foreign tourist arrivals. On Monday, MANILA, Philippines— The Department of Tourism announced that the Philippines breached its 2019 international arrivals target of 8.2 million, with 8.26 million foreign visitor arrivals recorded last year.

"This heralds a new milestone in the country's tourism history, breaching the eight millionth mark. Without doubt, our convergence programs with other government agencies, particularly in improving access and product development and marketing initiatives with local government and private sector, have greatly paid off," Tourism Secretary Bernadette Romulo-Puyat said. "These gains we hope to sustain even as we face global challenges," she added.

The year-end visitor arrival report said that the record-breaking foreign tourist arrival was a 15.24-percent increase from 2018's 7.16 million international arrivals. The DOT said double-digit growth in most months except for January. A tremendous growth rate recorded was 27.54% in August, while December recorded the highest volume at 776,798 arrivals.

The country welcomed its eight-millionth foreign visitor last December 27. The international visitor was 71-year-old Japanese national YachiyoImamoto, who received a roundtrip ticket from Japan to Manila and vice versa and a free tour to one of the top tourist destinations, Siargao. Meanwhile, the DOT said South Koreans are still the top tourists in the country, with a total of 1.98 million arrivals or a 22.48% growth. They have been holding the spot since 2010.

China was hailed the second top source market with 1.74 million visitors or a 38.58-percent increase. The United States of America comes third with 1.06 million arrivals or a 2.90% increase, followed by Japan and Taiwan with 682,788 and 327,273 arrivals. The two countries posed an 8.07% and 35.01% increase, respectively.

Here are the seven other countries that made it to the top 12 visitor markets as well as their percentage changes: Australia - 286,170 arrivals (2.27%), Canada - 238,850 arrivals (5.48%), United Kingdom - 209,206 arrivals (4.06%), Singapore - 158,595 arrivals (-7.68%), Malaysia - 139,882 arrivals (-3.69%), India - 134,963 arrivals (11.43%), Germany - 103,756 arrivals (12.66%)

In February last year, the DOT launched its refreshed "It's More Fun in the Philippines" tourism campaign slogan, repurposing it to advocate for sustainable tourism. It was also then that Puyat announced that the agency is eyeing 8.2 million visitors for 2019. In the same year, the agency also launched a "Save Our Spots" movement to call for each individual to be a responsible tourist and encourage others to preserve the country's natural and man-made wonders.

Likewise, the Philippine tourism industry received several international awards and recognitions, such as the World's Leading Dive Destination at the 2019 World Travel Awards, Asia's Leading Tourism Board at the 2019 World Travel Awards, and the Excellent Partner Award (for Sustainable Efforts in Boracay, among others).

"This is a high point for Philippine tourism. It depicts our solidarity and commitment to do tourism work and prove its full potential as a sustainable and inclusive economic activity. The record-breaking

numbers solidify the effectiveness of the Tourism Act of 2009, which celebrated its 10th anniversary in 2019," Puyat said.

According to Catherine Talavera - The Philippine Star (June 22, 2020), Tourism contributed 12.7 % to GDP in 2019. The tourism sector's higher contribution to the country's gross domestic product (GDP) in 2019 underscores the crucial role of the industry not only to the economy but also in employment generation as well, according to industry stakeholders. Data released by the Philippine Statistics Authority (PSA) showed the country's Tourism Direct Gross Value Added (TDGVA) amounted to P2.48 trillion in 2019, a 10.8 percent increase from P2.24 trillion in the year before. This resulted in a 12.7 percent contribution to the country's overall GDP, higher than the sector's 12.3 percent contribution in 2018.

Furthermore, the travel and tourist business contributed 12.7% of the country's gross domestic product in 2019, or approximately \$47.8 billion in goods and services, before the epidemic wreaked havoc on the industry.

In 2020, the contribution of Tourism Direct Gross Value Added (TDGVA) to the Philippine economy, as measured by the Gross Domestic Product (GDP), is estimated at 5.4 percent. The TDGVA amounted to PhP 973.31 billion in 2020, lower by -61.2 percent than the PHP 2.51 trillion in 2019.

Inbound tourism expenditure, which refers to non-resident visitors (foreign visitors and Filipinos permanently residing abroad) within the Philippines, declined by 1.6 percent in 2018, amounting to PHP 441.4 billion from PhP 448.6 billion in 2017. Compared to the country's total exports, the share of inbound tourism expenditure was 8.0 percent. Inbound tourism ranked third among the most prominent export items in 2018, after miscellaneous services at 31.5 percent and semiconductors at 22.8 percent.

Domestic tourism expenditure, which includes expenditure of resident visitors within the country either as a domestic trip or part of an international trip, grew by 21.0 percent, from PhP 2.6 trillion in 2017 to PHP 3.2 trillion in 2018. Domestic tourism expenditure represents 24.9 percent of the household final consumption expenditure (HFCE) in 2018.

Employment in tourism characteristic industries was estimated at 5.4 million in 2018, higher by 1.8 percent compared to 5.3 million in the previous year. Share of employment in tourism industries to total employment in the country was recorded at 13.0 percent in 2018. Taken together, it is not easy to imagine how a genuine economic recovery can be achieved without the resumption of international travel and tourism.

People find discovery to be a delightful pastime, which is an excellent incentive for them to embark on a journey, even if it is only for a short time. These individuals understand how to make effective use of their limited time. They are not required to travel to a foreign country; instead, they are only required to begin traveling within their own country. In addition to that, Laguna is one of the places well patronized by the local tourists. Countless tourist spots can be found in this area, and the most patronized one is the Pagsanjan Falls (Dejan,2017). This tourist spot is one of the most famous waterfalls in the country as it has breathtaking natural attractions such as lush forests, rock formations, and other minor falls at a meager cost.

Additionally, some of the businesses have closed by the policy mandated by the government, downward demand shifts, and health concerns. In contrast, many of these business closures may be permanent due to owners' inability to pay ongoing bills and survive the shutdown. There are additional considerations to consider. The coronavirus (COVID-19) pandemic has produced an unprecedented crisis in the tourism

industry due to the immediate and massive shock to the industry. According to revised OECD estimates on the impact of COVID-19, foreign tourism will have declined by 60 percent by 2020.

If the recovery is not completed until December, this figure might grow to 80 percent. First and foremost, international tourism inside specific geographic regions (for example, within the European Union) is predicted to recover. It is projected that domestic tourism, which represents for over 75% of the tourism economy in many nations, will rebound more swiftly than international tourism. Particularly in countries, regions, and cities where the industry supports a large number of jobs and enterprises, it represents the most promising avenue for accelerating the recovery. Despite the fact that the crisis has had an impact on the whole tourism ecosystem, re-opening and rebuilding destinations will require an integrated approach. Tourism businesses and workers benefit from economic stimulus packages that are being implemented across the board, with many governments adding tourism-specific initiatives.

The COVID-19 epidemic has negatively influenced the local tourism industry in the Laguna area. Generally speaking, Laguna is abundant in natural resources, which include various mineral hot and cold springs, stunning waterfalls, and protected forest sections teeming with animals and flora, among other things. Several popular eco-tourism, wellness, and recreational destinations throughout the province. The majority of respondents (88 percent) believe they would lose more than half of their 2020 sales due to travel bans and business closures. The Department of Tourism (DOT) is campaigning for the safe re-opening of tourist destinations to aid in the recovery of our economy and the return of our tourism workers to their previous positions. Because of this, the Department of Health and Human Services is pleased that the Inter-Agency Task Force on the Management of Emerging Infectious Diseases (IATF-MEID) has approved uniform travel regulations for all local government units (LGUs) in order to facilitate travel and promote local tourism in the country.

IATF Eases Rules on Inbound Travelers Inoculated in the Philippines

A news article from Philippine Star on June 4, 2021

MANILA, Philippines (Updated 2:50 pm) — Fully-vaccinated inbound travelers who were inoculated in the Philippines will go through a seven-day facility-based quarantine, the Palace said Friday. They will only have to take an RT-PCR COVID-19 test if they show symptoms during their quarantine period.

Presidential spokesperson Harry Roque, in a statement, said the Inter-Agency Task Force on the Management of Emerging Infectious Diseases approved guidelines for inbound international travel to any part of the Philippines of all fully vaccinated individuals who have been inoculated in the Philippines.

IATF recommendations require approval by President Rodrigo Duterte to become policy, but he usually follows the task force's suggestions.

Roque explained that a person is deemed fully vaccinated after at least two weeks after receiving the second dose of vaccine or two or three weeks after receiving a single-dose vaccine.

According to the IATF Resolution No. 119, the traveler must have received vaccines that are included in either the Philippines' Food and Drug Administration Emergency Use Authorization list or through Compassionate Special Permit.

The fully-vaccinated traveler must carry their vaccination card, "which will be verified prior to departure, and must be presented to a Bureau of Quarantine (BOQ) representative for re-verification at the Department of Transportation (DoTr) One-Stop Shop upon arrival," Roque added. Under the guidelines, they will go into a seven-day facility-based quarantine upon arrival. The BOQ will conduct strict monitoring of COVID-19 symptoms during this period. "RT-PCR test shall only be done when the individual manifests COVID-19 symptoms within the 7-day quarantine," Roque added.

QUARANTINE CERTIFICATE

After the quarantine, the BOQ shall issue a Quarantine Certificate indicating the individual's vaccination status. "After this, the passenger will conduct self-monitoring," Roque explained in Friday's Laging Handa briefing.

Meanwhile, the IATF ordered the Departments of Health (DOH), of Finance of the Department of Trade and Industry and of Foreign Affairs, and the National Economic and Development Authority to provide recommendations to further relax testing and quarantine protocols for certain classes of travelers.

The Palace spokesman clarified that the new guidelines do not cover foreign nationals, overseas Filipino workers, and Filipinos who have been fully vaccinated in foreign countries. "They have to undergo the regular quarantine and testing protocols, which is, to complete a ten-day facility-based quarantine," he added.

As of Friday, travelers coming from India, Pakistan, Sri Lanka, Bangladesh, Nepal, Oman, and the United Arab Emirates are still banned from entering the country. The travel restriction, issued to prevent the spread of coronavirus variants first detected in India, will be enforced until June 15.

In the same statement, Roque said the IATF also allowed foreign nationals holding Special Resident Retiree's Visas to enter the Philippines without getting an entry exemption document.

The Bureau of Immigration last May said holders of existing Special Resident and retiree visas must first present an entry exemption document from the DFA upon their arrival in the country. — Kristine Joy Patag with reports from the STAR/Christina Mendez (2020)

IATF Eases Travel Requirements

News article from Philippine Star (February 27, 2021) MANILA, Philippines — The government's pandemic task force has eased travel requirements by adopting uniform rules for travelers.

The Inter-Agency Task Force for the Management of Emerging Infectious Diseases said travelers would no longer have to be tested for COVID-19 unless the local governments of their destination would require them to.

The IATF also said that travelers would no longer have to undergo quarantine unless they exhibit symptoms upon arrival at their destination. A travel authority issued by the Joint Task Force COVID Shield and health certificates is also no longer required.

