CHALLENGES MET BY TOURISM ESTABLISHMENTS IN THE MUNICIPALITY OF CARMEN, BOHOL

College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

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February 2022

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A Thesis
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In Partial Fulfillment
Of the Requirements for Graduation for the
Bachelor of Science in Hospitality Management

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REGIN C. INSO
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APPROVAL SHEET

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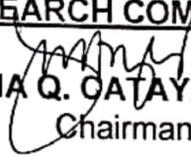
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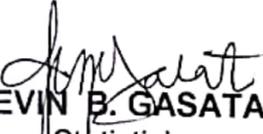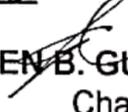
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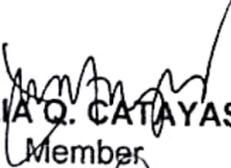**MANOLITO C. MACALOLOT, EdD**
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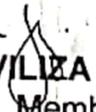
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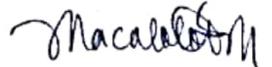
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ABSTRACT

The main objective of this study was to determine the degree of seriousness on the challenges met by tourism establishment in the municipality of Carmen, Bohol during new normal and strategies to overcome those challenges in the short and long term while minimizing the global economic shocks due to the pandemic. This study utilized descriptive method. It employed the use of survey questionnaire as the main research instrument for the study. The data collected were based on the survey questionnaire to be distributed to the respondents. The survey questionnaire was designed in order to accumulate sufficient information pertaining to the object of the study. During the data gathering, the researchers will observed the minimum health protocol and ensure the safety of everyone. This study determined the challenges met by tourism establishments in the municipality of Carmen, Bohol during the new normal in terms of number of guest, establishment facilities, strict health protocol, capital and man power. Most respondents are female and business women seems to be on the rise. Most of the respondents were married and start a business for almost 0-3 years. Respondents majority used Facebook as their market tool to promote their business. It was found out that the factors affecting the tourism areas during new normal are the new needs and preferences of tourist that will visit in municipality of Carmen.

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THE PROBLEM AND ITS SCOPE

Rationale

Tourism is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. The number of jobs created by tourism in many different areas is significant. These jobs are not only a part of the tourism sector but may also include the agricultural sector, communication sector, health sector, and the educational sector. These includes; KTV rides, horse rides, zip line, etc. These are very profitable to local restaurants, shopping centers, and stores.

However, the tourism industry is among the sectors that have been greatly affected by the COVID-19 pandemic. The closing of borders, airports, and hotels as well as restrictions on mass gatherings, land travel and related services across the world put around 100 to 120 million jobs at risk, as estimated by the World Tourism Organization. Thus, it limits the entry of local and international tourist. Additionally, the drop in the tourist's demand has led to severe financial problems (Tsionas, 2020). Carmen, Bohol is the home of the world renowned Chocolate Hills and is one of the most visited place in the province, because of

its richness of natural attractions, Carmen is also recognized both national and international. Due to the pandemic, the place is greatly affected. There are travel restrictions to all types of travel and tourism activities. The aforementioned realities inspired the researchers to conduct a study to find out the degree of seriousness on the challenges met by tourism establishments in the Municipality of Carmen, Bohol.

This study aim to investigate the Challenges met by Tourism Establishment in the Municipality of Carmen, Bohol. This study was focused on difficulty encountered by establishments and their owners as well as their hopes and aspirations for their business in this time of pandemic. Moreover, this study intended to reveal the challenges met of the number of tourists and tourist visits as they define the business transactions in the tourism industry. Furthermore, this study aimed to discover the standpoint of the workers in tourism-related jobs affected by pandemic. Moreover, the workers are the functional people that bring success of the firm. Without them, the firm will not be functional. In this time of pandemic, the firm tends to limit the number of workers due to some reasons. The firms realized the significance of manpower in their operation. More importantly, the customers are the ones that made the firm alive. Without the customers, the firm is trivial. This pandemic has truly taught a lot of learning to all the people in tourism industry. The result of this study will serve as eye opener to the world on the real situation of how the pandemic has seriously affected everyone including those in tourism industry.

Literature Background

The recent Corona Virus (COVID-19) has triggered a concern worldwide in the early January 2020, and by the end of March 2020, the outbreak has infected several people globally (WHO, 2020). Due to COVID-19 pandemic, the travel and tourism industry's employment loss is predicted to be 100.08 Million worldwide (Statista, 2020). The pandemic has not only affected economically but as as well as politically and socially (Cohen, 2012). As the number infected cases rising throughout the nation, and with the implementation of certain measures and campaigns like social distancing, community lock-downs, work from home, stay at home, self- or mandatory- quarantine, curbs on crowding, etc., pressure is created for halting the tourism industry/business (Gretzel et al., 2020; Sigala, 2020). According to Liu et al. (2019), the most dynamic sector is the tourism industry that benefits many other sectors like lodging, catering, transportation, retail, entertainment, etc. contributing to economic growth and recovery globally. It has been reported that tourism growth has outperformed the world GDP growth record from the past consecutively from the year 2011-2017 (WTTC, 2018). Furthermore, it has been estimated that there is a drop of international tourists of about 78%, causing a loss in export revenue of US$ 1.2 trillion and representing the largest decline in the tourism job cuts, which is about seven times the impact of the 9/11 incident (UNWTO, 2020). Tourism has been a heart of the Philippines. The country is well-known for its beautiful beaches, unique mountains and other magical tourist attractions. Due to the vast admiration brought by the wonderful

tourist attractions, the country has already taken several actions to protect the tourism industry. One of the actions taken is by making the law Republic Act 9593 otherwise known as Tourism Act of 2009.

