REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATION IN NEW NORMAL

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

Jieyha G. Jabines

Jeoff Kelmken R. Quiano

Marifel A. Rabina

Wena Mie T. Rabina

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A Thesis

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In Partial Fulfillment

Of the Requirements for the Degree of

Bachelor of Science in Hospitality Management

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Jieyha G. Jabines

Jeoff Kelmken R. Quiano

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Wena Mie T. Rabina

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APPROVAL SHEET

This thesis entitled, **REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATION IN NEW NORMAL** prepared by Jieyha G. Jabines, Jeoff Kelmken R. Quiano, Marifel A. Rabina, Wena Mie T. Rabina in partial fulfillments of the degree of Bachelor of Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.

THE THESIS COMMITTEE
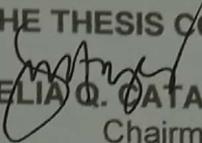
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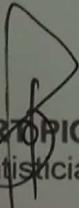
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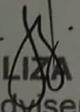
JERVILIZA A. ITEM
Adviser

VAL VINCENT M. LOSARIA
Thesis Expert

Approved by the examining panel during the Oral Examination Conducted on February 2022 with a rating of _1.87_.

EXAMINING PANEL
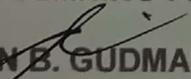
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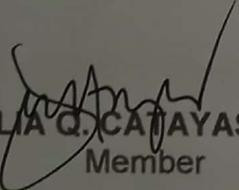
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Member
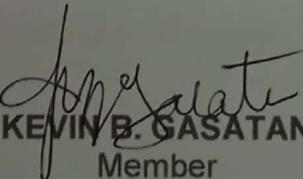
KEVIN B. GASATAN
Member

Accepted and approved in Partial fulfillment of the requirements for the degree of Bachelor of Science in Hospitality Management.

February 2022
Date of Oral Defense

MARIETTA C. MACALOLOT, Ph.D.
Campus Director

iii

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ABSTRACT

This study employed a survey questionnaire as part of a descriptive research strategy. The four tourism areas in Carmen, Bohol, served as the study's focus. Data was acquired using a 5-point Likert Scale Questionnaire from 60 randomly selected tourists who will visit the four tourist attractions. The participants' qualifications were the same whether they were international or local tourists. The primary goal of this research is to assess the reasons influencing tourist decisions in the parameters of environment, tourist behavior, financial, safety and security, and the role of the media during this quarantine period. The research environment was the four tourist areas of Carmen, Bohol namely; Chocolate Hills, Bud-Agta, Taytay Pl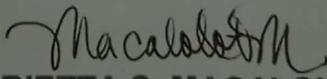ateau, and Ridge Camp. The findings of this study demonstrated that among the five parameters safety and security had the greatest influenced on travel decisions with the weighted mean of 4.24 implying that every tourist always highlights security issue before choosing the destination especially that we are in the midst of pandemic. While, financial got the lowest rate with the weighted mean of 3.57. This study suggests that in order to regain visitor confidence, more safety and security measures be implemented. Local or international tourist are recommended to travel fully vaccinated to ensure the safety of other people mostly on this pandemic.

TABLE OF CONTENTS

Page

CHAPTER

  1 THE PROBLEM AND ITS SCOPE

      INTRODUCTION

      THE PROBLEM

      RESEARCH METHODOLOGY

LIST OF TABLES

LIST OF FIGURES

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

There are a lot of reasons why people travel, but without tourism destination they cannot realize their decision in choosing a destination. A tourism destination can be a specific resort or town, a district in a country, the entire country or even a bigger part of a globe (Holloway, 2009). Because of various types and categories of tourism destinations consumers in tourism process will make their choices according to their needs, desires, income, family and many others factors. In order to understand and recognize these different influences, people in tourism industry need to find out behaviors of consumers which affect their decision making on travelling. The push factors in the travel decision making of tourist depend on the attributes of a destination (Cohen, 2014). Many of the tourist often make images towards multiple tourist destinations based on the information that is available to them. To reduce uncertainty, most of the tourists rely on the experiences of others so that they do not face any problems while making their travel decision (Kotler, Bowen, & Makens, 2013).

The international tourism industry is among the hardest hit by the coronavirus disease. Upon the extreme occurrence of this COVID-19 pandemic, we might find other changes in traveling, time trip planning become change and also in the tourism travel agency which implementing a restriction towards travel

behavior by having a mandatory reservation and testing requirements. Strict protocols shall be observed pertaining to health and sanitation with emphasis on reduces seating capacity, limiting the contact points, social distancing, proper hand washing, use protective gears such as face mask, face shield and Personal Protective Equipment (PPE), body temperature check in multiple locations, disinfecting of facilities, visible posters a reminders and health documents may be required whenever necessary. Some provinces, cities, and countries have travel restrictions, to enter from the other place you'll need to show proof of a negative COVID-19 test or recovery before your flight or need to self-quarantine for 10 days after. It is the responsibility of every passenger to be well-informed about the required travel documents and the most current status in their flight.

Every day a new update comes up on the irrevocable changes that the COVID-19 pandemic will bring to travel and tourism. Many are optimistic and realistic about the shift in mindset that the coronavirus has brought in, like focusing on local travel or sustainable tourism, visiting less coward destinations and exploring hidden gems; overall, it has definitely given us the time to re-think the way we travel or take any decision for that matter.

This study investigated the core factors affecting tourist decision with specific reference to tourism and hospitality industry. However, due to this pandemic situation, so there are some changes in tourist perception. Therefore, the main purpose of this study is to evaluate the reasons affecting tourist decision in new normal in the following parameters; environment, tourist behavior, financial, safety and security role of media and environment during this quarantine period.

Literature Background

This study was anchored to the following laws and theories:

In Section 2.b Republic Act No.1478 otherwise known as "An Act to Create a Board of Travel and Tourist Industry, Defining its Powers, Duties, and Responsibilities, and for other purposes" states that:

"It shall promote the removal of unnecessary barriers to travel and the integration and simplifications of travel regulations and requirements as well as their efficient, fair and courteous enforcement to assure expeditious, pleasant and hospitable reception of all tourists and visitors and utmost satisfaction on their part during their stay in the country and upon their departure".

According to Section 3. a of Republic Act No.9593 known as "Tourism Act of 2009" states that:

"Develop a national tourism action plan and work for its adoption and implementation by national and local governments".

In addition to this, Section 3.o of Republic Act No.9593 states that:

"Maintain international standards of excellence in all tourism facilities and services, and promote the country as a safe and wholesome tourist destination".

From the "Tourism Development Act, 2019" Article 6:

"For the purpose of effectively and proactively developing the tourism industry. To maintain the tourist areas, environmental quality and natural and cultural landscapes specific area of ecological landscape area, too, as the need to import growth management mechanisms that regulate the proper number of tourists, recreation behavior and permit the development of strength, included in the management plan"

In Section 2 of Republic Act No. 11494 also cited as "Bayanihan to Recover As One Act" states that:

> "State of National and Emergency- Presidential Proclamation No. 922, s. 2020, was issued declaring a state of public health emergency throughout the Philippines due to the Coronavirus Disease 2019(COVID-19). Thus, Republic Act No. 11469 or the "Bayanihan to Heal as One Act" was enacted declaring a state of national emergency over the entire country to control the spread of the disease"

The above mentioned laws and theories provide and support reliable sources which gives more relevance of the study. These would leave for the guidance of every tourist to travel. Also, build their desires to choose good and safe destinations.

In accordance to RUM Theory, it developed into an estimate-able model form applications exploded, with much work being focused on developing disaggregate techniques to analyze individual travel behavior. Some of the first applications of RUM to travel demand modeling and planning were in the Pittsburgh (Demand & McFadden, 1973) and San Francisco (McFadden, 1974) regions. Among the many travel decisions analyzed with so-called discrete choice models were trip frequency, destination choice, time-of-day choice, and mode choice. Many generalizations of basic discrete choice models that fall within random utility maximization theory have been proposed (Manski, 1977) and used to analyze travel behavior and to model travel demand.

According to Theory of Planned Behavior (TPB) is one of the ways that many previous studies have used in understanding the thoughts of tourists in traveling. This theory does not pay attention to the influence of past behavior that

might influence intention and behavior. Human behavior is influenced by intention based on three basic factors, namely, attitude toward behavior, subjective norms, and control behavior.

The TPB is one of the most broadly used socio-psychological theories designed to predict human decisions and behaviors. Its applicability and anticipation power for diverse human behaviors have been demonstrated through meta-analyses. Undeniably, the TPB is also a commonly applied theory in the tourism domain to explicate travelers' decision-making processes and behaviors. The important aspect of these types of decision formations and behaviors comprise the tourism destination choices. Thus, the utilization of the TPB is often considered to be efficient in a wide range of destination selection processes and under the framework of the TPB, individuals' intentions/behaviors can be sturdily explained because of its scope, which comprises volitional and non-volitional processes.

In addition, the attitude toward the behavior is undoubtedly a salient determinant of travelers' intentions/decisions. This concept indicates individuals' general assessments regarding whether a particular behavior is either positively or negatively valued. The subjective norm is another critical predictor of travelers' behavioral intentions. The subjective norm refers to an individual's perception of social pressure to or not to perform a particular behavior. The perceived behavioral control is also a crucial determinant of the traveler intention. This non-volitional factor indicates an individual's perception of their capability to or not to be involved in a particular behavior. The positive associations among the attitude, the

subjective norm, the perceived behavioral control, and the behavioral intention have long been tested and demonstrated in the extant studies of tourism and consumer behavior. These studies empirically supported the conceptual justification of the TPB by Ajzen, which the customer's behavioral intention for a specific action develops based on the influence of a positive attitude toward the action, the perceived social pressure, and the perceived ability to carry out the action.