The task force mandated authorities to continue strictly implementing minimum public health standards, such as physical distancing, hand hygiene, cough etiquette, and wearing of face masks and face shields across all settings.

The eased travel requirements come as the Philippines has been recording, on average, around 1,600 new COVID-19 cases per day since November and faces the threat of new, more infectious variants of the coronavirus.

Health officials have also confirmed the detection of two mutations of the virus that causes COVID-19, but their public health implications are still unknown.

The Philippines has the second-worst outbreak of COVID-10 in Southeast Asia, with over 570,000 cases and over 12,000 deaths. — Xave Gregorio Philippines sets new COVID-19 rules for arriving travelers an article news Philstar.com (January 28, 2022)

According to a news article, MANILA, Philippines — The Philippines will enforce new protocols for arriving travelers, Malacañang said Friday, as the government suspended its COVID-19 risk classifications for countries and territories.

Cabinet Secretary Karlo Nograles said the Philippines suspended the "green-yellow-red list" system, which is used to classify countries, territories, and jurisdictions based on their COVID-19 risk levels.

Starting February 1, fully-vaccinated travelers will be required to present a negative RT-PCR test taken within 48 hours prior to departure from the country of origin.

Upon arrival in the Philippines, they will no longer be required to observe mandatory facility-based quarantine. But they will need to self-monitor for any signs or symptoms for seven days, with the first day being the date of arrival, and report to the local government unit of destination upon the manifestation of symptoms, if any.

Nograles said fully-vaccinated travelers must have any of the following proofs of vaccination against COVID-19: World Health Organization International Certificates of Vaccination and Prophylaxis, VaxCertPH and National or state digital certificate of the foreign government which has accepted VaxCertPH under a reciprocal arrangement unless otherwise permitted by the IATF.

Meanwhile, unvaccinated and partially vaccinated travelers will need to present a negative RT-PCR test taken within 48 hours prior to departure from the country of origin. They will also be required to undergo facility-based quarantine until the release of their negative RT-PCR test taken on the fifth day. Then, they will undergo home quarantine until the 14th day, with the date of arrival being the first day.

The government tasked local government units and Barangay Health Emergency Response Teams to monitor arriving passengers undergoing home quarantine.

Children below 12 years old who cannot be vaccinated will follow the quarantine protocol applied to the parent or guardian traveling with them. Nograles added those who are currently undergoing quarantine as of February 1 might avail of the aforementioned testing and quarantine protocols.

The new COVID-19 travel protocols were based on the recommendations of the Task Force on COVID-19 New Variants and Sub-Technical Working Group on Data Analytics.

ENTRY OF FULLY-VACCINATED FOREIGNERS

Nograles also announced that fully-vaccinated nationals of non-visa-required countries would be allowed to enter the Philippines starting February 10. "Remember we were supposed to do this December 1, and then we suspended it. And then now we're implementing it again," he said. Fully-vaccinated foreign nationals must have passports valid for at least six months at the time of arrival and with a return or outbound ticket to their country of origin or next country of destination.

They must have any of the following proofs of vaccination against COVID-19, World Health Organization International Certificates of Vaccination and Prophylaxis, VaxCertPH, National or state digital certificate of the foreign government which has accepted VaxCertPH under a reciprocal arrangement unless otherwise permitted by the IATF.

According to Nograles, minors are exempted from the requirement of being fully vaccinated and providing proof of immunization prior to boarding.

Fully vaccinated foreigners will not be included in the arrival quota set by the Department of Transportation and its One-Stop-Shop news article (Gaea Katreena Cabico, 2022).

RESBAKUNA IN CABUYAO, LAGUNA

In Cabuyao, Laguna, May 2022, from their social media page as of May 26, 2022 CHO1 CABUYAO and CIO Facebook page are still continuing their vaccination. Its Vaccination Team will be in every Barangay Health Center to give Vaccine against Covid 19 for 12 years old and above. This is from 8 am to 12 noon. 1st dose and 2nd dose are provided for 12 years old and above, □1st Booster dose for 18 years old and above, 2nd Booster for Medical Frontliners, Senior Citizens, Health Centers, CHO1, Hall, Brgy. from BHS Niugan BHS, SouthvilleNiugan Blk 42 BH,. Big BHS, BHS bone, Hear North BHS, Hear South BHS, and Southville Marine Blk 25 BHS, BHS. To make sure that all of the citizens of the Cabuyao City, Laguna are all safe, they continue this protocol.

PUBLIC HEALTH ADVISORY: PREVENT A COVID-19 SPREAD; PREPARE INSTEAD (MAY 24,2022)

This information was posted by the Department of Health (May 24, 2022). Based on this article advisory on social media page on the detection of Omicron Subvariants in the country, the Department of Health (DOH) advises the general public to prevent a

COVID-19 Spread; prepare instead. We know and can do what works to fight against the virus: Wear the best-fitted face mask and keep hands clean. At the first sign of symptoms like fever, cough, colds, soreness or healthcare provider, choose RT-PCR testing, the gold standard, to immediately determine if the symptoms are due to COVID-19 and get vaccinated and, once eligible, boosted. Vaccines are safe and effective in preventing severe and critical COVID-19. Protection from either having been infected with the disease or being vaccinated with the first two shots is not enough. Immunity disappears over time. Booster shots are needed. DOH says that they enjoy increased mobility and recovering economy because of our collective efforts against this pandemic to keep seeing and interacting with our family, friends, and loved ones. Together we can prevent another COVID-19 spread. Prepare instead.

SYNTHESIS

EFFECTS OF COVID-19 ON TRAVEL AGENCY

Operations

PricewaterhouseCoopers (2020), Tappin (2020), Travel Port “Guide to Travel Recovery” (2020), and World Bank (2020), stated in their article entitled “REBUILDING TOURISM COMPETITIVENESS: Tourism response, recovery and resilience to the COVID-19 Crisis” that COVID-19 Pandemic is the biggest disruptor in modern travel history, the unfortunate reality is that many travel businesses will simply not be able to withstand the economic impacts of COVID-19. As the demand declines, it causes travel businesses productivity loss, layoffs and losses its 50% of its revenue already.

Finance

PricewaterhouseCoopers (2020), Claudette Covey, Travel Agent (2020), and World Bank (2020), in their article entitled “REBUILDING TOURISM COMPETITIVENESS: Tourism response, recovery and resilience to the COVID-19 Crisis”, all mentioned in their conducted survey that the businesses already expect to lose 27 percent in the first three months, stretching to 66 percent after 6 months and even losses 50% of its revenue. Moreover, respondents are predicting they will be able to sustain their businesses for six months without government financial support and most businesses need funding to normalize their operations. It will be mainly used for working capital, and marketing and promotions.

STRATEGIES OF TRAVEL AGENCY

Product

Zoleta (2022) and Bagaria (2021) both stated about document assistance such as passport appointment and quarantine requirements that can save the customers time and effort, especially if you avail of this service along with its travel package.

Price

Hiotis et al. (2020) and Fenton (2020) both mentioned that travel agency must consider their price strategy and digitalization of payments.

Promotions

Bonnell (2021), Eugenio Editor (2021), and Fenton (2020) all stated that consider taking businesses online by embracing digitalization. The need to go digital will become even more necessary as travelers will want to do most things online by utilizing the use of social media and is now a key player for marketing travel companies.

Place

Rajian (2020) and Bonnell (2021) both mentioned about the technology as a key enabler: The role of technology is significant in rebooting and rethinking business travel. As such, customer engagement on social media has become a focal point for many travel and tourism companies.

The Effects of the Covid-19 Pandemic on Travel Agencies: Evidence from Turkey

The Covid-19 epidemic disease, which emerged in Wuhan, China, brought the tourism movement in the world to a halt. Travel agencies are one of the tourism businesses most affected by this situation in the tourism sector. This research aimed to determine the effects of Covid-19 on travel agencies. For this purpose, a quantitative research method was used and the data were obtained by online questionnaire technique. The data were obtained from travel agency officials (n: 330) using the convenience sampling method. The data obtained were analyzed using the SPSS program and the Maxqda program. As a result of the analysis; It has been revealed that most of the agencies have stopped business and there have been changes in the agency tour programs. It was also found that in dealing with the Covid-19 crisis, the vast majority went to reduce costs, and the majority experienced a decrease of 81% or more compared to last year's turnover. Along with these, the solutions offered by travel agencies for this negative trend; It has emerged as granting and credit support and postponing dues payments.

CHAPTER III RESEARCH METHODOLOGY

In this chapter, the researcher presented the following sections of the methodology namely, the research design, the research instrument, population or sample size, validating the instruments, statistical treatment, data gathering procedures and Multiple Regression.

Research Design

This investigation will employ a qualitative-quantitative research design. Qualitative method descriptive was gathered by the focus groups and the data is also gathered from written documents and through case studies. It less emphasis on counting numbers of people who think or behave in certain ways and more emphasis on explaining why people think and behave in certain ways. On the other hand, quantitative approaches concentrate on objective criteria and statistical, mathematical, or numeric analysis of data obtained via polls, quizzes, and surveys, as well as the modification of pre-existing statistical data using computational tools. This research will use online survey to conduct a study wherein respondents will answer 5 questions in each 7Ps of marketing about tourism. Quantitative research entails gathering numerical data and interpreting it across groups of people or understanding an occurrence. Furthermore, co relational study design will be utilized to examine the relationship between two variables even without researcher having to control one of them.

In order to see the general picture of the appropriate marketing strategies for local tourist during the post and amid pandemic in selected tourist in Laguna, as a descriptive study, it gathered certain and factual data. It described the phenomenon accurately and systematically. It allowed the researcher to cautiously describe and understand the behavior.

Population and Sample Size

In this study, research population is focused on one hundred ten (110) selected tourists in Cabuyao, Laguna. In addition, five (5) respondents will be coming from the employees of a travel agency, which is Zagada Events Travel and Tours.

Sample is a subset of population (Sekaran, Bougie, 2018). Sample on this research will be used to investigate the research problems. This research will use the probability sampling. Unrestricted sampling design in probability sampling is more commonly known as simple random sampling; every element in the population has a known equal chance of being selected as a subject.

Thus, the researcher takes 110 selected tourists in Cabuyao, Laguna and five (5) respondents from Zagada Events Travel and Tours will participate in the survey by using the method of simple random sampling. Questionnaires then are distributed to 110 respondents as selected tourists in Cabuyao, Laguna. Most of them are the clients of the travel agency. In addition, 5 respondents from a travel agency will be given the same set of questionnaires.

Research Instrument/Questionnaire

Research Instrument is the tool used to answer the research questions that are stated in the previous chapter. The researcher's intention is to gather the information from as much various sources. Data can be obtained from primary or secondary data. Primary data refers to information obtained first-hand by the researcher on the variables of interest for specific purpose of the study and secondary data refers to the information gathered from sources that already exist (Sekaran, Bougie, 2019). The data is gathered using an online survey. The researcher will use Google forms to gather data from the respondents. Online surveys are a low-cost, quick, and efficient way to collect large amounts of data from a large group of people. Data can be gathered quickly because the investigator is not needed to be present when the surveys are being completed.