Tourism has been a heart of the Philippines. The country is well-known for its beautiful beaches, unique mountains and other magical tourist attractions. Due to the vast admiration brought by the wonderful tourist attractions, the country has already taken several actions to protect the tourism industry. One of the actions taken is by making the law Republic Act 9593 otherwise known as Tourism Act of 2009. This law established the national policy for tourism. The state strongly declared in Section 2 that tourism is "an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos." Following this initiative, the state must ensure the development of Philippine tourism, recognize sustainable tourism development as integral to the national socioeconomic development efforts, promote a tourism industry, create a favorable image of the Philippines within the international community, develop the country as a prime tourist hub in Asia, and encourage private sector participation and agri-tourism for countryside development and preservation of rural life.

Despite the fatal damage caused by COVID-19, the Philippine still took initiative to protect the tourism industry. With their initiative, they passed into law the Republic Act 11469 otherwise known as Bayanihan To Heal as One Act. This law declared the existence of a national emergency arising from the Coronavirus Disease 2019 (COVID-19) situation and a national policy and authorizing the President of Philippines for a limited period and subject to restrictions, to exercise powers necessary and proper to carry out the declared national policy and for other purposes

Furthermore, Philippine government approved the Republic Act 11494 otherwise known as Bayanihan to Recover as One Act. This law provides COVID-19 response and recovery interventions as well as mechanisms to accelerate the recovery and bolster the resiliency of the Philippine economy. Among its objectives are reducing the adverse impact of COVID-19 on the socioeconomic well-being of all Filipinos, consolidate, update, and validate existing records through Department of Social Welfare and Development and Inter-Agency Task Force, sustain efforts to test, trace, isolate, and treat COVID-19 cases, enhance the capacity of the Philippine health care system, mitigate the economic cost and losses, restore public trust and confidence, accelerate the recovery and bolster the resiliency of the economy, accommodate alternative modes of transportation, and others. With this initiative, the government and people are optimistic to finally recover from the dreadful effect of pandemic. To fully protect its people, the Philippines has passed the Republic Act 11525

otherwise known as Vaccination Program Act of 2021. With this law, the nation hopes to recover and return to normal including its tourism industry. This law established the COVID-19 vaccination program expediting the vaccine procurement and administration process, providing funds, and other purposes. This is an initiative to protect the people and to fully recover the damages caused by the pandemic. It is undeniable that the pandemic brought difficulty to many Filipinos' including those who are in tourism industry. The Philippine tourism has suffered a lot through the evident decrease of its activities and business transactions. This law aimed to address the adverse impact of COVID-19 through the procurement and administration of safe and effective COVID-19 vaccines, source and procure through the DOH and the NTF, recognize the experimental nature of COVID-19 vaccines available in the market and compensate any serious adverse effects arising from the use of it, and create COVID-19 National Vaccine Indemnity Fund to be administered by the Philippine Health Insurance Corporation.

Various underlying theories were considered in this study such as Resource Based Theory and Organizational Learning Theory.

Resource Based Theory in operations management research (Hitt, 2016) became increasingly popular in studying and understanding of operations management problems. Resources must be managed effectively in order to yield a competitive advantage. Such resources are human capital, social capital,

patience, survival, and external attributes. Having the human, social, and financial capital makes the tourism industry works at its best competencies. The negative aspect brought by this pandemic is limiting the human, social, and financial capital work for the optimum goal of tourism. In the context of RBT, the firms must prepare whenever a new environment or phenomenon arises. Many business establishments showcased their adaptability in the time of pandemic caused by COVID-19. The initiative to sustain it for a long period is uncertain as they require more resources to be effective. The firms must operate with new ways to develop resources in such a way that it maximizes the dynamic capabilities of the firms.

Among the theories concerned with how learning takes place in organizations, the Organizational learning theory (Argyris, 1992) is exceptional. It focuses on collective learning but takes into account that organizations do not perform the actions that produce the learning but instead, it is individual members of the organization who behave in ways that lead to it. Although organizations can create conditions that facilitate such learning, the concept of organizational learning recognizes the vital role of the context of organization and its culture. In this time of pandemic, the people involved in carrying out the operations of firm are the most crucial element of the firm's success. The owners of the business establishment must learn and adapt to the changing needs of society such as imposing the minimum health requirements and following the mandated laws and regulations of the authority.

THEORIES	LEGAL BASES
Resource Based Theory	**Republic Act No. 9593 - "The Tourism Act of 2009"**
Firms resources are critical in surviving the pandemic and the resulting economic disruption	An Act declaring a national policy for tourism as an engine of investment, employment, growth and national development and strengthening the department of tourism.
(Hitt et al., 2020)	
Organizational Learning Theory	**Republic Act No. 11494- "Bayanihan to Recover as One Act"**
Assembled much evidence on how organizations adapt to their environments	Is a law in the Philippines that was enacted in September 2020 granting the President additional authority to combat the COVID-19 pandemic in the Philippines.
(Argysis,1997)	

Challenges Met by the Tourism Establishment

- **Number of Guests**
- **Establishment Facilities**
- **Safety Protocol**
- **Capital and Manpower**

Recommendations

Figure 1. Theoretical Framework of the Study

As shown in Figure 1, the two main theories namely Resource Based Theory (Hitt, 2016) and Organizational Learning Theory (Argyris, 1992) served as the underlying theories that support this study. On the other hand, the Philippine tourism was protected through the mandate of several laws such as Republic Act 9593, Republic Act 11469, Republic Act 11494, and Republic Act 11525. These theories and laws delineate the situations in relation to the Status of Tourism. The present status of tourism is the basis in generating and validating the Action Plan.