Moreover, several studies have examined the impact of the COVID-19 pandemic on tourism in general studies about to examine general perspectives regarding coronavirus outbreaks towards the future of travel and tourism in the world. Studies the DSGE model as a tool to assess the impact of coronavirus outbreaks on tourism. It can be generalized for each epidemic. There are studies the effect of COVID-19 on economic changes in the tourism industry for affected countries around the world. Also, the studies about the impact of COVID-19 on the Chinese tourism industry. Based on some of these studies, there is no specialized observing Intention to travel future tourists on a tour after the pandemic ends.

Theories	Legal Bases
*Theory of Random Utility Maximization (RUM) Developed into an estimate-able model form applications exploded… ***Theory of planned behavior (TPB)** Is one of the ways that many previous studies have used in understanding the thoughts of tourists in traveling….	• **Republic Act No. 1478** Section 2.B, it shall promote the removal… • **Republic Act No. 9593** Section 3. A & O, Develop a national tourism action plan... • **Tourism Development Act, 2019,** Article 6, For the purpose of effectively... • **Republic Act No. 11494** Known as the Bayanihan to Recover As One Act...

REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATIONS IN NEW NORMAL

PARAMETERS

Environment	Financial	Role of Media
Tourist Behavior	Safety and Security	

PROPOSED ACTION PLAN FOR THE IMPROVEMENT OF LOCAL TOURIST DESTINATIONS IN CARMEN

Figure 1. Theoretical and Conceptual Framework

During pandemics, different countries have adopted different degrees of restrictions to prevent and control the spread of the virus. Such restrictions could largely affect peoples' lifestyles, social interactions, and economic conditions. In particular, the travel and outdoor activities of humans could be significantly affected (de Haas et al., 2020, Mogaji, 2020). On the other hand, fear of infection and perceived risk could also affect travel behaviors and mode choices.

A review of previous studies suggested that air transport could accelerate and amplify the propagation of respiratory viruses, e.g., influenza, MERS, SARS, coronavirus, (Browne et al., 2016). Sirkeci and Yucesahin (2020) indicated that the total numbers of the migrant and immigrant populations of Chinese origin are important indices for predicting the spread of the COVID-19 worldwide. However, as explained by Epstein et al. (2007), only international travel restrictions would not control a disease outbreak, but this could delay the spread or flatten the curve. Kraemer et al. (2020) also stated that when the outbreak is spread widely, travel restrictions are less effective. In addition, mobility restrictions might not be effective when the overall epidemic size is considered, and therefore, high- and low-risk communities should be identified (Espinoza et al., 2020).

However, several previous studies (Fenichel et al., 2013, Sharangpani et al., 2011) have highlighted that individuals tend to cancel or delay international trips or flights to avoid infection during pandemics. Such self-protective behaviors depend mainly on demographic characteristics (mainly, age and race) and perceived risk of infection. In particular, several studies explained that older travelers were willing to delay their travels compared to young travelers (18–35

years old) during the outbreak of H1N1 (Leggat et al., 2010, Sharangpani et al., 2011).

According to the study of Shaikh et.al (2020) the role of media, safety and security have significant impact on travel decision making. Particularly negative media coverage also has significant importance on travel decision making of tourist. Also, the study found that risk perception was supposed more than the actual risk because travel decision to a new place is always risker somehow.

In addition, as has been found in previous study of Cahyanto et al. (2016) conducted an online survey to study the factors influencing the avoidance of domestic travels by Americans due to the confirmed Ebola virus cases. They concluded that perceived vulnerability, perceived risk, subjective knowledge, and self-efficacy affect the avoidance of domestic travel significantly. Demographic characteristics, such as age and gender, were also found to have a significant relationship with travel avoidance. Kim et al. (2017) examined the differences in travel behavior in Seoul, South Korea before and after the MERS outbreak using smart card data associated with transit use.

A recent study of Kwok et al., (2020) which is conducted in Hong Kong during the early phase of COVID-19 reported that 40% of the online survey respondents answered that they would avoid public transportation. Another recent study conducted in Budapest, Hungary reported that the demand for public transport decreased by approximately 80% while the car usage increased from 43% to 65% (Bucsky, 2020). A study conducted in Turkey concluded that one of the

most adopted preventive behaviors during COVID-19 was the avoidance of public transportation (Yıldırım et al., 2020). Therefore, most of the tourist choose to use their own transportation to travel rather than in public transportation this time of pandemic in order to avoid physical contact to other people. Tourist behavior also affect the tourist's perception in regards to their mode of travel.

Bekk, Sporrle, and Krtuse (2015) follow this idea and propose a theoretical model for examining tour-its behavior that recognizes the interplay between destination and tourist characteristics as an influencing factor of tourist behavior. In cases where the perceived situation is not acceptable or desirable for the tourist, tourists will modify their travel plans (Mansfeld 2006) depending on the stage of their travel decision. Before a final choice is made, tourists may decide to travel to a different destination and find a substitute for an alternate destination (Decrop 2010). After the final choice is made, tourists may then choose to travel to the same destination but, at another time, alter their travel plans by shifting from traveling individually to booking a package tour, or from traveling alone to traveling in groups (Adam, 2015).

Furthermore, sustainable tourism development in modern society has prompted arise in the number of initiatives of promoting friendly environment have been put into place. Previous tourism trends show that environmental factors have been primary in tourism decision on possible destination areas. Tourist weigh in various environmental features such as landscape, local resources and wild life, which can promote maximum nature fulfillment before making their decision on possible destination.

According to Nicolau and Mas study, they proposed that income levels also moderate effect of prices when choosing destination. This interaction effect between prices of destination and consumer income in the choice of type of tourist' products is argued as follows; in general, literature holds that demand for tourism products is that of an ordinary good, in such a way that price increments diminish consumption (Smith, 1995; Lanquar, 2001., Serra, 2002), meaning that price is considered as a factor which reduces the utility of a destination.

In addition, Nicolau and Mas assume that the impact of price of destination depends on the income of consumers; in other words, they proposed the interaction between costumer income and price of destination in order to explain the choice of tourist' destination. Basically, the economic theory consider that an individual optimizes the purchase division according to product price and available budge (Rugg, 1973., Marley, 1992). In this way, prices have different influences among individuals with different income levels. Thus, they can expect high income individual to go to more expensive destination, which assumes that the negative effect of prices is lower for these people. Conversely, the negative price effect is greater for lower income individual they can expect them to go lower price destination.

Anyhow, safety and security are vital to providing quality in tourism and should be an overriding objective of tourism destination. According to Holloway the issue of safety and security is also important to the image of tourist' destination and for visitor's satisfaction. According to WTO, safety and security are vital to

ensure quality in tourism and should be one of the utmost importance objectives of tourism destinations (UNWTO).

Pearce (1988) suggested that concern with personal security is a major factor in the decision-making process through which individuals make their travel choices. The security and safety of tourist' is the most important factor in any table tourism industry. A tourist undertakes a tour to recharged his or her energy, entry eternal peace tranquility and for a go on adventure in a safe and security environment. According to the study "strategies for safety and security in tourism" of Leong Choon Chang 2001, says the safety and security management should be maintained in high level. The local government and the police force should collaborate to facilitate and promote cooperation in providing safe and security measures among the tourist'.

Moreover, according to recent study of (Mohsin Javed et al., 2020), in light of the extensive social media usage in the tourism industry, social media helps tourist to plan their travel and even eventually in some way influences the behavior and decision making of tourist. Research conducted by Gupta (2019) indicates an important role of social media in meeting informational needs in the purchasing decision-making process. The author confirms that while there are negative aspects of SM, the benefits outweigh the drawbacks.

Likewise, presented by Matikti, Mayevere and M.Kruyer (2019), the results of the study show that Facebook, YouTube, Instagram, and Trip Advisor are the most frequently used sites by tourist' in the travel planning process. The

importance of Facebook and Trip Advisor is emphasized in the research by Jadhav et.al (2018).

Furthermore studies, many tourists seem to travel just for the experience and enjoyment of shopping (Timothy & Butler, 1995). Some speculate that the propensity of tourists as victims comes from the simple fact that tourists spend more time outdoors, sightseeing, dining, and shopping (Brunt et al., 2000). Additionally, many times tourist involve themselves in risky behavior (Lauderdale et al., 2011).

These following authors, Descrop and Snelders (2005), Fesenmaier and JiannMin (2000), Jengand Fesenmaier (2002), and Woodside and Dubelaar (2002) have all modeled the holiday and vacation decision-making process from multidimensional perspective. Hyde (2008) studies a travel vacation decision-making structural model, confirming that the travel decision-making process included 3 distinct act information searching, vacation planning, and vacation reservation. Lin (2004) studies the influencing factors affecting the flow of foreign tourist between Australia and Korea, including income, relative prices, exchange rate, and season changes. She also studied the government intervention factors affecting the development of the domestic economy and specifically considered many bi-direction influencing factors.

Additionally, Bai et al., (2008) indicates the basis of cognitive map that the income, price, and attitudes towards tourism and leisure times were the critical factors affecting the tourists travel decision-making process, destination, attraction,

and destination restrictions of space and times were important factors, outbound tourism policies and personal responsibility were less important factors, social development of the tourism destination, tourism facilities , and tourism products and services promotion were general factors Many scholars have tried to construct travel decision-making models.