In order to fulfill the validity of this research, the researcher use both primary and secondary data as shown in the Figure 3.1 below:

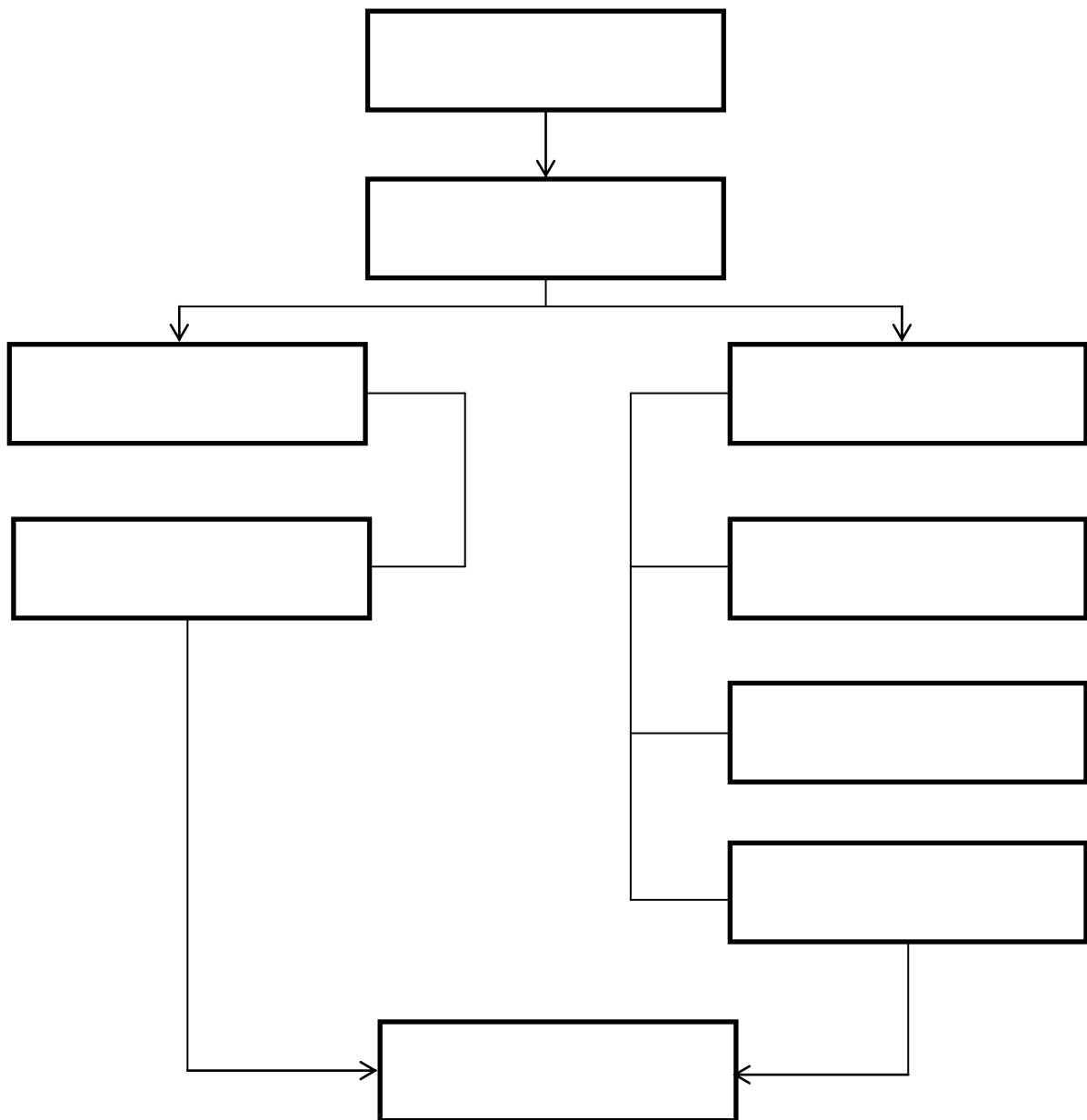


Figure 3.1: Data Collection Method (Source: self-constructed) Validation of the Instrument

For the purpose of properly gathering the necessary information for the study, the researcher would use a questionnaire checklist that would allow her to systematize the data collection and ensure that the questions they would ask would be useful in order to complete the study. Having ensured that the survey questionnaire has been completed in accordance with a questionnaire checklist, the questionnaire will be subjected to validation, recommendation, and modification by the individuals from whom the researcher's sought guidance in relation to the completion of this study. A total of three (3) experts in this field will be asked for their guidance in order to accurately collect information that is critical to the study's success. It would then be necessary to administer the final, modified, and validated survey questionnaire to the respondents.

The researcher used a self-made questionnaire as an instrument in gathering data. The study's questionnaire was validated to ensure its authenticity and accuracy. In addition, the adviser determined the extent of the questionnaires content to cover the scope of the research. The researcher sought help from a statistician to ascertain the appropriateness and adequacy in the treatment of the data needed for the study.

According to Middleton (2019), validity is the ability of a test to measure what it claims to assess. Expert evaluation and pilot testing will ensure the validity of the instruments used in this project for data collection. A pilot study will be conducted, and any necessary corrections or alterations will be made according to the study's topic. The pilot study's findings will not be included in the final research conclusions.

VALIDATION OF THE INSTRUMENT

The researcher used a self-made questionnaire consist of thirty (35) items matching to a Likert scale. The validation of the research instrument was developed through the reviewing and validation of the questionnaire by three (3) professionals in the field.

The self-made questionnaire was reviewed and validated by the professionals in the field of research. The professionals were composed of one (1) research professor as well as the researcher's research adviser, and Two (2) College of Hospitality and Tourism Management professors. The instrument was reviewed and the experts validated the research questionnaire and gave their professional judgement. Their corrections and suggestion are incorporated following the duly accepted standards.

Gathering of Data

The proponent of this study committed time, effort, and cooperation to the development of questionnaires that contained explicit language in order to be useful to her intended respondents. The survey that will be implemented was created using appropriate questions modified from related research as well as questions created by the researcher herself. The majority of the questions in the questionnaire are constructed and are dichotomous questions, to which the respondents can respond with the simple words "Strongly Agree, Agree, Disagree, and Strongly Disagree." After the survey questionnaire has been finalized and approved, it will be distributed to the 110 selected tourists in Cabuyao, Laguna and 5 respondents from a travel agency. The participants had also committed a significant amount of their valuable time in answering the questions that the proponent disseminated.

The information gathered from this researched instrument was collected and organized in accordance with the responses provided by the survey participants. In addition to using questionnaires as primary data, the proponent's survey used secondary resources, which included published articles, studies, websites, and other information contained in books, to support the findings of the survey. The respondents were given the research instruments by the researcher. The data was collected using an online survey questionnaire that asked for their name (optional), age, sex, educational attainment and estimated annual income. A Google form for respondents was filled out via the internet. To avoid quick reactions, individuals were given time to respond on the website. The results were collated and tallied when the surveys were completed. This information became the foundation of the research.

Statistical Treatment of Data

There are four (4) statistical tools used in this study, which are Likert Scale, Weighted Mean, Percentage and Multiple regression for 7 variables.

4 Point Likert Scale

The Likert scale is a typical rating system for determining a respondent's level of cooperation. Because the client was forced to submit an opinion, the 4-point Likert scale is often called to as a forced Likert scale. There can't possibly be a safe 'balanced' option. Each of the four responses would have a numerical value which would be used to measure the attitude under investigation. Likert Scales have the advantage that they do not expect a simple yes / no answer from the respondent, but rather allow for degrees of opinion, and even no opinion at all. Therefore, quantitative data is obtained, which means that the data can be analyzed with relative ease.

The Validity and Reliability testing must be done before the questionnaire spreads to the respondents. Pre testing is conducted to check if the statements are proper as research instrument.

RATE	VERBAL INTERPRETATION	RANGE
4	Strongly Agree	3.6 - 4.0
3	Agree	2.6 - 3.5
2	Disagree	1.6 - 2.5
1	Strongly Disagree	1.0 - 1.5

Figure 3.2: 4 Point Likert Scale

Weighted Mean

Arithmetic mean computed by considering relative importance of each items is called weighted mean. To give due importance to each item under consideration, number is called weight to each item in proportion to its relative importance. Weighted Mean is computed by using the following formula:

$$W = \frac{\sum_{i=1}^n w_i X_i}{\sum_{i=1}^n w_i}$$

W = weighted average

n = number of terms to be averaged

w_i = weights applied to x values

X_i = data values to be averaged

Percentage

A percentage frequency distribution is a visual representation of data that shows the number of sightings for each data point or cluster of data points. It's a way of expressing the frequency of survey replies and other information. Tables, bar graphs, and pie charts are frequently used to depict percentage frequency distributions.

To find a percent of any number, the percent formula is as follow:

$$\% = \frac{f}{N} \times 100$$

Where: % = Percent
f = Frequency
N = Number of cases

Multiple regression

It is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value.

$$y = mx_1 + mx_2 + mx_3 + b$$

1. Y= the dependent variable of the regression.
2. M= slope of the regression.
3. X1=first independent variable of the regression.
4. The x2=second independent variable of the regression.
5. The x3=third independent variable of the regression.
6. B= constant.

ETHICAL CONSIDERATION

The researcher kept in mind and prioritized that the data and or the information given by the respondents will be strictly confidential to ensure the privacy and security of the respondents. The answers of the respondents were only used in the study to create possible solutions to the research problems. Moreover, the researcher gave out consent form permission on conducting the study. The researcher also informed the respondents about the purpose of the study before introducing the research questionnaire

CHAPTER IV PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presents the interpretation and analysis of data gathered to discuss the answers to the research problems of the study. The discussion follows the sequence how the statement of the problem is laid out in the first chapter.

1. What is the demographic profile of respondents with respect to:
1.1 Age

Table 1
Profile of the Respondents in Terms of Age

Age	Frequency	Percent (%)
51 - 60 y.o.	3	2.73
41 - 50 y.o.	8	7.27
31 - 40 y.o.	13	11.82
21 - 30 y.o.	47	42.73
Below 20 y.o.	39	35.45
TOTAL	110	100

In this part, the highest percentage, which is 42.73% of respondents in terms of age are 21-30 years old. On the other hand, the lowest percentage of respondents are 51-60 years of age.

According to Megan Leonhardt (2019), in a website entitled Millennials are making travel a priority more than previous generations—that's not a bad thing. That is because millennials, more than previous generations, are making travel a priority. In 2019, the average millennial (ages 21 to 37) plans on taking roughly five trips throughout the year, three of which are expected to be international, according to AARP's 2019 Travel Trends report. That's more international trips than Gen X (ages 38 to 53) and more overall trips than Baby Boomers (ages 54 to 72).

1.2 Sex

Table 2
Profile of the Respondents in Terms of Sex

Sex	Frequency	Percent (%)
Female	76	69
Male	34	31
TOTAL	110	100

Table 1.2 shows the frequency and percentage distribution of the respondents in terms of sex. There are more female respondents (76 or 69%) than male respondents (31 or 31%).