Tourism has a big impact to the economy and the income of the society. Tourism is a phenomenon with no universally accepted definition, owning to the complexity and individualism of the travelers themselves and the activities that they choose to undertake.

The most widely utilized definition of tourism, proposed by the World Trade Organization (WTO) and United States (UN) Nation Statistic Division (1994), prescribes that in order to qualify as a tourist, one must travel and remain in a place outside of their usual residential environment for not more than one consecutive year for leisure, business or other purposes.

Mathienson and Wall (1982) created a good working definition of tourism as "the temporary movement of people to destination outside their normal places

of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

According to Macintosh and Goeldner (1986) tourism refers to "some of the phenomenon and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting this tourist and other visitors."

Tourism often faces human-made and natural disasters that devastate the entire industry in a specific area (Huan, Beaman, & Shelby, 2004) but overall aftermath can cripple the viability and commercialization of tourist regions and take many years to recover. Instances of high crime rate, terrorist incidents, arm conflicts, economic and financial crises often affect people's propensity to travel and the choice of their destination (Cohen, 2012; Hall, Prayag, & Amore, 2017; Ritchie, 2009; Ying, Wang, Liu, Wen, & Goh, 2020). There is a critical link between crises and the immediate impact on the tourism sector at different geographic scales, depending on the intensity and importance of individual crises (Page, Yeoman, Munro, Connell, & Walker, 2006). When a destination is affected by a natural disaster, pandemic, man- made attack such as terrorists, or any other unfortunate events, marketing strategies should be plan and implemented to recover destination image, attractiveness and competitiveness (Séraphin, Zaman, & Fotiadis, 2019.

Bohol is one of the most popular and tourist-friendly destinations in the Philippines. This island province in the Central Visayas region attracts visitors from all over the world because of its stunning and diverse attractions, with the Chocolate Hills as its most famous tourist spot. The Chocolate Hills in Bohol is a one-of-a-kind geological formation of grass-covered hills that turn brown during the dry season. Bohol is also known as the home of one of the world's smallest primates, the tarsiers. The province has a rich history and is home to churches dating back to the early years of Spanish colonization. For adventure-lovers, it offers a host of adrenaline-packed activities. The white sand beaches, world-class dive sites and generally laid-back provincial atmosphere of Panglao Island are what give Bohol its unique charm. Bohol is composed of one main island and 75 minor surrounding smaller islands, so it can be quite overwhelming to decide where to start (guidetothephilippines.com, 2020)

Challenges brought by COVID-19. Tourism is entering a great crisis due to the worldwide panic of the Corona Virus. Its duration and scope still unknown, which is leading to the stock market crash continued for a week to all the giants of the sector. The impact of the Covid-19 Corona Virus on world tourism is unquestionable, and the authorities' forecasts are based on previous experiences with similar crises such as that of SARS or H1N1 (traveldailynews, 2020). Before the pandemic, the tourism in the Philippines is booming. In 2015, the Philippines reached over 5 million guests. In 2019, the Department of Tourism celebrated the benchmark number of 8.2 million guests (Philstar.com).

The largest growth rate recorded was at 27.54% in August 2019 while December 2019 recorded the highest volume at 776,798 arrivals (Philstar.com).

Tourism industries contributed 12.7 percent to the Philippine economy in 2018 (PSA, 2019).However, there is 73 percent drop in foreign visitor arrivals for the first seven months of 2020 from the same period last year (Philippine News Authority, 2020). It is evident that the beginning of pandemic has greatly hit the tourism industry the most.

Concerns over health and personal safety are among other factors that tourists often take into consideration when they are choosing their destination. As disasters can affect seriously their well-being and cost lives, these eventually affect tourist travel decision choices (Fotiadis & Huan, 2014).

With international travel bans affecting over 90% of the world population and wide-spread restrictions on public gatherings and community mobility, tourism largely ceased in March 2020 (Scott, 2020).

There was a drastic decline of 56% in arrivals of global tourists in the first five months of 2020 compared to 2019 data for the same period. There were 300 million decreased arrivals of global tourists From January to May 2020 compared to 2019 for the same time (UNWTO, 2021). Asia and the Pacific region were the first to suffer and recorded a steep 60% drop in arrivals from January to May 2020 (UNWTO, 2021).

THE PROBLEM

Statement of the Problem

The main objective of this study was to determine the challenges met by tourism establishment in the municipality of Carmen, Bohol during new normal.

Specifically, the study aimed to determine the following:

1. What is the profile of the tourist establishment owner in terms of:

    1.1. Age;

    1.2. Gender;

    1.3. Civil status; and

    1.4. Length of time running the business?

2. What are the challenges met by establishment's owners in terms of:

    2.1. Number of guests;

    2.2. Establishments facilities;

    2.3. Safety protocol; and

    2.4. Capital and manpower?

3. What recommendations can be proposed based on the findings of the study?

Significance of the Study

The results of the study would be beneficial to the following:

Tourists. This study would be beneficial to the tourists in terms of policies imposed during the new normal. It would give them heads-up about the real status of tourism industry in the municipality of Carmen in this new normal.