Bian (2002) constructed the MICE tourist decision making models to show the main factors affecting the process. However, Shen (2005) constructed tourist decision making models in choosing tourism destination and the tourism purchasing process to describe the decisive factors in tourism purchasing behaviors.

Otherwise, Ma (2008) use model to analyze the factors affecting travel behaviors of tourism in China from America and Japan, including price, time, facilities, transportation, hospitality, immigration, and export procedures, and weather and cli mate of the destination. Jiao (2006) use his model to analyze preference and perceived risk of tourists.

THE PROBLEM

Statement of the Problem

The main purpose of this study was to evaluate the different reasons that affect tourist decision in visiting tourist destinations in new normal.

Specifically, the study aimed to determine the following:

1. What is the profile of the respondents in terms of:

    1.1 age;

    1.2 gender;

    1.3 civil status;

    1.4 educational attainment;

    1.5 occupation and

    1.6 monthly income?

2. What are the reasons that affect tourist decision in visiting tourist destinations in the following parameters:

    2.1 environment;

    2.2 tourist behavior;

    2.3 financial;

    2.4 safety and security; and

    2.5 role of media?

3. What action plan may be proposed?

Significance of the Study

The results of the study would be beneficial to the following entities who are interested to know the reasons effecting tourist decision during this COVID-19 pandemic.

Tourists. This would be beneficial to the tourist to speak out their fears and upon knowing, this would cater some solutions that is surely beneficial to them.

Students. This study would help them to figure out the reasons of tourist decision. It would also provide the students with some knowledge and help them to learn more.

Teachers. The results of the study is also a big help to teachers especially the BSHM Teachers, this would give them insights about the common reasons affecting tourist decision.

School. This study would be beneficial to the school especially to the BSHM students it could give them an idea to know what are some reasons that affects tourist decision in this new normal.

LGU Administrators. The results of the study would serve as basis for the LGU administrators in providing an assembly to discuss the reasons of tourist decision for the enhancement in promoting their local tourism.

Entrepreneurs. This study would give them insights about the tourist interest in terms of the tourist behavior in making a decision. This would help to

the entrepreneurship whose target customer would be tourist to start their new venture in tourism.

Future Researchers. The findings of this study would serve as a reference material and a guide for the future who wish to conduct the same study.

RESEARCH METHODOLOGY

Design

The study utilized the descriptive research design determining the different reasons which affect tourist decision in visiting a certain destination especially at this new normal. The research employed self-made survey questionnaire as an instrument in gathering data to answer the problem stated.

Environment

The locale of this study was the four (4) tourist areas of the town of Carmen, Bohol. The tourist destinations composed of Chocolate Hills which is located at Buenos Aires, Bud Agta Panoramic View located at Tamboan, Taytay Plateau located at Nueva Fuerza, and Carmen Ridge Camp located at Villafuerte, Carmen. These are well-known attractions of Carmen, and even in other places in Bohol and outside the province. Also, a newly-opened attractions with different style in catering tourist and strictly executed the proper implementation health safety protocols during this pandemic.

Figure 2. Map of Carmen, Bohol

Respondents

The research respondents of this study were the selected tourists who visited the aforementioned tourist attractions. There were fifteen (15) respondents of Chocolate Hills, fifteen (15) respondents of Bud-Agta, fifteen (15) respondents of Taytay Plateau, and fifteen (15) respondents of Ridge Camp in Carmen. Sixty (60) respondents were chosen in a convenience sampling method. Furthermore, respondents were either international or local tourists for as long as willing to participate the study.

Instrument

The instrument was subjected to pilot testing to evaluate reliability of it. It was pre-conducted to a group of participants and analyzed. After it's validation of results, if the results was reliable and understandable manner, then it would be conducted for its purpose.

The questionnaire provided information about local/international tourists regarding several preferences. The first part of the questionnaire with closed questions concerned demographic characteristics determined the age, gender, civil status, educational attainment, occupation and income of the respondents. The second part of the questionnaire with the Likert Scale was related to destination preference questions and concerned the importance of each indicated reasons affecting tourist decision with the following rating: (5) Strongly Agree, (4) Agree, (3) Undecided. (2) Disagree, (1) Strongly Disagree.

Procedures

The researchers sent a letter of permission to the administration, through the dean of College of Technology and Allied Sciences and Campus Director to conduct a study outside the school. Asking permission to the random tourists to do a survey and distribute questionnaires in the identified area within Carmen, Bohol.

The researchers had distributed the questionnaires to the respondents by observing and following health protocols. The researchers used protective gears such as facemask & face shield, observe social distancing and spraying hand sanitizer. Each respondent was given an ample time to answer the questions earnestly and truthfully. The consummate questionnaires were collected on the day researchers conduct the study. The responses were tally for the purpose of analysis and interpretation of data.

Statistical Treatment

To determine the data gathered from the 1st set of the questionnaire, the profile of the respondents and the frequency of their answers on the listed items in the questionnaire, percentage will be used. It is derived by dividing the frequency of responses by the number of cases and then multiplying the dividend by 100.

The formula is:

$$P = f/nx100$$

Where:

P - Percentage
f - Frequency of responses
n - number of cases
100 - Constant multiplier or total percentage

For the set 2 computation, the researchers used the weighted mean score

to gauge the average value of responses to items in the questionnaire. The formula

is:

Formula:

$$WMS = \frac{5(f_5)+4(f_4)+3(f_3)+2(f_2)+1(f_1)}{n}$$

Where:

WMS = Weighted mean score
n = number of cases
f_5 = frequency of response for strongly agree
f_4 = frequency of response for agree
f_3 = frequency of response for undecided
f_2 = frequency of response for disagree
f_1 = frequency of response for strongly disagree

OPERATIONAL DEFINITION OF TERMS

The following terms were operationally defined:

Global pandemic. A status means that the disease is widespread throughout the world, the entire world population wherever their country can potentially be infected. Pandemic occurred worldwide, or over a very wide area, crossing international boundaries and usually affecting a large number of people.

New Normal. Is a state to which an economy, society, etc. settle's following a crisis, when this differs from the situation that prevailed prior to the start of the crisis.

Tourism. Is the activities of people traveling to and staying in places outside their usual environment for leisure, business of other purposes for not more than one consecutive year.

Tourism Industry. Relates to the industry centered on tourism, which is the specific act of traveling to a different location, either for business or pleasure.

Tourist Behavior. Is the consumption of both every day and unusual products and services outside of the environment of everyday life.

Tourist Decision. Is the decision making process of tourist in choosing destination? Tourist may decide and modify their travel plans depending on the stage of their travel decision.

Tourist Destination. Is the place where the tourist visit and travel.

Tourist Intention. Which motivate a tourist to travel and discover and relax for some recreational activities.

Travel Industry. Is concerned with providing services related to travel from one location to another. This includes services that are directly related to the travel itself, such as transportation, but also includes services related to catering for traveler's needs and wants.

World Travel and Tourism Council (WTTC). Is a forum for the travel and tourism industry. It is made up of members from the global business community and works with government to raise awareness about the travel and tourism industry.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the finding of study, as well as the analysis and interpretation of the results out from the data gathered from the 60 respondents during the survey which composed 15 tourist participants for each 4 tourism destination. It includes the tables that reflect the profile of the respondents and the reasons affects tourist decision in visiting tourist destination during this new normal in terms of environment, tourist behavior, financial, safety and security and role of media.

Table 1 shows the results of the respondents profile in terms of: age, gender, civil status, educational attainment, occupation and monthly income of randomly selected tourists. The data revealed that 50% of respondents were belong to 15-25 years old, with highest percentage while the age range of 45-55 years old and above got the lowest rating of 4%. As to gender, 57% were female over 43% were male. In terms of civil status, it found out 68% were single, 2% were widowed. For educational attainment, college degree got the highest rating of 63% and the lowest rating of 33% obtained master degree and post-graduate degree. As to occupation, unemployed participants got the highest rating of 28%, while private employee got the lowest rating of 20%. And for the monthly income, 23% of the participants had an income of 14k and above with the highest rating. Meanwhile, participants with an income of 10k-14k got the lowest rating of 13%.

Table 1

Demographic Profiling of the Tourists

n=60

Age Range	(f)	%	Rank
15-25 yrs. Old	30	50	1
25-35 yrs. Old	15	25	2
35-45 yrs. Old	12	20	3
45-55 yrs. old and above	3	5	4
Gender			
Female	34	57	1
Male	26	43	2
Civil Status			
Single	41	68	1
Separated	7	12	3
Widowed	1	2	4
Divorced	0	0	5
Married	10	17	2
Educational Attainment			
Primary Education	0	0	5
Secondary Education	18	30	2
College Degree	38	63	1
Master Degree	2	33	3.5
Post-Graduate Degree	2	33	3.5
Occupation			
Private Employee	12	20	4
Unemployed	17	28	1
Employed	14	23	2
Retired Employee	0	0	7
Entrepreneur	2	3	5
Government	14	23	3
Self-employed	1	1	6
Monthly Income			
6K and below	11	18	2.5
6-10K	11	18	2.5
10-14K	8	13	4
14K and above	14	23	1

Environment as factor appear in tourism demand in the selection of tourist accommodation. It gives the desire of tourist to relax and recharge during the stay.