1.3 Educational Attainment

Table 3

Educational Attainment	Frequency	Percent (%)
Graduate	5	4.55
College Graduate	36	32.72
College Student	58	52.73
HS Graduate	4	3.64
Not Graduate	7	6.36
TOTAL	110	100

Profile of the Respondents in Terms of Educational Attainment

Table 1.3 shows the frequency and percentage distribution of the respondents in terms of educational attainment. There are college students as respondents (58 or 52.73%) and the second one is the college graduate respondents (36 or 32.72%).

According to the study findings, the more tourist in the respondents are the college students in the selected area in Cabuyao, Laguna. Based on a news website WYSE TRAVEL confederation (2015), travels improve educational attainment and future success. Travel Improves Educational Attainment & Future Success explores the impact of learning-focused travel on academic performance and career growth. The findings demonstrate travel’s power to transform how students approach learning, deepen their understanding of the world and expand their career possibilities.

Regardless of socioeconomic class, the positive effects of youth travel extend far beyond the classroom educational travel correlates with two of the markers most commonly seen as indicators of success: higher education and personal income. Nine out of ten people who took educational trips during their youth say the experiences helped their education or careers. Educational travel influenced the career choices of more than half (52%) of those surveyed. Many survey respondents noted that travel makes learning come alive, sparking an interest where none existed before. As a result, children who took educational trips had higher grades and were significantly more engaged in learning, both in and out of school. Educational travel makes school more interesting for 8 in 10 student travel helps them to make higher grades.

1.4 Estimated Income Annually

Table 4

Profile of the Respondents in Terms of Estimated Income Annually

Est. Income/Annually	Frequency	Percent (%)
70,001 and above	7	6.36
50,001 – 70,000	14	12.73
30,001 – 50,000	9	8.18
10,001 – 30,000	20	18.18
Below 10,000	60	54.55
TOTAL	110	100

As shown in the table, most of the respondents answered below 10,000. It has an equivalent of 54.55%, and it shows that majority of the respondents is in the middle class.

1. What are the marketing strategies of a travel agency during and after the pandemic in terms of:

1.1 Product/Service

TABLE 5

Assessment of the Respondents Regarding Marketing Strategies of a Travel Agency During and After Pandemic in Terms of Product/Service

PRODUCT/SERVICE	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1. The company builds brand reputation by providing a distinctive product/service quality	42	57	3	8	110	3.21	A
2. The company introduces new products/services as a strategic tool for growth and continuation	42	55	7	6	110	3.21	A
3. The company has a well-established strategy for developing new products/services	45	51	7	7	110	3.22	A
4. The company uses customer service as a strategic element in product/service offering strategy	44	50	6	10	110	3.16	A
5. The company leverages customer services staff abilities, knowledge and quality to deliver customer services effectively	44	51	7	8	110	3.19	A
AVERAGE MEAN						3.20	A

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

On this table, all the indicators have the verbal interpretation of EFFECTIVE, and the Average Mean is 3.20. The travel agency provider in terms of Product got the highest weighted mean of 3.22. It shows that the company has a well-established strategy for developing new products/services. On the other hand, the lowest weighted mean is 3.16, which indicates that the company uses customer service as a strategic element in product/service offering strategy.

According to the owner of Zagada Events Travel and Tours, Manolito A. Zagada (2022), it promotes a good reputation to its customers. They added different strategic tools to ensure that the Product they sell can help the company for long-term business. Every month, they deliver or post various services. Zagada Events Travel and Tours also accepts and receives feedback from customers to ensure that it fits the customer's satisfaction in terms of their Product. The Services available for Zagada Events Travel and Tours are the following: Different Tour Packages for Local and International, Airline Tickets Local and International, Sea and Land Transportation, Travel Insurance, Documentation like Passport, Visa, PSA, NBI, OEC for OFW, and many more services. Zagada Events Travel and Tours makes sure that the travel agents know how to conduct a service.

Bagaria (2021) stated that several countries have now started opening up their borders and with progress of vaccination, the number of travelers globally will continue to increase in the months to come. However, travelers are apprehensive about safety, quarantine requirements and ever-changing restrictions/COVID-19 negative reports requirements. Therefore, majority customers have started reaching out to travel agent to help them plan their travel peacefully. Furthermore, these are uncertain times and situations change rapidly. In such a scenario, a traveler might not be able to undertake a trip that is booked months in advance. However, if they are charged for it, that would be a double whammy. This is where travel agents need to build trust by displaying flexibility. A refund of advance paid, zero-cancellation or flexibility to undertake travel whenever the situation allows, are some of the things that travel agents can do to gain trust of their clients and ensure future business from them.

In addition, Zoleta (2022) stated that some travel agencies in the Philippines assist clients in their passport application, renewal, or replacement. Keep reading to know if you should get this service. Getting passport assistance from a licensed travel agency can save you time and effort, especially if you avail of this service along with its travel package. A travel agent helps you make sure your online passport appointment won't be wasted because of incomplete or incorrect documents. With their branches conveniently located in malls, travel agencies are also easily accessible.

2.2 PRICE

TABLE 6

Assessment of the Respondents Regarding Marketing Strategies of a Travel Agency During and After Pandemic in Terms of Price

PRICE	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1.Pricing their services based on a predetermined rate of return	28	63	13	6	110	3.03	A
2.Pricing their services based on what customers are willing to pay	29	49	18	14	110	2.85	A
3.Pricing their services based on the prices in the marketplace	32	60	9	9	110	3.05	A
4.They have different price levels according to the market segments which we serve	40	54	8	8	110	3.15	A
5. Selling two services in one service package for a special price	31	63	8	8	110	3.06	A
AVERAGE MEAN						3.03	A

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

Table 6 shows that all the indicators have the verbal interpretation of AGREE. That the Travel agency provider in terms of PRICE is selling two services in one service package for a special price is the highest. The average mean is 3.03. Based on the result, the highest weighted mean is 3.15 indicating that they have different price levels according to the market segments which they serve. Whereas the lowest weighted mean is 2.85, showing that they are pricing their services based on what the customers are willing to pay.

As shown in the table results, the pricing on providing service is exact on the market segment of Zagada Events Travel and Tours since it offers a budget-friendly price for their services. The most reliable source of income as of pandemic to epidemic is assisting documentation like passport and Domestic Tours, which in part of CALABARZON, Central Luzon, Cebu, Davao, Baguio, etc. The greater number of people included in one package has a discount.

According to Moira McCormick (2018), mark up Pricing Strategy and set the prices of your holidays, tours and activities to ensure that you make a profit on each sale. Identify all of the costs associated with running your business which includes the time spent developing and promoting a holiday or experience. The fixed costs include rent, building maintenance, any machinery and insurances. Variable costs include wages, energy, repairs, petrol, uniforms, bank fees, promotional and travel costs.

Mark Down Pricing Strategy

A mark down pricing strategy requires tour operators to mark down their prices in order to remain competitive. It allows you to (hopefully) earn some profit on each booking, while remaining competitive and keeping the business afloat. It might even mean you generate more bookings than you would have without this promotional discount – and thus earn more income.

Packages

Tourists are increasingly turning to “packages” to meet all of their holiday needs - hotel, airfare, transfers, tours and activities all for one inclusive price. Developing packages with complementary tourism partners is a good way to stimulate demand and add value without having to discount. Packages can also be used to target niche markets effectively, e.g. golfing holidays, food and wine tasting, beauty and relaxation, etc. You can use “disguised pricing” which hides the exact cost of individual components and the extent of discount provided by contributing operators. “Visible pricing” gives your clients the flexibility to select their preferred package components according to their travel preferences and budget.

Rack Rate. All tourism businesses should have a rack rate, an official rate before any discounts is applied. These are the “brochure” prices printed in advance of the coming season. The rack rate for activity and attraction operators is more likely to remain the same during a peak holiday season without any day-to-day discounting. However, accommodation providers will be changing their rack rate almost daily to reach capacity.

Seasonal Pricing. This is different price levels throughout the year to cover low and high seasons. These are usually the same date periods each year and apply for school holidays, public holidays or for local events where the dates vary each year.

Discounting. Discounts are often applied in the offseason or to assist with yield management but be selective in their implementation because it could become a fast route to reducing your profitability.

Common Pricing Types per Person Pricing. It is a set price per person, commonly used by activity/attraction and transport operators, accommodation providers and campsites. Options may include an adult, child and senior citizen price.

Hiotis et al. (2020) stated that wow well into the pre-peak period of the coronavirus pandemic, the main focus for travel companies is on closing operations and ensuring the ability to handle customer enquiries. Moreover, one of the key points that they stated is, redefine your price strategy by stop price discounting. Travel companies should switch off any price discounting triggered by these systems and revert to simpler and manual pricing or even leave prices unchanged and promote value, that travel companies should offer value-driven promotions like a free upgrade to a higher class or a better room. Rather than a considerable price reduction, a better experience will be far more appreciate

2.3 PROMOTION

TABLE 7

Assessment of the Respondents Regarding Marketing Strategies of a Travel Agency During and After Pandemic in Terms of Promotion

PROMOTION	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1. Advertising media such as television, newspapers, magazines etc	47	34	13	16	110	3.02	A
2. Their personnel selling staff and customer personal contact points (customer target market)	36	56	8	10	110	3.07	A
3. Publicity and public relations to enhance their image	46	45	10	9	110	3.16	A
4. Direct marketing methods such as telemarketing, direct mail, the internet like social media	47	48	6	9	110	3.21	A
5. Their marketing communications tools focus on sending a unified message	30	56	16	8	110	2.98	A
AVERAGE MEAN						3.09	A

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

Based on the result of Table 7, the average mean is 3.09 and all the indicators have the verbal interpretation of AGREE. The travel agency provider in terms of promotion got the highest weighted mean of 3.21, indicating Direct Marketing methods such as telemarketing, direct mail, and the internet like social media. On the other hand, the lowest mean is 2.98, which shows that their marketing communication tools focus on sending a unified message.

The results show that travel agencies must utilize and properly use the Social Media Platforms as their digital marketing to market their products and services as well as to attract potential customers. As a result of getting online, they were pushed to digitalize their travel agency as it is a very helpful way to attract customers and in order to survive. Moreover, Content/ Package Marketing may be in the lowest rank but still very effective most especially to those travelers that are very conscious and detailed on the content and package of the tour.

Bonnell (2021) stated that despite the popularity of Facebook, Twitter, and YouTube in addition to the growing popularity of social media disruptor TikTok, Instagram is now a key player for marketing travel companies. Content creators can post videos, advertising content and posts at any time. The photo-sharing platform enables companies to engage and target specific customers base through different online communities. COVID-19 pandemic has highlighted the importance of customer engagement on social media. 60% of millennials now deem social media an acceptable way of contacting businesses. As

such, customer engagement on social media has become a focal point for many travel and tourism companies.

In addition, Fenton (2020) stated in an article about Strategy One: Target Millennial travelers, with this group having the ability to work from home and bring their technologies virtually anywhere, incorporating highly personalized experiences and incorporating enhanced technology will be key in attracting this large group of travelers. Additionally, Millennials seek authenticity and unique travel experience, making Latin American and the Caribbean a perfect fit. Millennials are adventure-seekers, so promoting the experiences that Latin America has to offer will be a major selling point, such as outdoor activities, hiking trails and sightseeing.