LGU. This would give them insights about the things needed to improve for local tourism and create a new ideas, strategies and policies in developing their tourist destination for the goal of sustainability, profitability and to cope with another time of crisis.

Owners. The results of the study would give an awareness and ideas to the owners to design an effective strategy to achieve and support their business even in the time of crisis.

Tourism Students. The results of this study would give additional learning about the tourism industry and the significant actions taken to sustain it despite the pandemic.

Future Researchers. It would serve as basis for future researcher.

RESEARCH METHODOLOGY

Design

This study utilized descriptive method. It employed the use of survey questionnaire as the main research instrument for the study. The data collected was based on the survey questionnaire to be distributed to the respondents. The survey questionnaire was designed in order to accumulate sufficient information pertaining to the object of the study. During the data gathering, the researchers observed the minimum health protocol and ensure the safety of everyone.

Environment and Participants

The study was conducted in the town of Carmen, Bohol particularly in the local government of the municipality of Carmen. The participants were the employees and owner of the different tourist spots and establishments that offer food and accommodation like the Chocolate Hills, Bud Agta, Graham ATV, Soteras ATV, Marbezen Inn, Taytay Hills, and Camp Ridge. This are the establishments operates during the pandemic and some of the establishments are closed and under renovation.
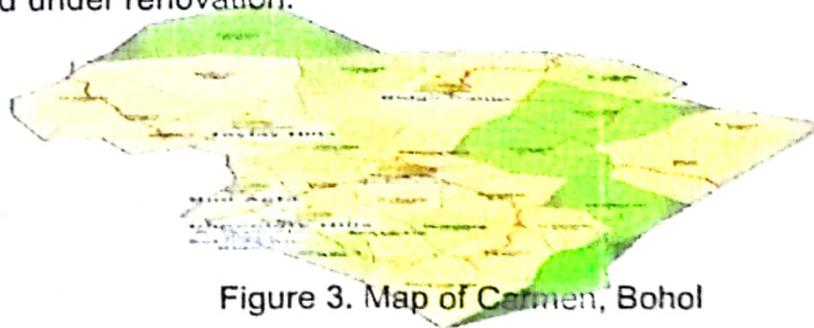
Figure 3. Map of Carmen, Bohol

Instrument

The survey questionnaire served as the main instrument of this study. The researcher-made survey questionnaire employed checklist and 4-point Likert scale in order to measure the responses of the participants. The questionnaires were distributed among respondents. It was divided into two main sections: 1) Demographic Profile of the Respondents, 2) this part contains about the challenges met by the tourism areas in the Municipality of Carmen Bohol, during the new normal and the coping mechanism used by the tourism establishments during the new normal in order to maintain the operation and sustainability of their business with the responses from 4=Strongly Agree (Means for you it is Highly challenging to the challenges met by the tourism areas during new normal); 3=Agree(If it is challenging for you challenges met by the tourism areas during new normal); 2=Disagree (If less challenging for the challenges met by the tourism areas during new normal and 1=Strongly Disagree (If you think its not challenging the challenges met by tourism areas during new normal).

Data Gathering Procedure

The first step prior to the proper testing was a request letter to the Dean of CTAS and the Campus Director. Upon approval, the researchers retrieved the request letter. Next then, the researchers secured permission from the municipality and the barangay involved before starting the collection of data. After the permission was granted, the researchers conducted research on the site.

Before the administering the data, a courtesy letter was given to the respondents asking their permission to participate in the study. The researcher requested the available time of the respondents to avoid distractions of their work. The respondents were given enough time to answer the questions. After data gathering, the researchers collected the questionnaires for tallying of scores and application of the appropriate statistical treatment to be used in the study.

Statistical Treatment

The data gathered were tabulated, interpreted and analyzed in order to establish the norm of occurrence through the simple percentage of computations. Percentage is derived by dividing the frequency of the responses of each item by the number of cases for each category multiplied

by one hundred. The formula is.

$$P(\%) = f/n \times 100$$

Where:

P(%)= Percentage

fn = Frequency

N= Total no.of responses

100= is a constant value

Weighted mean and percentage distribution were used as statistical tools to interpret the data gathered, specifically the challenges met by the tourism establishment using the formula.

$$WMS = \frac{4(f_4) + 3(f_3) + 2(f_2) + 1(f_1)}{n}$$

Where:

WMS = weighted mean score
f_n = summation of frequency of scale value x
n = total no.of respondents

For the instrument to determine the challenges met by the tourism establishments in the Carmen, Bohol during new normal, each indicator corresponding to each statement is assigned the following weights:

Weights	Description	Range
4	Strongly Agree	3.26 - 4.00
3	Agree	2.51 - 3.25
2	Disagree	1.76 - 2.50
1	Strongly Disagree	1.00 - 1.75

DEFINITION OF TERMS

To facilitate the readers understanding of the research some of the following terms were operationally defined.

Challenges. It is something that by nature or character serves as a call to make a special effort, a demand to explain,justify, or difficulty in an undertaking that is stimulating to one engage in it.

Covid 19. Is an infectious disease caused by a newly discovered Coronavirus. 'Co' stands for corona, 'V' for virus, and 'D' for disease.

Establishment. It is a local kind of activity unit providing as a paid service short term or long term accommodation.