Table 2.1 presents the reasons affecting tourist decision in parameters of Environment. Among the 10 items, Item 1 "I want to travel because the place is beautiful and clean", with the weighted mean 4.63 and described as "Strongly Agree", placed in rank 1, while in Item 6 "I choose destinations with friendly, open and hospitable locals" with the weighted mean 4.58 described as "Strongly Disagree" placed a rank 2. And Item 2 "I want to travel if that area allows limited number of people" with the weighted mean 4.38 and described as "Strongly Agree" placed in rank 3, the top 3 highest rate results. Environment as parameters in deciding what destination to visit was rated 4.20 and described as Agree.

Table 2.1

Reasons affecting tourist decision in terms of environment

n=60

Items	WM	Description	Rank
1. I want to travel because the place is beautiful and clean.	4.63	SA	1
I want to travel if that area allows limited number of people.	4.38	SA	3
3. I don't like to travel and roam around if the place is boring and not interesting.	3.86	A	7.5
4. I can't enjoy my trip when the weather is not good.	4.16	A	9
5. I feel disappointed when there's lack of facilities.	3.86	A	7.5
6. I choose destinations with friendly, open and hospitable locals.	4.58	SA	2
7. Local festivals or events.	4.33	SA	4.5
8. Destination's Cultural heritage	4.33	SA	4.5
9. I don't want to visit destination that is difficult to locate.	3.73	A	10
10. I don't like to visit if the place is polluted.	4.18	A	6
Average Weighted Mean	**4.20**	**SA**	

Indicators:

Scale:	Range:	Description:
5	4.21-5.00	STRONGLY AGREE
4	3.41-4.20	AGREE
3	2.61-3.40	UNDECIDED
2	1.81-2.60	DISAGREE
1	1.00-1.80	STRONGLY DISAGREE

Tourist behavior as a reasons maintained a good attitude about travel. Even in the middle of pandemics, travel is still interesting and enjoyable.

Table 2.2 presents the reasons affecting tourist decision in parameters of Tourist Behavior. Item 1 "Taking a tours during pandemic is fun but scary" with the weighted mean of 4.18 and described as "Agree" placed in rank 1. While Item 2 "Going on a tour during pandemic is troublesome" with the weighted mean 3.96 and described as "Agree", placed in rank 2. And Item #4 "Being with group of people is dangerous this time of pandemic" with the weighted mean 3.93 and described as "Agree" placed in rank 3 got the top 3 highest rate results. Tourist behavior as a parameters in deciding what destination to visit was rated 3.62 and described as "Agree".

Table 2. 2.

Reasons affecting tourist decision in terms of tourist behavior

n=60

Items	WM	Description	Rank
1. Taking a tour during pandemic is fun but scary.	4.18	A	1
2. Going on a tour during pandemic is troublesome.	3.96	A	2
3. When my friends plan their tour, I also make plans too.	3.66	A	6
4. Being with group of people is dangerous this time of pandemic.	3.93	A	3
5. I barely have enough time to spend for traveling.	3.83	A	4
6. Despite the pandemic, I still want to go on trips whenever I want.	3.56	A	7
7. I will go immediately to new constructed attractions nearby.	3.46	A	8
8. I prefer traveling alone than with a group of people.	3.11	A	9
9. I feel that my body is not fit to travel and plan tourism activities.	2.71	U	10
10. The rapid spread of the virus makes me don't want to go out.	3.78	A	5
Average Weighted Mean	**3.62**	**A**	

Indicators:

Scale:	Range:	Description:
5	4.21-5.00	STRONGLY AGREE
4	3.41-4.20	AGREE
3	2.61-3.40	UNDECIDED
2	1.81-2.60	DISAGREE
1	1.00-1.80	STRONGLY DISAGREE

Financial plays a big role in tourist's trip selection. It levels moderate effect of prices when choosing destination. Meaning price was considered as a factor which reduces the utility of a destination.

Table 2.3 presents the reasons affecting tourist decision in parameters of Financial. Item 10 "Because of the pandemic I know how to budget my money rightly" with the weighted mean 4.06 and described as "Agree" placed in rank 1. While Item 6 "Reasonable practice for attractions and activities" with the weighted mean 4.0 and described as "Agree", placed in rank 2. And Item 7 "Cost of transportation" with the weighted mean 3.93 and described as "Agree", placed in rank 3. Financial as parameters had a moderate impact of the tourist where it concerned when visiting destination rated 3.57 and interpreted as "Agree"

Table 2.3

Reasons affecting tourist decision in terms of financial

n=60.

Items	WM	Description	Rank
1. I usually have money to go on tours.	3.51	A	6.5
2. I don't mind the cost whenever I go on travel.	3.38	A	9
3. I don't want to travel because I don't have money.	3.51	A	6.5
3. The place is too expensive and I cannot afford it.	3.53	A	5
5. Money for traveling is not important for me right now.	3.45	A	8
6. Reasonable price for attractions and activities.	4.00	A	2
7. Cost of transportation.	3.93	A	3
8. I prefer paying much more to have better traveling experience.	3.63	A	4
9. Travel is just a waste of money.	2.73	U	10
10. Because of the pandemic I know how to budget my money rightly.	4.06	A	1
Average Weighted Mean	3.57	A	

Indicators:

Scale:	Range:	Description:
5	4.21-5.00	STRONGLY AGREE
4	3.41-4.20	AGREE
3	2.61-3.40	UNDECIDED
2	1.81-2.60	DISAGREE
1	1.00-1.80	STRONGLY DISAGREE

Safety and security as factors had significant impact on travel decision making. It ensures the satisfaction of both tourist and local tourism destination.

Table 2.4 presents the reasons affecting the tourist decision in parameters of Safety and Security. Item 1 "I'd like to travel when the location and nearby facilities are safe and good" with the weighted mean 4.56 and described as "Strongly Agree", placed in rank 1. While item 2 "I feel comfortable traveling because of the safety (e.g.) facemask, face shield, alcohol, thermal" with the weighted mean 4.51 and described as "Strongly Agree", placed in rank 2. Item 7 "Safety and Security area of the destination" and item #8 "Quality of food and accommodation" with the same weighted mean results 4.46 and described as "Strongly Agree", and placed in rank 3.

Table 2.4

Reasons affecting tourist decision in terms of safety and security

n=60.

Items	WM	Description	Rank
1. I'd like to travel when the location and nearby facilities are safe and good.	4.56	SA	1
2. I feel comfortable traveling because the safety equipment (e.g. facemask, face shield, alcohol, thermal scanner, etc.) are strictly required.	4.51	SA	2
3. I'm in hesitant deciding to go on trip knowing that the spread of the virus has increased.	3.88	A	8
4. I am afraid to travel without using my own transportation due to this pandemic.	3.85	A	9
5. Self-security encourage me to travel safety.	4.30	SA	6
6. I feel safe to travel this time because I am now fully vaccinated.	4.25	SA	7
7. Safe and secure area of the destination.	4.46	SA	3.5
8. Quality of food and accommodation.	4.46	SA	3.5
9. Good facilities for attraction activities.	4.40	SA	5
10. I feel not secured to stay all night and talk to local/international people.	3.75	A	10
Average Weighted Mean	4.24	SA	

Indicators:

Scale:	Range:	Description:
5	4.21-5.00	STRONGLY AGREE
4	3.41-4.20	AGREE
3	2.61-3.40	UNDECIDED
2	1.81-2.60	DISAGREE
1	1.00-1.80	STRONGLY DISAGREE

Role of media as factors plays a key role in conveying the bad and good aspects of tourist attractions.

Table 2.5 presents the reasons affecting tourist decision in parameters of Role of Media. Item 7 "I love visiting social media to see new places of interest", placed the top 1 highest rating of 4.41 weighted mean and described as "Strongly Agree". Item 2 "Social media promotions excites me to travel" got the top 2 highest rating with the weighted mean of 4.40 and described as "Strongly Agree". And Item 1 "I usually got interested about local tourist attraction and the related information about them through social media", placed in rank 3 with the highest reasons of 4.38 weighted mean and described as "Strongly Agree".

Table 2.5

Reasons affecting tourist decision in terms of role of media

n=60

Items	WM	Description	Rank
1. I usually get interested about local tourist attractions and the related information about them through social media.	4.38	SA	3
2. Social media promotions excites me to travel.	4.40	SA	2
3. I'm not totally convinced about the information given by the social media.	3.36	A	8
4. It makes me bored looking for any tourist destinations online.	2.96	U	9
5. I am capable of searching for a tourist destinations over internet.	3.96	A	5
6. Social media is typically helpful for newcomers to a destination search.	4.33	SA	4
7. I love visiting social media to see new places of interest.	4.41	SA	1
8. I prefer going not all in social media sites are reliable.	3.75	A	6
9. I don't have any gadgets used to search for tourist destinations.	2.81	U	10
10. I prefer going directly to a tourist spot myself and discover per adventure than looking for any feedback or reviews on the social media.	3.70	A	7
Average Weighted Mean	**3.81**	**A**	

Indicators:

Scale:	Range:	Description:
5	4.21-5.00	STRONGLY AGREE
4	3.41-4.20	AGREE
3	2.61-3.40	UNDECIDED
2	1.81-2.60	DISAGREE
1	1.00-1.80	STRONGLY DISAGREE

The summary table revealed that among the five (5) parameters, Safety and security had a highest rating with the weighted mean of 4.24 and described as "Strongly Agree". This means majority of tourist make their own decision whether or not to travel during the pandemic and must first ensure their own good and safety. The security of the area as well.