2.4 PLACEMENT

TABLE 8

Assessment of the Respondents Regarding Marketing Strategies of a Travel Agency During and After Pandemic in Terms of Placement

PLACE	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1.It is easy and convenient to reach the company	41	50	11	8	110	3.13	A
2. The company has many branches	39	45	11	15	110	2.98	A
3. The location of the company is safe and secure	50	47	5	8	110	3.26	SA
4. Company location has available attractions	40	47	9	14	110	3.03	A
5. Company has business contacts	57	39	4	10	110	3.30	SA
AVERAGE MEAN						3.14	A

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

Based on the result of Table 8, the Average Mean is 3.14. It resulted to strongly agree, which has verbal interpretation of VERY EFFECTIVE and agree, with a verbal interpretation of EFFECTIVE. In travel agency in terms of Placement, the highest weighted mean is 3.30 indicating that the company has business contacts, while the lowest mean is 2.98, showing that the company has many branches. Zagada Events Travel and Tours has the lowest mean of the company has no any other branches, Zagada Events Travel and Tours is an independent travel agency. The owner is a sole proprietor, and based on the table it is easy and convenient to reach the company, and that is totally right because you can search in the internet where the exact location of Zagada Events Travel and Tours is.

The company has business contacts through telephone, mobile numbers, and email. They also have whatsapp, viber, Instagram and many more as to be convenient on the part of the customers. Zagada Events Travel and Tours can cater all of the travel needs.

A travel agency is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of accommodation or travel suppliers to offer different kinds of travelling packages for each destination.

2.5 PEOPLE

TABLE 9

PEOPLE	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1.The employees are motivated, happy and polite	48	50	4	8	110	3.25	A
2.The employee have presentable appearance	45	51	6	8	110	3.21	A
3.The employees are attentive to customer concerns	47	47	7	9	110	3.20	A
4.The employees exceed customer expectation	40	55	5	10	110	3.14	A
5.The staffs handles job challenges	44	51	5	10	110	3.17	A
AVERAGE MEAN						3.19	A

Assessment of the Respondents Regarding Marketing Strategies of a Travel Agency During and After Pandemic in Terms of People

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

Table 9 shows the travel service provider in terms of People. The Average Mean is 3.19, and all the indicators have the verbal interpretation of AGREE. The highest weighted mean is 3.21, indicating that the employees are motivated, happy and polite. On the other hand, the lowest weighted mean is 3.14, which shows that the employees exceed customer expectations.

A Travel Agency provider needs to make sure that the people or the employees are motivated, happy, and polite with what they are doing. In Zagada Events Travel and Tours, the owner needs to make sure that the people or employees are motivated and happy because they will not be able to make the business grow if they are not happy or motivated. The owner continuously checks the performance of the employees. Every time they get clients in terms of booking, they will receive incentives or commission as minimal incentives, and it helps them to work harder. The employees have the uniform to look formal and presentable. In order to exceed your job expectations, you will first have to understand the purpose of your position and the goals of your company. When you start your job, you should know what is expected of you. If you are unclear about your expectations, discuss them in a meeting with your supervisor.

2.6 PROCESS

TABLE 10

Assessment of the Respondents Regarding to Marketing Strategies of a Travel Agency During and After Pandemic in Terms of Process

PROCESS	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1.The company has simplified processes	41	56	6	7	110	3.19	A
2.The company processes are clearly written	40	56	7	7	110	3.17	A
3.The company processes are well short and easy to follow	42	53	7	8	110	3.17	A
4.The company processes are customer-friendly	48	52	4	6	110	3.29	SA
5.The company processes are fair and truthful	49	49	5	7	110	3.27	SA
AVERAGE MEAN						3.22	A

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

Table 10 shows the travel service provider in terms of PROCESS, which results to an average mean of 3.12, and with the verbal interpretation of AGREE. The highest weighted mean is 3.20, indicating that the company has a well-decorated environment. Whereas, the lowest weighted mean is 2.98, which shows that the company has spacious parking space.

The travel agency provides a convenient and straightforward way to cater the customer's needs. Zagada Events Travel has the step-by-step procedure on how to handle clients. Sometimes, the clients no longer need to go to the office to inquire or pay. Calling, using email or sending private messages thru Facebook page are some of the best ways to communicate. Travel Agents provide information technology devices and websites to make sure that the service process is convenient to the clients.

Tech-Blog (April 1, 2020) cited that all of the instructions given by the travel agency to clients should be clearly stated starting to inquiries until the services are done. It includes before and after the flight booking, accommodation, and any travel services transactions that need to inform and instruct the client. A customer service process is the set of operations that a company carries out with all its employees, integrating different departments to guarantee a solid and satisfactory experience for each customer, from knowing and assisting customers in their requirements, a fluid dialogue, a quick and effective response to their requests; to detecting their needs to propose improvement actions.

Your customer's trust must be renewed continuously, and request for information, claims, or consultation with each purchase. Ensuring the satisfaction of your customers should be one of the main objectives of your company. For this, your customer support and the appropriate service process must be synchronized. Your team needs a standardized customer service process. Without it, your employees would not know how to approach an issue, leading to duplication in effort and delayed responses for customers.

Your customer service process should ensure that support flow does not get affected by 'back and forth' situations between teams for solving more straightforward customer queries. With a customer service process, your employees will automatically know what to do, and you're providing them with a definitive set of support workflows and decision-making patterns. This way, your customers will receive an utterly coherent service (Tech-Blog, April 1, 2020).

2.7 PHYSICAL EVIDENCES

TABLE 11

Assessment of the Respondents Regarding Marketing Strategies of a Travel Agency During and After Pandemic in Terms of Physical Evidences

PHYSICAL EVIDENCE	Scale				Total Respondents	Weighted Mean	Verbal Interpretation
	4	3	2	1			
1.The company has well decorated environment	4 5	4 8	1 1	6	110	3.20	A
2.The company has spacious parking space	3 7	4 8	1 1	4	110	2.98	A
3.The company has clear open and surrounding	4 5	4 5	1 3	7	110	3.16	A
4.The company has shopping flexibility /convenience	3 7	5 0	1 7	6	110	3.07	A
5.The company has successful office set-up office	4 4	4 8	1 2	6	110	3.18	A
AVERAGE MEAN						3.12	A

Scale	Range	Categorical Response	Verbal Interpretation
4	3.26 - 4.00	SA	Very Effective
3	2.51 - 3.25	A	Effective
2	1.76 - 2.50	DA	Somewhat Effective
1	1.00 - 1.75	SD	Not Effective

Table 11 shows that in a travel agency service provider in terms of People, the average mean is 3.22. Four (4) indicators have verbal interpretation of Agree, and two (2) indicators have verbal interpretation of Strongly Agree. The highest weighted mean is 3.29, indicating that the company processes are customer-friendly, which is strongly agreed upon. On the other hand, two indicators got the lowest weighted mean of 3.17, which shows that the company simplified processes and the company processes are well short and easy to follow.

Physical evidence refers to everything your customers see when interacting with your business. This includes the physical environment where you provide the product or service, the layout or interior design and your packaging.

This physical evidence, like facilities in the tourist destination, helps customers that are unsure about how they will enjoy the product or not. Their expectation and emotions toward the product will be influenced by the facilities like the room, restroom, furniture, temperature, atmosphere, lightning, etc.

Travel and Tours agency has the lowest weighted mean in terms of which is the company has spacious parking space because it needed company parking due to a bit of space that can carry only four-car parking capacities. The company's successful set-up in terms of percentage is about 80%; it needs more enhancements and innovation. But somehow, starting a travel agency is quite enough.

3. What are the appropriate marketing strategies by a travel agency during pandemic in terms of:

TABLE 12

INDICATOR	Most Appropriate Marketing Strategy in terms of:		
	Question#	Highest Weighted Mean	V.I.
Product/Service	3.The company has a well-established strategy for developing new products/services	3.32	Effective
Price	5. Selling two services in one service package for a special price	3.06	Effective
Promotion	4.Direct marketing methods such as telemarketing, direct mail, the internet like social media	3.21	Effective
Place	5. Company has business contacts	3.30	Effective
People	1.The employees are motivated, happy and polite	3.25	Effective
Process	1.The company has well decorated environment	3.20	Effective
Physical evidence	4.The company processes are customer-friendly	3.29	Effective

Table 12 shows that the highest weighted mean based on the survey result is Product/Service, which is 3.32. It indicates that the company has a well-established strategy for developing new products/services. On the other hand, the lowest mean is the Price, which is 3.06. It indicates that selling two services in one service package for a special price.

The Services of a Travel agency are International and Domestic Tours, Flight Booking, Hotel Booking and Travel and Documentation. Travel agency Price is Effective with the lowest average mean of 3.06, which is Selling indicating two services in one service package for a special rate. Travel and Tourism has different packages based on the season. They have seasonal rate which is Peak Season and Low Season. When it comes to Peak Season, it has large volume of tourist and this means it is in demand so the ranging prices has limited resources of services due to available services to offer.

According to Scott (2019), most destinations have different seasons when they're more or less popular with tourists. The least busy season is known as the "low season" or "off season," while the busiest season is called the "high season" or "peak season."

There are different factors that can determine how appealing a place is to visit, the main one usually being climate-related. It's not always about warmer being better, however. Beach destinations hit peak season in the summer, for instance, while high season for ski resorts is winter. Extreme weather conditions—like searing heat, blizzards, storms—usually mean off season. Temperate conditions often mean peak season.

While peak season may be ideal weather-wise, there's a price to be paid—literally. Prices on everything from airfare to hotels are at their highest during peak season, and crowds are bigger, too. On a very general level, you can roughly say that peak season is summer—which is June–August in the northern hemisphere and November–February in the southern hemisphere. The Christmas and New Year's holidays are also peak seasons in many parts of the world. Airfare changes with the seasons, as you

might expect, with higher demand making for higher prices. What you might not expect, however, is that price changes are based not just on the season in your destination but also sometimes the season in your departure region.

This means that Low Season in Tourism, traveling during off-peak season can mean cheaper flights, cheaper hotels, and the chance to see a destination at a less frenetic time of year.

According to Emil Heaslip (2020), an effective pricing strategy is essential for continued sales. Success. She published seven smart pricing strategies to attract customer. Setting your business’s prices may seem simple: List your product for higher than it costs you to manufacture or acquire it, and you’ll make a profit.

However, your prices are more than just numbers. The way you price your products or services can be a reflection of your business’s identity, how you view and treat your competitors and how you value your customers. That’s why it’s important to have a carefully planned pricing strategy. Setting your product or service’s prices shouldn’t be a haphazard decision focused entirely on profit. It should be a calculated, informed choice in which your business identity, brand and financial stability are considered. Pricing strategies to attract customers to your business.