New normal. It is a current situation, social custom, etc., that is different from what has been experienced or done before but is expected to become usual or typical.

Pandemic. Is an epidemic occurring worldwide, or over a very wide area, crossing international boundaries and usually affecting a large number of people.

Physical Distancing or social Distancing. It means keeping a safe space between yourself and other people who are not from your household.

Site. It is a place where tourist destination is located.

Tourism. Is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.

Chapter 2

PRESENTATION ANALYSIS AND INTERPRETATION OF DATA

Table 1 presents the demographic profile of the respondents in terms of age, sex, civil status, length of time in running the business and their marketing platform used to market their tourist destination.

Data revealed that out of the 41 respondents, 23 were from the ages 18- 28 years old and had a percentage of 56.1%. A total of 9 respondents were from the ages 29-39 years old and had a percentage of 21.95%. Moreover, 7 respondents were from the ages 40-50 years old and had a percentage of 17.07%. Furthermore, 2 respondents were from the ages 51 years old and above and has a percentage of 4.88%. This indicated that most of the respondents were from the ages 18-28 years old with a frequency of 23 respondents while the least respondents were from the ages 51 years old and above with a frequency of 2 respondents. The results revealed that the most of the respondents were female with a frequency of 30 female respondents and has a percentage of 73.17%. While the least respondents were male with a frequency of 11 male respondents and has a percentage 26.83%. Results revealed that most of the respondents were married with a frequency of 22 respondents and had a percentage of 53.66%. While 19 respondents were single and has a percentage of 19%.

Data showed that 20 respondents spent 0-3 years in running a business and had a percentage of 48.78%, A total of 11 respondents spent 7-9 years in running a

business and had a percentage of 26.83%. Moreover, 7 respondents spent 10 years above in running a business and had a percentage of 17.07%. Furthermore, 3 respondents spent 4-6 years in running a business and had a percentage of 7.32%. This indicated that most of the respondents spent 0-3 years in business with a frequency of 20 respondents and had a percentage of 48.78%. While the least respondents spent 4-6 years in business with a frequency of 3 respondents and had a percentage of 7.32%.

Table 1

Demographic Profile of the Respondents

n=41

CATEGORY	ITEMS	FREQUENCY	PERCENTAGE
AGE	18-28 years old	23	56.1
	29-39 years old	9	21.95
	40-50 years old	7	17.07
	51 years old & above	2	4.88
SEX	Male	11	26.83
	Female	30	73.17
CIVIL STATUS	Single	19	46.34
	Married	22	53.66
LENGTH OF TIME IN RUNNING THE BUSINESS	1-3 years	20	48.78
	4-6 years	3	7.32
	7-9 years	11	26.83
	and 10 years above	7	17.07

Table 2. presents the challenges met by the tourism areas during the new normal in terms of number of guest. It showed that the "decrease the number of tourist visited in the local tourist destination" and "understanding traveler's new needs and preferences" were both rank first and got a mean value of 3.59 and a descriptive interpretation of "Strongly Agree". Followed by "attracting the millennial travelers as they are more fearless and more desiring of unique experiences and taking advantage of the of the crazy low prices offered by the establishment" which is the second in ranking that had mean value of 3.39 and a descriptive interpretation of "Strongly Agree". The third in ranking was the "limitation of the no. of tourist to be catered (maximum of 50%) during the establishment's operation" which got a mean value of 3.30 and had descriptive interpretation of "Strongly Agree". While the last in ranking was "making discounts" with a mean value of 2.98 and described as "Agree". It indicated that the overall mean were 3.37 and was described as Strongly Agree.

Also, in terms of establishments facilities. It showed that the first in ranking was "maintaining aging equipment & facilities" got a mean value of 3.76 and described as "Strongly Agree". The second in rank was "developing/renovating establishments (beautifying the site) during new normal" with a mean value of 3.63 and described as of "Strongly Agree". Next in rank was maintaining of electric facilities" had obtain a mean value of 3.59 and was described as "Strongly Agree". Lastly, "purchasing new equipment & facilities" got a mean value of 3.15 and a descriptive interpretation of Agree.

This indicates that the overall mean were 3.53 and was described as "Strongly Agree".

Another, in terms of strict health protocol. Data showed that the first in rank was "the safety protocol that must be followed during the operation of the business" got a mean value of 3.80 and was interpreted as "Strongly Agree". While the last in rank was "decrease in the operation of leisure activities" obtained a mean value of 3.22 and interpreted as "Agree". It indicated that the overall mean was 3.53 and with a descriptive interpretation of Strongly Agree.

Last, in terms of capital and manpower. It showed that the first in ranking was "some tourism businesses experience losses" with a mean value of 3.54 and had a descriptive interpretation of "Strongly Agree". The second in ranking was the "decrease in revenue/income" got a mean value of 3.39 and described as "Strongly Agree". The third, "the increasing price of the expenses during the new normal" and "decrease in job employment related to tourism" both had a mean value of 3.24 and was interpreted as "Agree". The last in rank was "lowering the wages of employees" obtained a mean value of 2.59 and a described as "Agree". It indicated that the overall mean were 3.20 and was described as "Agree".