Parameters	Average Weighted Mean	Description	Rank
Environment	4.20	SA	2
Tourist Behavior	3.62	A	4
Financial	3.57	A	5
Safety and Security	4.24	SA	1
Role of Media	3.81	A	3

Indicators:

Scale:	Range:	Description:
5	4.21-5.00	STRONGLY AGREE
4	3.41-4.20	AGREE
3	2.61-3.40	UNDECIDED
2	1.81-2.60	DISAGREE
1	1.00-1.80	STRONGLY DISAGREE

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the summary, findings, conclusions and recommendations based on the results and interpretation of data.

Summary of Findings

The major goal of this research was to figure out what reasons that affect tourist decisions in visiting tourist destinations. This study aimed to determine the demographic profile of respondents in terms of; age, gender, civil status, educational attainment, occupation, and monthly income, as well as reasons that can influence tourist decisions in visiting tourist destinations in this new normal with the following parameters; Environment, Tourist Behavior, Financial, Safety and Security, and Role of Media.

The data revealed that majority of the respondents belongs to fifteen to participants were single and maximum of them were in college degree. As to occupation, majority of the respondents were unemployed. Generally, the participants had an income of 14k and above as to their monthly income.

The data gathered were analyzed using the cross-tabulation of Microsoft excel. And it was resolved using frequency and percentage.

The environment of the study was the four tourist areas in Carmen, Bohol. Namely: Chocolate Hills, Bud Agta, Taytay Plateau, and Carmen Ridge Camp. And the respondents were the convenience selected tourist who will be visited at

the said tourist attractions. There were fifteen participants of Chocolate Hills, fifteen participants of Bud Agta, fifteen participants of Taytay Plateau, and also fifteen participants of Carmen Ridge Camp. Sixty respondents were chosen in a convenience sampling method. Furthermore, respondents were either International or Local tourists. The data gathered and analyzed using the cross-tabulation of Microsoft excel. And it was resolved through the weighted mean score and 5-point Likert Scale interpreted as strongly agree, agree, undecided, disagree, and strongly disagree.

Conclusions

A tourist's decision making process is a complex influenced by different reasons of the five parameters. It helps identify what services and attractions were consumed of the tourist. Mostly, the five existing parameters; environment, tourist behavior, financial, safety and security, and role of media were realized.

Summarily, the reasons of tourist destination in visiting tourist destinations was determined and it was observed that the local tourist destination aims to offer tourism enhancement for the beauty and recreational experiences. However, the demand for the local tourism is still developing. The local tourist destination raised the level of service, reasonable and consumable price, good and safety of the tourism area.

The results reveals that among the five existing parameters, safety and security had a highest rating impacting the tourist decision. Therefore, majority tourists always highlights security issue and ensure first the safety in choosing

destination. Particularly, the other four parameters also had significance importance of tourists in making decision to travel.

Recommendations

Based on the findings, the following recommendation are offered:

1. Tourism destinations should enhance more the beauty of the environment and maintain the cleanliness.

2. Local/international tourist are recommended to travel fully vaccinated to ensure the safety of other people mostly on this pandemic.

3. Considering/applying pricing strategies that is reasonable and good for tourist by the tourism area.

4. Increase security measures to recover the tourist confidence.

5. Media should be restricted to air content which is highly affecting the image of the destinations.

Action Plan

PROPOSED PLAN FOR THE DEVELOPMENT OF LOCAL TOURIST DESTINATIONS IN CARMEN

Rationale

People travel for a variety of reasons but without tourism destination, they will be unable to carry out their plans. The tourist industry is one of the most affected by coronavirus disease and we may see further changes in travel as a result of the extreme prevalence of the COVID-19 pandemic. As a result of this tipping point, there have been some modifications in tourist perception.

In this connection the researchers found great interest to find out the reasons affecting tourist decision with specific reference to tourism and hospitality industry. However, due to this pandemic situation, so there are some changes in tourist perception. Thus after a careful analysis and interpretation offstage the researchers had found out that the five parameters such as environment, tourist behavior, financial, safety and security and role of media are all interpreted as "Strongly Agree" and "Agree". Hence the researchers believe that the tourist is a key element which shows the status of tourism attractions of different destinations. So the researchers present this proposal.

General Objective

The researchers general objectives is to come up with a development plan that offers program that will upgrade and maintain the status between tourist and tourist destination.

Specific Objectives

At the end of the implementations of the proposed development plan the LGU/ management staff and the tourist are expected to upgrade the safety and security measures of the environment, social media promotions, attractions development, and pricing strategies.

Mechanism of Implementation

The researchers will provide a copy of the proposed development plan to the managers of the different tourist spot and to the LGU staff of the Carmen municipality for comments and suggestions for improvements. They will recommend for the immediate implementation of the proposal. After which the manager and LGU staff will lead in implementing the programs and monitor where're the proposed action plan is achieve and has an effect.

Schedule of Implementation

The proposal's Implementation will take effect as soon as possible after the submission.

Persons Involved

To back up the carrying out of the proposed plan for upgrading the status of Carmen tourist attractions or establishments this must be introduced to the attractions manager and LGU staff of Carmen municipality.

Evaluative Measures

Monitoring the effects of the proposed plan it must be done annually with managers and LGU staff of Carmen.

Republic of the Philippines
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Zamora Bilar Campus

REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATIONS IN NEW NORMAL

PROPOSED ACTION PLAN

Area of Concern	Objectives	Activities/Strategies	Persons Involved	Time Frame	Proposed Budget	Output
The figures of the environment. Maintaining the appeal of the tourist area.	To make the tourist stay relax and recharged.	Maintain cleanliness.	Management staff	This will happen every day.	None	The environment are clean and comfy.
	To attract more tourist.	Upgrade the attractions.		This will happen every two years.	P15,000	Visually appealing.
Local/international tourist should travel fully vaccinated.	To ensure the safety of the other tourist.	Vaccination	Health Workers Tourist	This will happen 1st and 2nd dose vaccination.	None	Safety
Pricing strategies	To give the guest an option what type of service offered according to their kind of vacation.	Accepting any type of vacation	Management Staff Marketing	Every year	None	Price centred
Security of the area.	To recover tourist confidence.	Upgrade the security measures.	Management/ Municipal Staff	Every year.	None	Convenience and Secure
Social media promotions	To convinced tourist about the information given by the social media.	Advertising	Lecture	This will happen every year.	None	This would entice the tourist to visit.

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APPENDIX A

Republic Act of the Philippines

BOHOL ISLAND STATE UNIVERSITY

Zamora, Bilar, Bohol

DEPARTMENT OF HOSPITALITY MANAGEMENT AND INDUSTRIAL TECHNOLOGY

SURVEY QUESTIONNAIRE ON THE

"REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATION IN NEW NORMAL"

Dear Respondents,

This survey was made to analyze factors affect the decisions of tourist within the local place. Your opinions about how new normal affects your decisions in traveling destination are very important. The purpose if this survey is to define the reasons that affect tourist decision. The results of this survey will be used for academic purposes and information that you provide will be kept completely confidential.

Your view point is very important to us. Thank you for participating in this study.

The Researchers,

REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATION IN NEW NORMAL

INSTRUCTIONS: Please answer the following questions according to the instructions given. Your sincere and honest response is highly appreciated. Thank you very much. Please fill up or check (/) your responses.

Demographic Profile:

Age:
☐ 15-25 yrs. old   ☐ 25-35 yrs. old
☐ 35-45 yrs. old   ☐ 45-55 yrs. old and above

Gender:
☐ Male   ☐ Female

Civil Status:
☐ Single   ☐ Married
☐ Separated   ☐ Widowed   ☐ Divorced

Educational Attainment:
☐ Primary Education   ☐ Master Degree
☐ Secondary Education   ☐ Post-Graduate Degree
☐ College Degree

Occupation:
☐ Private Employee   ☐ Entrepreneur
☐ Unemployed   ☐ Government
☐ Employed   ☐ Self-employed
☐ Retired Employee

Monthly Income:

☐ ₱6,000 and below   ☐ ₱6,000-₱10,000

☐ ₱10,000-₱14,000   ☐ ₱14,000 and above

II. INSTRUCTIONS: Please rate the following statements honestly. Indicate a check as your best answer with the corresponding legend below.

LEGEND:
5 - **Strongly Agree** (the statement best describes/express your desires and decisions)
4 - **Agree** (the statement describes/express your desires and decisions)
3 - **Undecided** (you have no stand/comment on the statement)
2 - **Disagree** (the statement does not describe/express your desires and decisions)
1 - **Strongly Disagree** (the Statement does not really describe/express your desires and decisions)

REASONS	Strongly Agree (5)	Agree (4)	Undecided (3)	Disagree (2)	Strongly Disagree (1)
Environment					
I want to travel because the place is beautiful and clean.					
I want to travel if that area allows limited number of people.					
I don't like to travel and roam around if the place is boring and not interesting.					
I can't enjoy my trip when the weather is not good.					
I feel disappointed when there's lack of facilities.					
I choose destinations with friendly, open and hospitable locals.					
Local festivals or events.					
Destination's Cultural heritage.					
I don't want to visit destination that is difficult to locate.					
I don't like to visit if the place is polluted.					