TABLE 13

Summary of Respondents Results for the Marketing Strategies of a Travel Agency Provider – Zagada Events Travel and Tours

INDICATOR	AVERAGE MEAN	CATEGORICAL RESPONSE	VERBAL INTERPRETATION
Product/Service	3.20	Agree	Effective
Price	3.03	Agree	Effective
Promotion	3.09	Agree	Effective
Place	3.14	Agree	Effective
People	3.19	Agree	Effective
Process	3.12	Agree	Effective
Physical evidence	3.22	Agree	Effective
Aggregate Assessment	3.14	Agree	Effective

Table 13 shows that the aggregate assessment is 3.14, and based on the result the study, it has a verbal interpretation of Effective. The indicator Physical Evidence got the highest average mean of 3.22, while the indicator Price got the lowest average mean of 3.03. In terms of marketing strategies of Travel Agency Provider which is- Zagada Travel and Tours can significantly improve its marketing strategies because the respondents only agree with its approach and do not strongly agree.

SOP NUMBER 4 AND NUMBER 5: Is there any significant relationship between the 7 P’s of marketing strategies and the marketing strategies of a travel agency during the pandemic? Is there any significant difference between the 7 P’s of marketing strategies and the marketing strategies of a travel agency during the pandemic? Using the Multiple Regression analysis to see the significant relationship and significance difference of travel agency during the pandemic.

TABLE 14

Table 1. Relationship Between the Dependent Variable Product/Service and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretation</i>
PROD/SVCE (DV)	5.8439	13.7940	0.4237	0.7449		
Prod/Service	-1.6392	3.6904	-0.4442	0.7339	DO NOT Reject Ho	No significant relationship
Price	-0.2569	0.8142	-0.3155	0.8055	DO NOT Reject Ho	No significant relationship
Promo	1.2228	0.7793	1.5691	0.3612	DO NOT Reject Ho	No significant relationship
Place	-0.6975	0.4873	-1.4313	0.2887	DO NOT Reject Ho	No significant relationship
People	-0.8973	1.6341	-0.5491	0.6380	DO NOT Reject Ho	No significant relationship
Process	-0.6784	0.9752	-0.6956	0.5586	DO NOT Reject Ho	No significant relationship
Phys. Evidence	0.4075	1.5531	0.2624	0.8176	DO NOT Reject Ho	No significant relationship

The table shows that there is NO significant relationship between the Dependent Variable PRODUCT/SERVICE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho.

TABLE 15

Table 2. Relationship Between the Dependent Variable Price and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretation</i>
PRICE (DV)	48.51961	7.064779	6.867817	0.092049		
Prod/Svce	-13.0103	1.890071	-6.88347	0.091843	DO NOT Reject Ho	No significant relationship
Price	-3.1054	0.417012	-7.44679	0.084981	DO NOT Reject Ho	No significant relationship
Promo	1.920441	0.399125	4.81163	0.130452	DO NOT Reject Ho	No significant relationship
Place	-2.09532	0.314278	-6.66709	0.021765	Reject Ho	There is significant relationship
People	-3.38564	1.053781	-3.21285	0.084744	DO NOT Reject Ho	No significant relationship
Process	-3.41352	0.644825	-5.29372	0.033881	Reject Ho	There is significant relationship
Phy. Evid	1.618986	1.026902	1.576573	0.255603	DO NOT Reject Ho	No significant relationship

The table shows that THERE IS significant relationship between the Dependent Variable PRICE and Independent Variables Place and Process since their p-values are Lesser than the value of alpha used which is 5% or 0.05. On the other hand, there is NO significant relation between the Dependent variable PRICE and the rest of the 7Ps of the Marketing Strategies as Independent Variables since their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho.

TABLE 16

Table 3. Relationship Between the Dependent Variable Promotion and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretat</i>
PROMOTION	-25.2148	4.545261	-5.54749			
Prod/Service	6.683368	1.216014	5.49613	0.114577	DO NOT Reject Ho	NO signfica relationship
Price	1.227889	0.268292	4.576682	0.136948	DO NOT Reject Ho	NO signfica relationship
Promo	1.128026	0.256785	4.392886	0.142492	DO NOT Reject Ho	NO signfica relationship
Place	0.310095	0.815201	0.380391	0.740255	DO NOT Reject Ho	NO signfica relationship
People	0.418068	2.733389	0.152948	0.892476	DO NOT Reject Ho	NO signfica relationship
Process	0.756394	1.127293	0.670982	0.571344	DO NOT Reject Ho	NO signfica relationship
Phys. Evidence	-0.9016	1.795246	-0.50222	0.665354	DO NOT Reject Ho	NO signfica relationship

The table shows that there is NO significant relationship between the Dependent Variable PROMOTION and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho.

TABLE 17

Table 4. Relationship Between the Dependent Variable PLACE and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretation</i>
PLACE	-0.53525	22.8719	-0.0234	0.985104		
Prod/Service	0.937312	6.119021	0.15318	0.903235	Do not Reject Ho	NO significant relationship
Price	-0.91415	1.350056	-0.67712	0.621079	Do not Reject Ho	NO significant relationship
Promo	1.148248	1.292149	0.888635	0.537496	Do not Reject Ho	NO significant relationship
Place	-0.08092	0.820786	-0.09859	0.930453	Do not Reject Ho	NO significant relationship
People	-0.98617	2.752115	-0.35833	0.754384	Do not Reject Ho	NO significant relationship
Process	-1.00347	0.983204	-1.02061	0.414798	Do not Reject Ho	NO significant relationship
Phys.	-0.86693	1.565779	-0.55367	0.635439	Do not	NO significant

Evidence					Reject Ho	relationship
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The table shows that there is NO significant relationship between the Dependent Variable PLACE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho

TABLE 18

Table 5. Relationship Between the Dependent Variable PEOPLE and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretation</i>
PEOPLE	-17.6705	3.943868	-4.4805	0.139796		
Prod/Service	5.1027	1.05512	4.83613	0.129809	DO NOT reject Ho	NO significant relationship
Price	0.201915	0.232794	0.867354	0.545146	DO NOT reject Ho	NO significant relationship
Promo	1.340892	0.222809	6.018121	0.104826	DO NOT reject Ho	NO significant relationship
Place	-0.0995	0.689808	-0.14424	0.89853	DO NOT reject Ho	NO significant relationship
People	0.862738	2.312943	0.373005	0.744968	DO NOT reject Ho	NO significant relationship
Process	-0.02601	0.864515	-0.03008	0.978732	DO NOT reject Ho	NO significant relationship
Phys. Evidence	-1.50195	1.376764	-1.09093	0.389209	DO NOT reject Ho	NO significant relationship

The table shows that there is NO significant relationship between the Dependent Variable PEOPLE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho

TABLE 19

Table 6. Relationship Between the Dependent Variable PROCESS and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretation</i>
PROCESS	-11.7065	2.354926	-4.97108	0.126378		
Prod/Service	4.336751	0.630024	6.883472	0.091843	DO NOT reject Ho	NO significant relationship
Price	1.035133	0.139004	7.44679	0.084981	DO NOT reject Ho	NO significant relationship
Promo	-0.64015	0.133042	-4.81163	0.130452	DO NOT reject Ho	NO significant relationship
Place	0.698439	0.104759	6.667091	0.021765	Reject Ho	THERE IS significant relationship
People	1.128545	0.35126	3.212846	0.084744	DO NOT reject Ho	NO significant relationship
Process	1.137841	0.214942	5.293721	0.033881	Reject Ho	THERE IS significant relationship
Phys. Evidence	-0.53966	0.342301	-1.57657	0.255603	DO NOT reject Ho	NO significant relationship

The table shows that THERE IS significant relationship between the Dependent Variable PROCESS and Independent Variables Place and Process since their p-values are Lesser than the value of alpha used which is 5% or 0.05. On the other hand, there is NO significant relation between the Dependent variable PRICE and the rest of the 7Ps of the Marketing Strategies as Independent Variables since their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho

TABLE 20

Table 7. Relationship Between the Dependent Variable PHYSICAL EVIDENCE and the 7Ps of Marketing Strategies

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Decision</i>	<i>Interpretation</i>
PHYSICAL EVIDENCE	-9.46261	11.43912	-0.82721	0.560022		
Prod/Service	2.697558	3.060357	0.881452	0.54006	DO NOT reject Ho	NO significant relationship
Price	0.778267	0.675215	1.152621	0.454939	DO NOT reject Ho	NO significant relationship
Promo	0.58265	0.646253	0.901582	0.53292	DO NOT reject Ho	NO significant relationship
Place	0.000892	0.553314	0.001612	0.99886	DO NOT reject Ho	NO significant relationship
People	0.231253	1.855276	0.124646	0.912202	DO NOT reject Ho	NO significant relationship
Process	0.459471	0.783115	0.586722	0.616795	DO NOT reject Ho	NO significant relationship
Phys. Evidence	-0.13221	1.247133	-0.10601	0.925251	DO NOT reject Ho	NO significant relationship

The table shows that there is NO significant relationship between the Dependent Variable PHYSICAL EVIDENCE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.

DECISION RULE:

*IF p-value is Greater than 0.05 alpha, DO NOT REJECT Ho

CHAPTER V

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter shows and indicates the summary of findings, conclusions, and recommendations based on the data gathered and presented.

SUMMARY OF FINDINGS

Based on the gathered data and after the careful and thorough analysis of the investigation, the following are the findings of the study in the summarized form.

1. What is the demographic profile of respondents with respect to:

1.1 Age

In terms of age, 21-30 years old got the highest percentage, which is 42.73% of respondents.

1.2 Sex

There are 76 female respondents and 36 male respondents. There is total of 110 respondents.

1.3 Educational Attainment

The college students got the highest number, having a total of 58 respondents.

1.4 Estimated Income Annual

The highest numbers of respondents answered below 10,000 as the monthly income gross.

2. What are the marketing strategies employed by Zagada Travel and Tours, a tourism-related service provider, during and after the Pandemic in terms of:

1.1 PRODUCT/SERVICE

The Travel agency provider in terms of PRODUCT/SEVICE during and after pandemic shows that all the indicators got an interpretation of EFFECTIVE. It has an average mean of 3.20.

2.2 PRICE

The Travel agency provider in terms of PRICE during and after pandemic shows that all the indicators got an interpretation of EFFECTIVE. It has an average mean of 3.03, and based on the result, the highest weighted mean is 3.15.

2.3 PROMOTION

The average mean is 3.09, and all the indicators got the verbal interpretation of EFFECTIVE. The travel agency providers in terms of promotion during the pandemic shows that the highest weighted mean is 3.21

2.4 PLACEMENT

The average mean is 3.14, with EFFECTIVE as verbal interpretation. The travel agency providers in terms of Placement during the pandemic shows that the highest weighted mean is 3.30.

2.5 PEOPLE

For the travel service provider in terms of People during the pandemic, the average mean is 3.19, and the verbal interpretation is EFFECTIVE. It has the highest weighted mean of 3.21.

2.6 PROCESS

A travel service provider in terms of PROCESS during pandemic results to an average mean of 3.12, with the verbal interpretation of EFFECTIVE. The highest weighted mean is 3.20.

2.7 PHYSICAL EVIDENCE

In a travel agency service provider in terms of People during and after pandemic, the average mean is 3.22, with the verbal interpretation of EFFECTIVE, and 2 indicators having the verbal interpretation of VERY EFFECTIVE. The highest weighted mean is 3.29.