Challenges met by tourism establishments owners

n=41

A. Number of Guest	Mean	Descriptive Interpretation	Rank
Decrease the no. of tourist visited in the local tourist destination.	3.59	Strongly Agree	1.5
The limitation of the no. of tourist to be catered (maximum of 50%) during the establishment's operation.	3.30	Strongly Agree	5
Understanding traveler's new needs and preferences.	3.59	Strongly Agree	1.5
Making Discounts.	2.98	Agree	6
Attracting the millennial travelers.	3.39	Strongly Agree	4
Average weighted Mean	3.37	Strongly Agree	
B. Establishments Facilities			**Rank**
Developing/renovating establishments (beautifying the site) during new normal.	3.63	Strongly Agree	2
Maintaining aging equipment & facilities.	3.76	Strongly Agree	1
Purchasing new equipment & facilities.	3.15	Agree	4
Maintenance of Electric Facilities.	3.59	Strongly Agree	3
Average weighted Mean	3.53	Strongly Agree	
C. Safety Protocol			**Rank**
Travel Restrictions.	3.59	Strongly Agree	2
Limiting the operation of tourism establishment.	3.49	Strongly Agree	3
The safety protocol that must be followed during the operation of the business.	3.80	Strongly Agree	1
Decrease in the operation of leisure activities.	3.22	Agree	4
Average weighted Mean	3.53	Strongly Agree	
D. Capital and Manpower			**Rank**
Some tourism businesses experience losses.	3.54	Strongly Agree	1
The increasing price of the expenses during the new normal.	3.24	Agree	3.5
Decrease in Revenue/Income.	3.39	Strongly Agree	2
Lowering the wages of employees.	2.59	Agree	5
Decrease in job employment related to tourism.	3.24	Agree	3.5
Average weighted Mean	3.20	Agree	
Overall Weighted Mean	3.41	Strongly Agree	

INDICATORS:	Range	Description
	3.26-4.00	Highly challenging
	2.51-3.25	Challenging
	1.76-2.50	Less challenging
	1.00-1.75	Not challenging

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with the summary of the study, discussion of the findings that conclusions drawn and recommendations made as an outgrowth of the study based on the gathered data, which were analyzed and interpreted in the preceding chapter.

Summary of Findings

The study was conducted at the Municipality of Carmen Bohol. The main purpose of the study was to find out the challenges met by tourism establishments in the Municipality of Carmen Bohol during the new normal. Specifically this study sought to find out the profile of respondents in terms of age, sex, civil status, length of time in running the business and their marketing strategies. Additionally, the study determine the challenges met by the tourism areas during the new normal in terms of number of guest, establishment facilities, strict health protocol and capital and manpower. The data revealed that most of the respondents were from the ages 18-58 years old with a frequency of 23 respondents while the least respondents were from the ages 51 years old and above with a frequency of 2 respondents. The results reveal that the most of the respondents were female with a frequency of 30. While the least respondents were male with a frequency of 11. Most of the respondents were married with a frequency of 22 while 19 respondents were single. Furthermore, the data showed that most of the respondents spent

0-3 years in business with a frequency of 20 respondents. And the least number of respondents spent 4-6 years in business with a frequency of 3. Data revealed that most of the respondents are using Facebook as their marketing strategy while the least number of respondents were using twitter as their marketing strategy.

Additionally, the findings of the study in determining the challenges met by tourism during the new normal in terms of number of guest showed that the decrease the number of guest visited in the local tourist destination and understanding traveler's new needs and preferences was the strongly agreed that gave the overall mean value of 3.37 and interpreted as Strongly Agree. In terms of establishment facilities, maintaining aging equipment & facilities was the strongly agreed with an overall mean value of 3.53 and interpreted as Strongly Agree. In terms of strict health protocol, the safety protocol that must be followed during the operation of the business was the strongly agree that got a mean value of 3.54 and described as Strongly Agree. In terms of capital and manpower, the tourism areas gave the 3.20 and described as Agree.

Conclusions

Based on the findings of the study, the researchers arrived at the following conclusions:

By all counts, and with proven results, it is no wonder that most of the respondents are 18-28 years old and majority of them were female. This indicates that business women seems to be on the rise. Most of them were married and started a business for almost 0-3 years.

It was also found out that the challenges met by the tourism areas during the new normal in terms of number of guest shows that the decrease the no. of tourist visited in the local tourist destination and understanding traveler's new needs and preferences were the most agreed. In terms of establishment facilities, maintaining aging equipment & facilities were the most agreed. In terms of strict health protocol, the safety protocol that must be followed during the operation of the business were the most agreed. In terms of capital and manpower, some tourism businesses experience losses were the most agree.

Recommendations:

In the light of the findings and conclusions of the study, the researchers proposed the following recommendations:

The tourism of municipality of Carmen may:

1. Invest in machines and equipment that can assist with the tourist establishment in the municipality of Carmen.

2. Improve the business to gain back and increase its revenue.

3. Focus more on guest satisfaction in this time of pandemic.

4. Establish a disinfecting schedule to maintain the safety of the establishment and also the guest's safety.

5. Establish a maximum number of people allowed to visit Carmen's tourist destinations to avoid problem according to heath protocol.

6. Create new activities that can attract tourist.

7. Always stay updates on protocols that IATF had given and to the tourist that came from the other country

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APPENDIX A

COVER LETTERS FOR QUESTIONNAIRE

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Bilar Campus
Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of a world - class and virtuous human resource

For the sustainable development in Bohol and the country.
Mission: BISU is a committed to provide quality higher education in the arts and sciences, as well as
in the professional and technological fields; undertake research and development of Bohol and the country.