Tourist Behaviour					
Taking a tour during pandemic is fun but scary.					
Going on a tour during pandemic is troublesome.					
When my friends plan their tour, I also make plans too.					
Being with group of people is dangerous this time of pandemic.					
I barely have enough time to spend for traveling.					
Despite the pandemic, I still want to go on trips whenever I want.					
I will go immediately to new constructed attractions nearby					
I prefer traveling alone than with a group of people.					
I feel that my body is not fit to travel and plan tourism activities.					
The rapid spread of the virus makes me don't want to go out.					

Financial					
I usually have money to go on tours.					
I don't mind the cost whenever I go on travel.					
I don't want to travel because I don't have money.					
The place is too expensive and I cannot afford it.					
Money for traveling is not important for me right now.					
Reasonable price for attractions and activities.					
Cost of transportation.					
I prefer paying much more to have better traveling experience.					

Travel is just a waste of money.					
Because of the pandemic I know how to budget my money rightly.					

Safety and Security					
I'd like to travel when the location and nearby facilities are safe and good.					
I feel comfortable traveling because the safety equipment (e.g. facemask, face shield, alcohol, thermal scanner, etc.) are strictly required.					
I'm in hesitant deciding to go on trip knowing that the spread of the virus has increased.					
I' am afraid to travel without using my own transportation due to this pandemic.					
Self-security encourages me to travel safety.					
I feel safe to travel this time because I am now fully vaccinated.					
Safe and secure area of the destination.					
Quality of food and accommodation.					
Good facilities for attraction activities.					
I feel not secured to stay all night and talk to local/international people.					

Role of Media					
I usually get interested about local tourist attractions and the related information about them through social media.					
Social media promotions excite me to travel.					
I'm not totally convinced about the information given by the social media.					
It makes me bored looking for any tourist destinations online.					
I am capable of searching for a tourist destination over internet.					
Social media is typically helpful for newcomers to a destination search.					
I love visiting social media to see new places of interest.					
I prefer going not all in social media sites are reliable.					
I don't have any gadgets used to search for tourist destinations.					
I prefer going directly to a tourist spot myself and discover per adventure than looking for any feedback or reviews on the social media.					

Other problems/factors you encountered that affects your decision in visiting destination that does not mention and include from the given:_____

APPENDIX B.1

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
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.

MARIETTA C. MACALOLOT, Ph. D.
Campus Director
BISU-Bilar Campus

Good day!

We, the fourth year students taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, **" REASONS AFFECTING TOURIST DECISION IN VISITING DESTINATIONS IN NEW NORMAL"** partial fulfilment of the subject.

In this connection, we would like to ask permission from your office to conduct this study.

Thank you very much and more power.

Respectfully yours,

(Sgd) JIEYHA G. JABINES
(Sgd) JEOFF KELMKEN R. QUIANO
(Sgd) MARIFEL A. RABINA
(Sgd) WENA MIE T. RABINA

Noted By: Recommending Approval:

(Sgd) JERVILIZA A. ITEM,   **(Sgd) ARLEN B. GUDMALIN, Ph.D.**
Thesis Adviser   Dean

Approved By:

(Sgd) MARIETTA C. MACALOLOT, Ph.D.
Campus Director

APPENDIX B.2

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

October 12, 2021
Date

Thesis Committee Member

Madam/Sir:

The undersigned has the honor to request your approval as member of the committee for the thesis of the undergraduate students as their requirements of the degree BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT.

TITLE:
REASONS AFFECTING TOURIST DECISION IN VISITING TOURIST DESTINATIONS IN NEW NORMAL

The candidate has been instructed to have consultation with you about the above title. Kindly make the necessary recommendations to have a successful research output.

Thank you for your assistance on this matter.

Very truly yours,

NELIA Q. CATAYAS
Chairperson, DHMIT

_____

CONFORM:

Name of Faculty	Committee	Signature
1. MS. JERVILIZA A. ITEM	Adviser	_____
2. MR. HERBERT PIOLLO	Statistician	_____
3. MR. VAL VINCENT M. LOSARIA	Internal Expert	_____
4. MR. MANOLITO C. MACALOLOT	Editor	_____

APPENDIX C

RN	Age	Gender	Civil Status	Educational Attainment	Occupation	Monthly Income
1	25-35	Female	Single	College Degree	Employed	14k above
2	15-25	Male	Single	Secondary Education	Unemployed	N/A
3	15-25	Male	Single	Secondary Education	Unemployed	6k below
4	15-25	Female	Single	Secondary Education	N/A	N/A
5	15-25	Male	Single	Secondary Education	Unemployed	6k below
6	15-25	Female	Single	Secondary Education	Unemployed	6k below
7	15-25	Male	Single	Secondary Education	Private Employee	6k below
8	35-45	Female	Married	Secondary Education	Government	6-10k
9	35-45	Male	Married	College Degree	Government	6k below
10	15-25	Male	Single	College Degree	Employed	14k above
11	35-45	Male	Single	College Degree	Private Employee	14k above
12	35-45	Male	Single	Master Degree	Private Employee	14k above
13	35-45	Male	Married	College Degree	Private Employee	10-14k
14	35-45	Female	Married	Secondary Education	Private Employee	14k above
15	35-45	Male	Married	College Degree	Private Employee	6-10k
16	15-25	Male	Single	College Degree	Employed	14k above
17	15-25	Female	Single	College Degree	Private Employee	14k above
18	15-25	Male	Single	College Degree	Private Employee	14k above
19	25-35	Male	Single	College Degree	Government	14k above
20	25-35	Female	Single	College Degree	Private Employee	10-14k
21	23-35	Male	Single	College Degree	Unemployed	6k below
22	15-25	Female	Single	College Degree	Employed	10-14k
23	15-25	Female	Single	College Degree	Unemployed	6k below
24	25-35	Male	Single	College Degree	Employed	10-14k
25	25-35	Female	Single	College Degree	Unemployed	N/A
26	25-35	Female	Married	Secondary Education	Unemployed	N/A

ID	Age	Gender	Civil Status	Education	Employment	Income
27	25-35	Female	Single	College Degree	Employed	6-10K
28	15-25	Male	Single	Secondary Education	Private Employee	6-10K
29	15-25	Male	Single	Secondary Education	Unemployed	N/A
30	15-25	Male	Separated	Secondary Education	Government	6-10k
31	15-25	Male	Single	College Degree	Employed	10-14K
32	15-25	Male	Single	Secondary Education	Entrepreneur	10-14k
33	15-25	Female	Single	College Degree	Unemployed	N/A
34	15-25	Female	Single	College Degree	Unemployed	N/A
35	15-25	Female	Single	Post-Graduate Degree	Government	6-10k
36	15-25	Female	Single	College Degree	Private Employee	6-10k
37	15-25	Female	Single	College Degree	Unemployed	N/A
38	15-25	Male	Single	College Degree	Unemployed	N/A
39	15-25	Female	Single	College Degree	Government	10-14K
40	15-25	Female	Single	Secondary Education	Employed	6k below
41	15-25	Female	Single	College Degree	Unemployed	N/A
42	15-25	Female	Single	College Degree	Employed	6k below
43	15-25	Male	Single	College Degree	Employed	6-10K
44	25-35	Male	Single	College Degree	Government	10-14K
45	35-45	Female	Separated	Post-Graduate Degree	Entrepreneur	6-10K
46	15-25	Male	Single	College Degree	Employed	6k below
47	35-45	Female	Single	College Degree	Government	14k above
48	25-35	Male	Married	Secondary Education	Private Employee	6-10k
49	15-25	Female	Single	Secondary Education	Unemployed	N/A
50	15-25	Female	Single	College Degree	Self-Employed	6-10k
51	45-55	Female	Married	College Degree	Employed	14k and above
52	35-45	Female	Married	College Degree	Government	14k and above
53	45-55	Female	Married	College Degree	Employed	14k and above
54	25-35	Female	Married	College Degree	Government	14k and above
55	35-45	Female	Married	Master Degree	Government	14k and above
56	25-35	Female	Married	Secondary Education	N/A	N/A
57	35-45	Female	Widowed	College Degree	Government	14k and above
58	35-45	Male	Married	College Degree	Government	14k and above
59	25-35	Female	Married	Secondary Education	Employed	6-10k
60	45-55	Female	Married	College Degree	Government	14k and above

Environment Q1. I want to travel because the place is beautiful and clean	Q2. I want to travel if that area allows limited number of people.	Q3. I don't like to travel and roam around if the place..	Q4. I can't enjoy my trip when the weather is not good.	Q5. I feel disappointed when there's lack of facilities.	Q6. I choose destination's with friendly, open and hospitable locals.	Q7. Local festivals or events.	Q8. Destination's Cultural heritage.	Q9. I don't want to visit destination that is difficult to locate.	Q10. I don't like to visit if the place is polluted.
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	5	5	5	5	5	5	5	5
5	4	5	5	5	5	5	5	5	5
5	4	1	5	3	5	3	5	4	1
5	3	4	5	5	4	4	3	4	5
4	2	4	4	4	5	4	4	4	5
4	2	4	4	4	4	4	5	4	5
5	5	4	5	4	5	5	5	4	4
5	4	2	3	3	5	5	4	4	5
5	4	4	4	4	5	4	5	4	5
5	5	5	5	4	4	4	5	5	5
4	4	5	5	5	5	3	4	5	4
5	4	4	5	2	5	4	5	5	5
5	5	4	5	4	5	5	4	2	5
5	5	5	5	2	5	5	5	3	5
5	5	5	5	4	4	5	5	3	5
5	5	5	4	4	4	5	5	3	1
5	4	3	3	4	5	4	5	2	1
5	4	3	5	4	4	4	4	2	5
4	5	5	4	5	5	5	4	5	4
5	4	4	5	2	4	4	5	4	5
4	5	5	4	4	5	5	4	5	5
4	4	2	4	4	4	4	4	4	4
5	4	4	4	4	4	4	5	4	3
4	4	2	2	5	4	4	2	5	3
4	5	2	2	2	4	2	4	1	2
3	4	1	2	2	2	4	2	4	2