4. Is there any significant difference in the marketing strategy for local tourists during and after the pandemic when grouped according to age, sex, educational attainment, and estimated annual income?

There is a significant difference in the marketing strategy for local tourists during and after the pandemic when grouped according to age, sex, educational attainment, and estimated annual income.

Conclusions:

In the light of the findings of the study, the following conclusions were drawn:

The researcher, therefore, conclude that a travel agency can significantly improve its marketing strategies because the respondents only agree with its approach and do not strongly agree, promotes and do their best for an excellent reputation to its customers. They added different strategic tools to ensure that the Product they sell can help the company for long-term business. Every month, they deliver or post various services. A travel agency can also accept and receive feedback from customers to ensure that it fits the customer's satisfaction in terms of their Product. The services available in a Travel agency are the following: Different Tour Packages for Local and International, Airline Tickets Local and International, Sea and Land Transportation, Travel Insurance, Documentation like Passport, Visa, and many more services.

A Travel agency makes sure that the travel agents know how to conduct a service. The pricing on providing service is exact on the market segment of needs to offer a budget-friendly price for their services. The most reliable source of income from the pandemic to epidemic is assisting documentation like passports and Domestic Tours, which in part of CALABARZON, Central Luzon, Cebu, Davao, Baguio, etc. The greater number of people included in one package has a discount.

The travel agencies must utilize and adequately use the Social Media Platforms as their digital marketing to market their products and services and attract potential customers. As a result of getting online, they were pushed to digitalize their travel agency as it is a beneficial way to attract customers and survive. Moreover, Content/ Package Marketing especially for travelers who are very conscious and detailed

about the content and package of the tour the tourist wants complete packages and the well detailed information.

A travel agency has the lowest mean of the company has no available other or many branches on this, Zagada Events Travel and Tours is an independent travel agency because the owner is a sole proprietor. Based also in the table of the results It is easy and convenient to reach the company, because you can search on the internet where the exact location of Zagada Events Travel and Tours is.

The company has business contacts through telephone, mobile numbers, and email. They also have WhatsApp, Viber, Instagram, and many more to be convenient for the customers and for their business to maintain the relationship to its customer. A travel agency can cater all of the travel needs with the guidance of the general manager.

A Travel Agency provider needs to make sure that the people or the employees are motivated, happy, and polite about what they are doing. The owner needs to make sure that the people or employees are motivated and happy because they will not be able to make the business grow if they are not satisfied or motivated. The owner continuously checks the performance of the employee. Whenever they get clients in terms of booking, they have incentives or commissions as minimal incentives, and it helps them to work harder.

The employees have the uniform to look formal and presentable. To exceed your job expectations, you will first have to understand the purpose of your position and the goals of your company. When you start your job, you should know what is expected. If you are unclear about your expectations, discuss them in a meeting with your supervisor.

The travel agency provides a convenient and straightforward way to cater to the customer's needs. A travel agency has a step-by-step procedure on how to handle clients. Sometimes, the clients no longer need to go to the office to inquire or pay. Calling, using email or sending private messages thru Facebook page are some of the best way to communicate. Travel Agents provide information technology devices and websites to make sure that the service process is convenient to the clients.

All of the instructions given by the travel agency to clients should be clearly stated starting to inquiries until the services are done. It includes before and after the flight booking, accommodation, and any travel services transactions that need to inform and instruct the client. A customer service process is the set of operations that a company carries out with all its employees, integrating different departments to guarantee a solid and satisfactory experience for each customer, from knowing and assisting customers in their requirements, a fluid dialogue, a quick and effective response to their requests; to detecting their needs to propose improvement actions.

The travel agency has the lowest weighted mean based on the table of results; the company has spacious parking spaces because it needed company parking due to a bit of space that can carry only four-car parking capacities. The company's successful set-up in terms of percentage is about 80%; it needs more enhancements and innovation. But somehow, starting a travel agency is quite enough.

Hypothesis SOP number 4 and 5 (Multiple regression analysis)

Product/Service	There is NO significant relationship between the Dependent Variable PRODUCT/SERVICE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.
Price	THERE IS significant relationship between the Dependent Variable PRICE and Independent Variables Place and Process since their p-values are Lesser than the value of alpha used which is 5% or 0.05. On the other hand, there is NO significant relation between the Dependent variable PRICE and the rest of the 7Ps of the Marketing Strategies as Independent Variables since their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.
Promotion	There is NO significant relationship between the Dependent Variable PROMOTION and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.
Place	There is NO significant relationship between the Dependent Variable PLACE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.
People	There is NO significant relationship between the Dependent Variable PEOPLE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.
Process	THERE IS significant relationship between the Dependent Variable PROCESS and Independent Variables Place and Process since their p-values are Lesser than the value of alpha used which is 5% or 0.05. On the other hand, there is NO significant relation between the Dependent variable PRICE and the rest of the 7Ps of the Marketing Strategies as Independent Variables since their p-values are greater than the value of alpha of 5% or 0.05 Level of significance.
Physical evidence	There is NO significant relationship between the Dependent Variable PHYSICAL EVIDENCE and each of the 7Ps of the Marketing Strategies as Independent Variables since all their p-values are greater than the value of alpha of 5% or 0.05 Level of significance

Recommendations:

This table represents the highest weighted mean in each variable and the company reference as the recommendation.

<p>Product/Service</p>	<p>Survey Number 3. The company has a well-established strategy for developing new products/services. Recommendation: A product development strategy is a process of bringing a new product into an existing or new market by doing continuous market research, thorough testing, and careful product concept planning. New product development strategy. Generating and screening ideas for new products. New product concept development and screening. Business analysis of new products. New product prototypes and market testing. Launching and commercializing new products.</p> <p>Producing more services to a travel agency can gain more services to offer so that the customer can look for all in one services. New services can gain customers more.</p>
<p>Price</p>	<p>Survey number 5. Selling two services in one service package for a special price. Recommendation: A business travel agency can provide companies with many perks including discounts on flights and accommodation. Business travel agencies who work in the travel and tourism industry often book large volumes of flights and hotel rooms for individuals around the world. This puts them in a favorable position when it comes to obtaining better rates or discounts on flights. By using a business travel agency, you are more likely to get a special rate on your business travel than if you were to make the booking yourself.</p> <p>The biggest advantage of package tours is the cost. Since the cost of all transfers, entrance fee to various sights, accommodation and meals are included, the price of the tour is most definitely been set at a reasonable range, aside from your choice of airlines and hotel grades. Selling a package in a travel agency can less you more costs the greater number of pax/person avail and the more service you avail the less you the pay for each person.</p> <p>The best and strategy for travel agency and biggest gain of tour packages is they are cost saving. The total amount it would cost you</p>

	<p>to book a trip using a tour package would be much cheaper compared on taking the same trip individually. This is because the packages have better pay rates on airfares, hotel tariffs, and more used commodities.</p>
<p>Promotion</p>	<p>Survey Number 4. Direct marketing methods such as telemarketing, direct mail, the internet like social media</p> <p>A strategy of Direct marketing gives you the opportunity to promote your products and services directly to the customers who most need them. A good direct marketing campaign will: help you build relationships with new customers, test the appeal of your product or service, and tell you which marketing approaches reach your target market for a travel agency.</p> <p>A strategy of Telemarketing Marketing can help travel agency as other marketing techniques, which is to promote products or services to potential customers. For instance, through a telephone line, potential customers will find out information about the products or services offered</p> <p>A strategy of direct mail for travel agency is like will print, stamp, and deliver your flyers, postcards, or brochures. Some services go further by providing design templates and helping you create a list of viable addresses. I've researched direct mail companies and narrowed them down to the top eight on the market today.</p> <p>Internet or social media strategy can help the travel agency. Social media marketing for travel agents should start with Facebook. Think of Facebook as your home base. It's there that you will want to secure fans, add photos, promote content, handle customer service queries, interlink your social accounts, advertise, and create events and competitions.</p> <p>Social media can help your business to:</p> <ul style="list-style-type: none"> attract customers, get customer feedback and build customer loyalty. increase your market reach, including international markets. do market research and reduce marketing costs. increase revenue by building customer networks and advertising. develop your brand.
<p>Place</p>	<p>Survey number 5. Company has business contacts</p> <p>It is a business leads, for a travel agency it is a record where they</p>

	<p>can promote again their services. Networking strategy is a great way to acquire new business leads. Using the contacts, you make when you meet people can open doors for business opportunities. Communicate professionally when you follow up on leads. People want to help others but are not interested in someone badgering them for business. Company contacts is a list that includes all the users, agents, and co-workers on your office phone system. For asking a referral, to have network, can offer discounts and incentives for new customer, can re-contact old customers. It can use these online reviews to the advantage of travel agency.</p>
<p>People</p>	<p>Survey number 1. The employees are motivated, happy and polite. Motivational strategies are techniques that promote the individual's goal-related behavior. Because human behavior is rather complex, there are many diverse ways of promoting it – in fact, almost any influence a person is exposed to might potentially affect his/her behavior.</p> <p>To motivate employees, you should as an employer or manager establish what is expected of them. Help them visualize what success in their role looks like. Explain how their contribution makes a difference to the business. Employee motivation is key to an organization's success. It's the level of commitment, drive and energy that a company's workers bring to the role every day. Without it, companies experience reduced productivity, lower levels of output and it's likely that the company will fall short of reaching important goals too.</p> <p>As employer giving them employee rewards, give them the room to grow, sharing positive feedback, be transparent. As an employer create a supportive work environment and ensure employees experience job fulfillment for them to stay. A successful business has an employee who are motivated fair treatment.</p> <p>Motivate and dominate – 5 Motivation Strategies to Increase... Motivator 1 – Trust. Motivator 2 – Reward System. Motivation 3 - Recognition Motivator 4 – Career Advancement. Motivator 5 – Happiness. Can help this for the employees and employer.</p>
<p>Process</p>	<p>Survey number 4. The company processes are customer-friendly A customer service process is aimed at satisfying the customer. A customer service process is the set of operations that a company</p>

	<p>carries out with all its employees, integrating different departments to guarantee a solid and satisfactory experience for each customer. This strategy for company process customer-friendly to listen first to the customer. It can help the employees to be flexible, can practice patience, and default to transparency. The more transparent you can be with them, the more likely you are to earn their trust. Hence, departments do not communicate with each other, mistakes are made. Tensions develop, which customers can pick up on. Eliminate silos means operating in a kind of bubble—on your own or as part of an insular team or department and you’ll improve both your efficiency and your quality of service. Encourage positivity. To build a more positive culture, start by re-examining your company’s social norms.</p>
Physical evidence	<p>Survey number 1. The company has well decorated environment</p> <p>Sustaining strategy for Travel agencies company’s environment like decorated environment can help them to reduce waste, and enhance marketability, stronger retention level, and higher future value. It improved productivity, more interest to younger demographics, both in terms of customer and employees and reduced bad energy to the office and fewer health risks for the sake of the customer and the employees.</p>
Future Researcher	<p>This study could be used as a reference and guide for future research on the effects of the COVID-19 Pandemic as well as the strategies implemented by the travel agency to survive the business even it is pandemic or post-pandemic. Moreover, for the future progress of this study, future researchers could add more information about the continuous effects of COVID-19 and the different strategies implemented that are not mentioned in the study.</p>

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SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION

April 2022

Dear Respondents,

Greetings!