CHALLENGES MET BY TOURISM ESTABLISHMENT IN THE MUNICIPALITY OF CARMEN, BOHOL DURING NEW NORMAL

Dear Sir/ Ma'am:

Greetings with love and peace!

The undersigned students of Bohol Island State University (BISU) Bilar Campus with the course of Bachelor of Science in Hospitality Management are conducting an action research entitled, " Challenges Met by Tourism Establishment in the Municipality of Carmen, Bohol during New Normal"
Any information and idea that you will share through this survey questionnaire is a valuable input in achieving the objectives of this research. Rest assured that your answers shall be handled with out-most confidentially.

We sincerely request your cooperation by answering the questionnaires honestly.

Thank you very much.

REGIN C. INSO
ARNOLD B. JASPE
ROXAN D. POLO

Student Researchers

APPENDIX B

LETTERS

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

HON. RICARDO FRANCISCO A. TORIBIO
Municipality Mayor
Carmen, Bohol

Sir:

Greetings!

The undersigned, Bachelor of Science in Hospitality Management 4th year students of Bohol Island State University-Bilar Campus, will be conducting a research study entitled, **"CHALLENGES MET BY TOURISM ESTABLISHMENTS IN THE MUNICIPALITY OF CARMEN, BOHOL DURING NEW NORMAL"** as per requirements to our course.

In this connection, we would like to ask permission to conduct a survey needed for our study. Rest assured that confidentially of the data will be observes during the conduct.

We are hoping for your favorable response and be a part of our educational completion and success. Thank you and God bless.

Respectfully yours,

REGIN C. INSO
ARNOLD B. JASPE
ROXAN D. POLO
Student Researchers

Noted by:

JERVILIZA A. ITEM
Thesis Adviser

Approved by:

RICARDO FRANCISCO A. TORIBIO
Municipal Mayor

APPENDIX C

CHALLENGES MET BY TOURISM ESTABLISHMENT IN THE MUNICIPALITY OF CARMEN BOHOL DURING NEW NORMAL

SURVEY QUESTIONNAIRE

Dear Respondents,

We are requesting for your cooperation to answer our questionnaires for our research. Your participation will greatly help to the success of this study.

Rest assured that all the information that we would gather will be treated with out-most confidentiality and it will be used for academic purpose only.

We are hoping that this request will merit your positive response. Thank you for accepting our concern. May God bless you.

Respectfully yours,

The Researcher's

Part I.

Name:_____

Age: ( ) 18-28   ( ) 40-50

         ( ) 29-39.   ( ) 51-above

Gender: ( ) Male   ( ) Female

Civil Status: ( ) Single   ( ) Annulled

                  ( ) Married   ( ) Widowed

Length of time running the business:

                  ( ) 0-3   ( ) 7-9

                  ( ) 4-6   ( ) 10-above

Part II. Challenges meet by the establishment's owners.

Direction: Listed below are the challenges met by the tourism areas during the new normal. Please check appropriately the following problems as to the level of frequency as stated below.

Legend:

4- Strongly Agree (Highly challenging)	If you strongly agree to the challenges met by the tourism areas during new normal
3- Agree (Challenging)	If you agree to the challenges met by tourism areas during new normal
2 -Disagree (Less challenging)	If you disagree to the challenges met by the tourism areas during new normal
1 -Strongly Disagree (not challenging)	If you strongly disagree to the challenges met by the tourism areas during new normal

ITEMS	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
A.Number of Guests				
1.Decrease the no. of tourist visited in the local tourist destination				
2.The limitation of the no. Of tourist to be catered (maximum of 50%) during the establishment's operation				
3.Understanding traveler's new needs and preferences				
4.Making Discounts				
5.Attracting the millennial travelers as they are more fearless and more desiring of unique experiences and				

taking advantage of the of the crazy low prices offered by the establishment1				
B. Establishment Facilities				
1.Developing/renovating establishments (beautifying the site) during new normal.				
2.Maintaining aging equipment & facilities				
3. Purchasing new equipment & facilities				
4. Maintenance of Electric Facilities				
C. Safety Protocol				
1. Travel Restrictions				
2. Limiting the operation of tourism establishment				
4. The safety protocol that must be followed during the operation of the business				
5. Decrease in the operation of leisure activities				
D. Capital and Manpower				
1.Some tourism businesses experience losses				
2. The increasing price of the expenses during the new normal				
3. Decrease in Revenue/Income				
4. Lowering the wages of employees				
5. Decrease in job employment related to tourism				

APPENDIX D

RAW DATA

Demographic Profile of Respondents

Respondent no.	Age	Gender	Civil Status	Length of time in running the business
1	1	1	1	2
2	1	1	1	1
3	1	2	1	3
4	1	1	1	1
5	1	2	1	1
6	1	2	1	1
7	1	1	1	1
8	2	1	1	1
9	3	2	2	4
10	2	2	2	4
11	3	2	2	3
12	1	2	2	3
13	2	2	2	4
14	1	2	1	1
15	2	1	2	1
16	3	2	2	2
17	1	2	1	1
18	1	2	2	1
19	1	2	1	1
20	1	2	1	1
21	1	2	1	1
22	1	2	1	1
23	4	2	2	1
24	2	2	2	4
25	3	1	2	4
26	1	2	2	3
27	3	2	2	3
28	2	2	2	4
29	3	2	2	4
30	2	2	2	3
31	2	2	2	3
32	3	2	2	2
33	1	2	2	3