R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
2	2	4	2	4	2	2	2	5	4
5	3	4	5	4	4	3	4	4	4
5	5	5	5	5	4	5	5	5	5
5	3	4	5	4	4	3	4	5	5
5	5	5	5	5	5	5	5	4	5
5	4	4	5	5	4	4	4	5	5
3	3	5	5	5	5	4	4	5	5
2	2	5	5	5	5	3	4	5	5
2	2	2	2	3	2	4	2	5	5
3	4	5	5	5	3	5	2	4	4
1	2	5	5	5	4	5	2	2	5
5	3	5	5	5	4	5	4	5	5
5	2	5	5	5	2	1	1	5	5
5	5	5	4	5	5	5	5	5	5
5	4	5	5	5	3	5	5	5	5
5	4	4	5	5	4	5	5	5	5
5	3	5	4	5	4	3	5	5	5
5	3	5	5	5	4	5	2	5	5
5	4	4	5	4	4	5	5	3	3
4	5	5	4	5	5	4	5	5	5
4	4	4	4	4	4	5	5	5	5
5	5	4	4	5	4	4	5	4	5
5	4	3	4	5	4	5	4	5	4
5	4	4	5	5	4	4	4	5	4
5	2	4	5	5	4	5	4	4	5
5	4	3	3	5	4	2	4	5	5
5	5	5	5	5	5	5	5	5	5
4.183	**3.733**	**4.333**	**4.333**	**4.583**	**3.867**	**4.167**	**3.867**	**4.383**	**4.633**

Tourist Behaviour Q1. Taking a tour during pandemic is fun but scary.	Q2. Going on a tour during pandemic is troublesome.	Q3. When my friends plan their tour, I also make….	Q4. Being with group of people is dangerous this time of pandemic.	Q5. I barely have enough time to spend for traveling.	Q6. Despite the pandemic, I still want to go on trips whenever I want.	Q7. I will go immediately to new constructed attractions nearby.	Q8. I prefer traveling alone than with a group of people.	Q9. I feel that my body is not fit to travel and plan tourism activities.	Q10. The rapid spread of the virus makes me don't want to….
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	3	4
4	4	4	4	4	4	5	4	3	4
5	3	4	4	5	3	4	5	3	5
3	3	3	2	4	4	4	2	3	3
4	3	4	3	4	4	4	3	3	4
4	5	4	4	4	2	3	4	4	5
3	3	4	3	3	4	4	3	3	4
4	5	4	2	2	3	4	2	2	5
4	4	5	4	4	5	4	2	2	4
4	5	2	5	5	2	5	2	5	5
4	4	2	3	4	5	2	2	1	4
5	4	5	5	5	5	4	2	2	2
5	2	5	5	5	5	3	5	2	2
5	5	5	5	4	2	3	2	5	5
4	3	1	4	2	2	2	1	1	1
4	4	2	1	4	4	2	1	1	1
5	4	4	5	4	4	4	3	2	3
5	4	5	4	4	4	4	4	2	3
4	3	4	4	3	5	4	3	4	5
4	4	4	4	4	4	4	4	2	4
5	5	5	5	5	5	5	5	2	5
5	5	2	5	5	2	2	2	4	4
4	4	4	4	4	4	4	4	2	4
5	3	4	4	5	3	3	3	5	4
5	4	4	2	5	5	4	4	2	4
2	4	5	5	2	5	3	4	5	5

3.783	2.717	3.117	3.467	3.567	3.833	3.933	3.667	3.967	4.183
4	2	5	4	4	5	2	5	5	4
5	2	2	3	5	3	3	3	4	4
5	5	5	5	3	4	5	4	5	5
4	2	2	3	5	3	3	3	4	4
5	4	5	3	4	3	4	5	4	4
3	2	2	2	2	3	5	3	5	4
3	3	5	5	4	5	4	5	4	4
3	3	5	5	4	5	4	5	4	4
2	2	2	2	2	4	2	2	2	3
3	1	3	3	3	5	3	4	3	5
4	2	4	4	3	5	5	2	5	5
3	1	1	4	3	4	5	3	4	4
2	1	3	5	5	5	3	2	3	2
5	1	3	3	3	3	5	3	5	3
4	3	4	3	4	4	5	4	4	4
4	3	4	2	4	5	4	2	5	4
3	2	1	3	2	2	4	3	4	5
4	2	1	2	3	4	4	4	5	4
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5	4	3	2	3	4	4	4	4	5
5	2	1	4	2	2	2	2	4	4
2	4	2	3	3	4	4	4	4	5
4	2	3	3	4	4	5	4	4	4
2	2	3	3	4	4	5	4	5	5
4	2	2	4	3	3	4	4	2	4
5	4	2	4	4	2	4	4	5	4
2	1	2	2	4	2	4	5	1	4
4	2	2	1	2	3	5	2		5
5	4	5		1	2	5	3		5

Financial									
Q1. usually have money to go on tours	Q2. I don't mind the cost whenever I go on travel.	Q3. I don't want to travel because I don't have money.	Q4. The place is too expensive and I cannot afford it.	Q5. Money for traveling is not important for me right now.	Q6. Reasonable price for attractions and activities.	Q7. Cost of transportation.	Q8. I prefer paying much more to have better traveling experience.	Q9. Travel is just a waste of money.	Q10. Because of the pandemic I know how to budget my money rightly.
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
5	4	4	4	4	4	4	4	4	4
5	4	4	4	4	4	4	4	4	4
4	5	5	1	5	4	3	5	1	4
4	4	3	4	3	5	4	4	3	4
4	4	3	3	4	4	4	4	3	5
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4	3	2	2	4	4	4	3	2	4
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5	4	5	4	2	5	5	5	2	5
4	5	2	3	4	4	4	4	2	4
3	4	2	2	4	4	4	5	2	3
5	4	2	2	4	5	5	4	2	3
3	5	5	5	5	5	5	5	2	5
4	3	4	1	5	5	5	2	1	5
5	1	5	1	3	5	5	1	1	5
4	1	4	4	1	3	3	4	1	4
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3	4	3	4	3	4	3	3	4	3
2	4	4	4	4	3	3	3	2	4
2	2	5	4	2	3	4	3	2	5
2	2	4	4	2	2	2	2	5	5
3	3	3	3	2	3	3	3	2	4
2	3	4	3	4	2	4	5	4	4
4	4	4	4	4	4	4	3	4	2
2	4	2	4	5	5	5	5	5	5

4	2	4	1	5	5	4	1	2	2
5	5	5	5	5	5	4	2	2	2
4	2	4	3	4	3	3	4	5	5
5	5	5	5	5	4	4	5	5	5
4	2	4	3	4	3	3	3	4	4
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2	2	2	2	2	2	2	3	2	2
4	4	4	4	3	3	3	4	4	3
5	2	2	5	5	2	5	4	2	4
4	1	5	4	4	3	3	3	4	4
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3	1	3	3	3	3	3	3	3	3
4	5	4	4	4	5	5	4	4	4
4	5	2	4	5	5	5	4	5	5
2	3	3	4	4	4	4	4	5	5
4	1	4	4	5	4	4	4	2	2
4	2	2	4	4	4	4	4	2	2
4	3	4	4	3	4	4	3	3	3
4	2	4	4	4	4	4	4	5	5
4	2	2	4	4	2	2	2	2	2
4	2	4	4	4	4	4	4	2	2
2	3	2	4	4	4	2	4	2	3
4	2	3	4	4	3	4	5	2	5
5	4	5	4	5	5	5	4	2	2
4	2	4	4	4	4	4	4	4	4
5	2	3	5	2	4	4	2	2	3
5	2	2	2	2	3	2	3	2	2
4.067	2.733	3.633	3.933	4.000	3.450	3.533	3.517	3.383	3.517

CamScanner

Safety and Security

Q1. I'd like to travel when the location and nearby facilities are safe and good.	Q2. I feel comfortable traveling because the safety equipment (e.g. facemask, face shield, alcohol, ..)	Q3. I'm in hesitant deciding to go on trip knowing that the spread of the virus has increased.	Q4. I' am afraid to travel without using my own transportation due to this pandemic.	Q5. Self-security encourage me to travel safety.	Q6. I feel safe to travel this time because I am now fully vaccinated.	Q7. Safe and secure area of the destination.	Q8. Quality of food and accommodation.	Q9. Good facilities for attraction activities.	Q10. I feel not secured to stay all night and talk to local/international people.
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
5	5	5	3	5	4	5	5	5	4
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4	4	4	4	4	4	4	4	4	4
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4	5	3	3	4	4	5	3	4	3
4	5	3	3	4	4	5	4	5	4
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5	5	5	5	5	5	5	5	5	2
4	5	5	2	4	4	5	4	4	5
5	5	5	4	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	1
5	5	2	2	5	5	5	5	5	5
4	5	3	3	3	3	3	4	4	4
5	4	4	4	4	5	5	5	5	4
4	4	4	3	4	4	3	4	4	4
5	5	5	5	5	2	5	5	5	5