I am presently writing thesis research entitled **The Evaluation of Marketing Strategies for Tourists in Selected Area in Laguna During Pandemic and Endemic by A Travel Agency Service Provider** as course requirements, for the Degree of Master's in Business Administration.

The survey would last only about 10-15 minutes and would be arranged at a time convenient. All information provided will be kept in utmost confidentiality and would be used only for academic purposes. The names of the respondents will not appear in any publications

In this connection, I would like to ask for your help to provide the necessary data for my research by, please answering the questionnaires very objectively.

Your help is greatly appreciated. Thank you for your kind consideration and help.

Very truly yours,



Mikee S. Marbacias

Researcher

Noted By:

Dr. Edmundo Quijoch

Adviser

APPENDICES

APPENDIX 1: LETTER FOR RESPONDENTS

Survey Questionnaire
The "Evaluation of Marketing Strategies for Tourist in Selected Area in Laguna during Pandemic and Endemic by a Travel Agency Service Provider."

This questionnaire intends to gather data regarding my MBA Thesis entitled the "The Evaluation of Marketing Strategies for Tourist in Selected Area in Laguna during Pandemic and Endemic by a Travel Agency Service Provider". In connection to this, may I request for your help by answering the questionnaire. There is no right and wrong answer, just be honest in assessing the items. Your cooperation is highly sought and presented. Rest assured that your responses will be dealt with utmost confidentiality in accordance with the Republic Act 10173 (Data Privacy Act of 2012).

Kindly answer the items as truthfully and sincerely as you can by simply checking the selected box for each of the following:

Respondents Profile:
Name: (Optional): _____ **Gender:** Male **Estimated Annual Income:** Below 10,000
 Female 10,001 – 30,000
Age Range: Below 20 years' old 21 – 30 years' old 30,001 – 50,000
 31 – 40 years' old 41 – 50 years' old 50,001 – 70,000
 51 – 60 years' old 61 years old and above 70,001 and above

Educational Attainment: High school student High school Graduate College student College Graduate Not Graduate Graduate

A.) Product/Services **Rating**

	1	2	3	4
The company builds brand reputation by providing a distinctive product/service quality				
The company introduces new products/services as a strategic tool for growth and continuation				
The company has a well-established strategy for developing new products/services				
The company uses customer service as a strategic element in product/service offering strategy				
The company leverages customer services staff abilities, knowledge and quality to deliver customer services effectively				

B.) Price **Rating**

Services Marketing Mix of Travel Agency Service Provider	1	2	3	4
Pricing their services based on a predetermined rate of return				
Pricing their services based on what customers are willing to pay				
Pricing their services based on the prices in the marketplace				
They have different price levels according to the market segments which we serve				
Selling two services in one service package for a special price				

APPENDIX 2.1: SAMPLE SURVEY QUESTIONNAIRE

C.) Promotion **Rating**

Services Marketing Mix of Travel Agency Service Provider	1	2	3	4
Advertising media such as television, newspapers, magazines				
Their personnel selling staff and customer personal contact points				
Publicity and public relations to enhance their image				
Direct marketing methods such as telemarketing, direct mail, the internet				
Their marketing communications tools focus on sending a unified message				

D.) Placement **Rating**

	1	2	3	4
It is easy and convenient to reach the company				
The company has many branches				
The location of the company is safe and secure				
Company location has available attractions				
Company has business contacts				

E.) Process **Rating**

	1	2	3	4
The company has simplified processes				
The company processes are clearly written				
The company processes are short and easy to follow				
The company processes are customer-friendly				
The company processes are fair and truthful.				

F.) Physical Evidence **Rating**

	1	2	3	4
The company has well decorated environment				
The company has spacious parking space				
The company has clear open and surrounding				
The company has shopping flexibility/convenience				
The company has successful office set-up, office				

F.) Persons **Rating**

	1	2	3	4
The company love simplified persons				
The company persons are clearly written				
The company persons are well attentive and clearly communicate				
The company persons are customer-friendly				
The company persons are fair and trustful				

Legend: 1 – Strongly Disagree, 2 - Disagree, 3 – Agree, 4 – Strongly Agree

APPENDIX 2.2: SAMPLE SURVEY QUESTIONNAIRE



SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION

LETTER FOR VALIDATION OF THE QUESTIONNAIRE

FEBRUARY, 2022

Dr. Mark Ryan Capacio

Tourism and Hospitality College Professor

Dear Sir,

Greetings!

The undersigned conducting research entitled "***Evaluation of Appropriate Marketing Strategies for Tourist in Selected Areas in Laguna During Pandemic and Endemic of a Travel Agency Service Provider***"

In Connection with this, we would like to request your expertise to validate the attached questionnaire.

We are looking to meriting from your positive response to our request

Respectfully yours,



MIKEE S. MARBACIAS

Researcher

Noted By:

Dr. Edmundo Quiocho

Thesis Adviser

Received By:

Dr. Mark Ryan Capacio

APENDIX 3.1: EXPERTS CERTIFICATION ON REVIEW QUESTIONNAIRES



SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION

LETTER FOR VALIDATION OF THE QUESTIONNAIRE

FEBRUARY, 2022

ODDYZEUS Q. VILLANUEVA

COLLEGE PROFESSOR-HOSPITALITY&TOURISM PROFESSOR

Dear Sir,

Greetings!

The undersigned conducting research entitled "*Evaluation of Appropriate Marketing Strategies for Tourist in Selected Areas in Laguna During Pandemic and Endemic of a Travel Agency Service Provider*"

In Connection with this, we would like to request your expertise to validate the attached questionnaire.

We are looking to meriting from your positive response to our request

Respectfully yours,



MIKEE S. MARBACIAS

Researcher

Noted By:

Dr. Edmundo Quiocho

Thesis Adviser

Received By:



ODDYZEUS Q. VILLANUEVA

APPENDIX 3.2: EXPERTS CERTIFICATION ON REVIEW QUESTIONNAIRES



SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION

LETTER FOR VALIDATION OF THE QUESTIONNAIRE

FEBRUARY, 2022

Mr. Dane Corpuz

Tourism and Hospitality College Professor

Dear Sir,
Greetings!

The undersigned conducting research entitled ***“Evaluation of Appropriate Marketing Strategies for Tourist in Selected Areas in Laguna During Pandemic and Endemic of a Travel Agency Service Provider”***

In Connection with this, we would like to request your expertise to validate the attached questionnaire.

We are looking to meriting from your positive response to our request

Respectfully yours,



MIKEE S. MARBACIAS

Researcher

Noted By:

Dr. Edmundo Quiocho

Thesis Adviser

Received by,



DANE CORPUZ, MSTM

APPENDIX 3.3: EXPERTS CERTIFICATION ON REVIEW OF QUESTIONNAIRE

**APPENDIX 4.1: RESPONDENTS FORMAL LETTER REQUEST -DEPARTMENT OF TOURISM
IV-A CALAMBA, LAGUNA**



SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION

April 2022

Dear Respondents,

Greetings!

I am presently writing thesis research entitled **The Evaluation of Marketing Strategies for Tourists in Selected Area in Laguna During Pandemic and Endemic by A Travel Agency Service Provider** as course requirements, for the Degree of Master's in Business Administration.

The survey would last only about 10-15 minutes and would be arranged at a time convenient. All information provided will be kept in utmost confidentiality and would be used only for academic purposes. The names of the respondents will not appear in any publications

In this connection, I would like to ask for your help to provide the necessary data for my research by, please answering the questionnaires very objectively.

Your help is greatly appreciated. Thank you for your kind consideration and help.

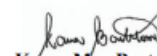
Very truly yours,



Mikee S. Marbacias
Researcher

Noted By:

Dr. Edmundo Quioco
Adviser



Karen May Bartolome
Department of Tourism-4A
Calamba, Laguna

APPENDIX 4.2: RESPONDENTS FORMAL LETTER REQUEST -DEPARTMENT OF TOURISM
IV-A CALAMBA, LAGUNA



SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION

April 2022

Dear Respondents,

Greetings!

I am presently writing thesis research entitled **The Evaluation of Marketing Strategies for Tourists in Selected Area in Laguna During Pandemic and Endemic by A Travel Agency Service Provider** as course requirements, for the Degree of Master's in Business Administration.

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In this connection, I would like to ask for your help to provide the necessary data for my research by, please answering the questionnaires very objectively.

Your help is greatly appreciated. Thank you for your kind consideration and help.

Very truly yours,



Mikee S. Marbacias

Researcher

Noted By:

Dr. Edmundo Quioko

Adviser

Received By:



Ms. Monaliza D. Lauron

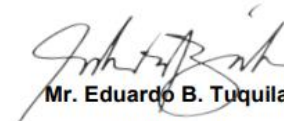
Department of Tourism Region IV-A
Calamba City, Laguna

APPENDIX 5: CERTIFICATE OF STATISTICIAN

**SAN PEDRO COLLEGE OF BUSINESS ADMINISTRATION****STATISTICIAN'S CERTIFICATION**

This is to certify that this research entitled, "***Evaluation of Appropriate Marketing Strategies for Tourist in Selected Areas in Laguna During Pandemic and Endemic of a Travel Agency Service Provider.***"

Prepared and submitted by Mikee S. Marbacias in partial fulfillment for the Masters in Business Administration has been statistically reviewed by the undersigned.



Mr. Eduardo B. Tuquilar, MBA
Statistician

APPEDIX 6: CURRICULUM VITAE



MIKEE S. MARBACIAS

General Manager-Zagada Events Travel and Tours

✉ mikeemarbacias94@gmail.com

☎ 09271418949

🏠 Blk 16 Lot 16 Phase 1 St Joseph B Brgy Butang, 4025 Cabuyao

📅 March 5th, 1995

📍 Quezon city Metro Manila

♀ Female

🇵🇭 FILIPINO

👤 SINGLE

🌐 [linkedin.com/in/mikee-marbacias](https://www.linkedin.com/in/mikee-marbacias)

EDUCATION

Masters In Business Administration May 2020 - Present
San Pedro College of Business Administration, San Pedro Laguna

Bachelor of Science in Tourism Management Jun 2017 - Aug 2019
Trimex Colleges, Binan City Laguna

Certificate in Teaching Profession Jan 2019 - Mar 2020
Citi Global College, Cabuyao, Laguna

EMPLOYMENT

General Manager May 2020 - Present
Zagada Events Travel and Tours, Cabuyao, Laguna

Part Time College Professor in College of Tourism Management May 2019 - Present
Citi Global College, Cabuyao, Laguna

College Professor in College in Tourism and Hospitality Management Jun 2020 - Present
Saint Vincent College of Cabuyao, Mamatid, Cabuyao, Laguna
College Professor and Program Coordinator

Part Time College Professor in Hospitality Management Aug 2021 - Present
Chair of Saint Peter Technical Institute, Sta. Rosa Laguna

Senior Project Officer- Juan Pasyalan Travel and Tours May 2016 - May 2020
Juan Pasyalan Travel and Tours, Cabuyao, Laguna