34	2	2	2	3
35	4	3	2	1
36	1	3	1	1
37	1	3	1	1
38	1	2	1	1
39	1	2	2	3
40	1	2	1	1
41	1	1	1	3

Legend:

AGE	GENDER	CIVIL STATUS	LENGTH OF TIME IN RUNNING THE BUSINESS
1=18-28 years	1=Male	1=Single	1=0-3 years
2= 29-39 years	2=Female	2=Married	2=4-6 years
3= 40-50 years		3=Widowed	3=7-9 years
4=51 years above		4=Annulled	4=10 years above

CHALLENGES MET BY THE ESTABLISHMENT OWNERS

ITEMS	SA (4)	A (3)	D (2)	SD (1)	MEAN
A. Number of Guest					
1. Decrease the no. of tourist visited in the local tourist destination	24	17	0	0	3.59
2. The limitation of the no. of tourist to be catered (maximum of 50%) during the establishment's operation	17	19	5	0	3.30
3. Understanding traveler's new needs and preferences	24	17	0	0	3.59
4. Making Discounts	7	28	4	2	2.96
5. Attracting the millennials.	21	16	2	2	3.39
B. Establishments Facilities					
1. Developing/renovating establishments (beautifying the site) during new normal.	27	13	1	0	3.63
2. Maintaining aging equipment & facilities	32	8	1	0	3.76
3. Purchasing new equipment & facilities	16	15	10	0	3.15
4. Maintenance of Electric Facilities	24	17	0	0	3.59
C. Strict Health Protocol					
1. Travel Restrictions	26	13	2	O	3.59
2. Limiting the operation of tourism establishment	23	15	3	0	3.49
4. The safety protocol that must be followed during the operation of the business	34	6	1	0	3.80
5. Decrease in the operation of leisure activities	15	20	6	0	3.22
D. Capital and Manpower					
1. Some tourism businesses experience losses	22	19	0	0	3.54
2. The increasing price of the expenses.	18	17	4	2	3.24
3. Decrease in Revenue/Income	22	15	2	2	3.39
4. Lowering the wages of employees	10	9	17	5	2.59
5. Decrease in job employment related to tourism	21	11	7	2	3.24

Legend:

SA=Strongly Agree
A=Agree
D=Disagree
SD=Strongly Disagree

APPENDIX E

PHOTO DOCUMENTATION

RESEARCHER'S BIODATA

NAME : Regin C. Inso

NICK NAME : Ajin

DATE OF BIRTH : November 20, 1999

PLACE OF BIRTH : Guadalupe, Carmen, Bohol

AGE : 21

HOME ADDRESS : Guadalupe, Carmen, Bohol

E-MAIL ADDRESS : regininso2@gmail.com

RELIGION : Roman Catholic

CITIZENSHIP : Filipino

FATHER'S NAME : Gaudencio Inso

MOTHER'S NAME : Fedila Inso

EDUCATIONAL BACKGROUND

ELEMENTARY : Guadalupe Elementary School

SECONDARY St. Anthony's Academy of Carmen Inc.

TERTIARY : Bohol Island State University - Bilar Campus

DEGREE EARNED   : Bachelor of Science in Hospitality

Management

WORKING EXPERIENCE   : Working Immersion

Chocolate Hills Complex

: Summer Job

LGU Carmen

RESEARCHER'S BIODATA

NAME : Arnold B. Jaspe

NICK NAME : Rr

DATE OF BIRTH : January 25, 2000

PLACE OF BIRTH : Villarcayo, Carmen, Bohol

AGE : 22

HOME ADDRESS : Villarcayo, Carmen, Bohol

E-MAIL ADDRESS : arnoldjaspe16@gmail.com

RELIGION : Roman Catholic

CITIZENSHI : Filipino

FATHER'S NAME : Armando Jaspe Sr.

MOTHER'S NAME : Virginia Jaspe

EDUCATIONAL BACKGROUND

ELEMENTARY : Villarcayo Elementary School

SECONDARY : St. Anthony's Academy of Carmen Inc.

TERTIARY : Bohol Island State University- Bilar Campus

DEGREE EARNED : Bachelor of Science in Hospitality Management

WORKING EXPERIENCE : Working Immersion

LGU Carmen

RESEARCHER'S BIODATA

NAME : Roxan D. Polo

NICK NAME : Rox's

DATE OF BIRTH : August 6, 1999

PLACE OF BIRTH : Talibon, Bohol

AGE : 22

HOME ADDRESS : Suba, Talibon, Bohol

E-MAIL ADDRESS : poloroxan@gmail.com

RELIGION : Roman Catholic

CITIZENSHIP : Filipino

FATHER'S NAME : Alejandro C. Polo

MOTHER'S NAME : Elena D. Polo

EDUCATIONAL BACKGROUND

ELEMENTARY : Jao Elementary School

Suba, Talibon, Bohol

SECONDARY : Mayor Catalino Y. Casoyla Memorial

High School

Suba, Talibon, Bohol

TERTIARY
Bilar

: Bohol Island State University-
 Campus

Zamora, Bilar, Bohol

DEGREE EARNED
Hospitality

: Bachelor of Science in
 Management

WORKING EXPERIENCE

: Working Immersion

 Five Brother's Tailoring Shop

: Part-time Job

 Sneaky Snacks Hideout –
 Tagbilaran

Water Gate Inn - Talibon