Ratings	Average
5 4 5 4 4 5 4 2 5 2 3 3 3 4 5 4 4 1 3 5 4 3 4 4 4 4 2 4 4 3 4 2 2	3.750
5 4 4 2 4 2 4 5 5 5 5 5 5 5 2 5 5 5 5 5 5 4 4 5 4 3 4 5 5 4 4 5 5 4 5	4.400
5 3 4 4 4 5 4 5 5 5 5 5 5 4 5 5 5 5 5 4 4 5 4 3 4 4 5 5 4 4 5 5 4	4.467
5 4 4 4 4 5 5 5 4 5 5 5 5 5 2 5 5 5 5 3 5 5 3 5 4 3 4 4 5 5 4 5 5 5	4.467
5 4 4 3 5 4 5 5 4 5 5 5 5 4 5 5 5 5 3 5 5 5 4 2 3 4 4 4 2 4 4 4 5 2	4.250
2 4 3 3 5 5 5 4 4 4 4 5 5 5 4 5 5 4 5 5 5 4 3 4 4 3 4 4 4 5 4 4 4 5 5	4.300
5 4 4 4 5 2 4 2 5 2 4 5 4 4 3 5 5 4 2 5 5 3 4 3 4 4 4 3 4 5 4 4 4 5	3.850
2 4 3 3 4 4 4 2 4 2 3 5 4 4 2 5 5 3 1 5 4 4 4 4 5 4 5 4 4 5 4 5 2 4 5	3.883
5 5 1 5 5 4 5 4 5 4 5 5 5 5 4 5 5 5 5 5 5 4 5 5 5 4 4 4 3 4 4 4 5 5	4.517
5 5 3 4 5 4 5 5 5 5 5 5 5 5 3 4 5 5 5 5 4 4 5 5 5 4 5 5 5 4 4 5 5 5	4.567

Role of Media									
Q1. I usually get interested about local tourist attractions and the related information about them….	Q2. Social media promotions excites me to travel.	Q3. I'm not totally convinced about the information given by the social media.	Q4. It makes me bored looking for any tourist destinations online.	Q5. I am capable of searching for a tourist destinations over internet.	Q6 Social media is typically helpful for newcomers to a destination search.	Q7. I love visiting social media to see new places of interest.	Q8. I prefer going not all in social media sites are reliable.	Q9. I don't have any gadgets used to search for tourist destinations.	Q10. I prefer going directly to a tourist spot myself and discover per adventure than looking for any feedback…..
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	2	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4
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5	5	5	5	5	5	5	5	2	5
5	4	3	1	4	5	4	4	5	4
4	4	3	4	3	3	4	4	4	3
4	3	4	4	3	4	4	4	4	4
5	5	4	4	3	4	4	4	2	4
4	3	3	3	4	3	4	3	3	4
4	5	3	3	4	5	5	4	2	5
4	4	4	2	4	3	3	4	2	2
5	5	4	2	4	4	4	2	1	4
4	4	2	2	5	4	4	4	2	5
5	5	2	2	4	4	4	2	3	5
5	5	2	1	5	5	5	5	5	1
5	5	3	3	5	5	5	4	4	1
5	5	2	2	5	5	5	3	1	3
4	4	1	1	5	5	5	1	1	4
4	4	3	2	4	3	4	3	2	4
4	4	4	3	3	5	4	4	4	2
4	4	3	4	5	4	4	3	3	
4		2	2	3	4	4	4	4	

C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
2	2	3	5	5	3	2	2	5	5
4	5	2	4	4	4	4	4	4	2
4	4	3	4	4	4	2	2	4	4
4	5	5	5	4	3	4	3	5	4
3	4	3	4	4	2	4	3	3	4
5	4	4	5	5	5	5	2	4	4
5	5	4	5	2	4	5	3	4	4
5	4	5	5	5	5	2	2	4	4
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5	5	5	5	5	4	5	5	5	5
5	2	2	5	5	5	2	5	5	5
5	4	4	4	5	3	3	4	5	5
3	2	4	5	5	4	3	5	5	5
5	3	5	5	5	4	3	4	5	5
5	3	5	5	5	4	3	4	4	4
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3	3	5	5	5	4	5	5	5	5
5	2	5	5	5	5	2	4	5	5
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2	2	5	3	3	5	2	2	5	5
3	1	3	5	5	3	3	3	5	5
4	5	5	4	5	5	5	5	5	5
5	2	4	4	5	4	4	2	5	4
5	2	4	4	5	4	4	2	4	3
3	2	4	5	4	2	1	4	2	5
2	2	4	4	4	4	2	2	5	4
3	2	4	4	4	4	4	4	4	4
2	2	3	4	4	4	2	5	4	4
4	2	4	4	4	4	2	4	4	4
4	2	4	4	4	4	3	4	4	4
2	5	3	5	5	5	2	3	4	5
2	2	4	4	4	4	4	4	2	4
4	1	4	5	5	5	2	2	2	5
1		3	5	5	5	2	2		
5	2	2	5	5	5	2	4		
3.700	**2.817**	**3.750**	**4.417**	**4.333**	**3.967**	**2.967**	**3.367**	**4.400**	**4.383**

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Row 1	49	187	3.816326531	1.236394558
Row 2	49	192	3.918367347	1.284863946
Row 3	49	197	4.020408163	1.270408163
Row 4	49	224	4.571428571	0.25
Row 5	49	199	4.06122449	1.100340136
Row 6	49	197	4.020408163	1.56207483
Row 7	49	175	3.571428571	1
Row 8	49	190	3.87755102	0.859693878
Row 9	49	171	3.489795918	2.130102041
Row 10	49	187	3.816326531	1.736394558
Row 11	49	188	3.836734694	1.264455782
Row 12	49	179	3.653061224	0.731292517
Row 13	49	201	4.102040816	0.593537415
Row 14	49	198	4.040816327	1.914965986
Row 15	49	192	3.918367347	1.159863946
Row 16	49	187	3.816326531	1.153061224
Row 17	49	204	4.163265306	1.139455782
Row 18	49	173	3.530612245	1.379251701
Row 19	49	202	4.12244898	1.609693878
Row 20	49	190	3.87755102	0.609693878

Column 1	20	100	5	0
Column 2	20	89	4.45	0.471052632
Column 3	20	84	4.2	0.905263158
Column 4	20	83	4.15	1.186842105
Column 5	20	82	4.1	1.042105263
Column 6	20	99	4.95	0.05
Column 7	20	87	4.35	0.344736842
Column 8	20	83	4.15	0.660526316
Column 9	20	78	3.9	1.147368421
Column 10	20	100	5	0
Column 11	20	85	4.25	0.302631579
Column 12	20	78	3.9	0.515789474
Column 13	20	75	3.75	0.934210526
Column 14	20	82	4.1	0.831578947
Column 15	20	76	3.8	0.378947368
Column 16	20	71	3.55	0.892105263
Column 17	20	63	3.15	0.765789474
Column 18	20	53	2.65	1.292105263
Column 19	20	53	2.65	1.186842105
Column 20	20	82	4.1	0.936842105
Column 21	20	69	3.45	0.892105263
Column 22	20	57	2.85	1.186842105
Column 23	20	60	3	1.263157895
Column 24	20	67	3.35	0.765789474
Column 25	20	64	3.2	1.221052632
Column 26	20	83	4.15	0.555263158

Column 27	20		84	4.2	0.378947368
Column 28	20		80	4	0.736842105
Column 29	20		48	2.4	0.884210526
Column 30	20		93	4.65	0.239473684
Column 31	20		99	4.95	0.05
Column 32	20		99	4.95	0.05
Column 33	20		89	4.45	0.892105263
Column 34	20		84	4.2	0.484210526
Column 35	20		88	4.4	0.252631579
Column 36	20		65	3.25	0.723684211
Column 37	20		95	4.75	0.197368421
Column 38	20		94	4.7	0.326315789
Column 39	20		95	4.75	0.197368421
Column 40	20		74	3.7	1.063157895
Column 41	20		88	4.4	0.357894737
Column 42	20		86	4.3	0.852631579
Column 43	20		66	3.3	1.589473684
Column 44	20		51	2.55	1.418421053
Column 45	20		89	4.45	0.365789474
Column 46	20		88	4.4	0.673684211
Column 47	20		75	3.75	0.723684211
Column 48	20		41	2.05	1.207894737
Column 49	20		59	2.95	1.734210526

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	57.97040816	19	3.051074114	4.565500845	4.37083E-10	1.597940829
Columns	541.8265306	48	11.28805272	16.89097423	3.44479E-95	1.371929404
Error	609.4795918	912	0.668289026			
Total	1209.276531	979				
cronbach's alpha		interpretation				
0.780965981		good and acceptable				

APPENDIX D

Photo Documentation

CURRICULUM VITAE

PERSONAL BACKGROUND

Name	:	Jieyha G. Jabines
Age	:	22
Date of Birth	:	June. 22, 1999
Address	:	Nueva Fuerza, Carmen, Bohol
Citizenship	:	Filipino
Religion	:	Roman-Catholic
Father's Name	:	Gregorio Jabines
Mother's Name	:	Lucia Guerra

EDUCATIONAL BACKGROUND

Elementary	:	Nueva Fuerza, Elementary, School
	:	Nueva Fuerza, Carmen, Bohol S.Y. 2011-2012
Secondary Junior	:	Policronio S. Dano Sr. High School
	:	Nueva Fuerza, Carmen, Bohol S.Y. 2015-2016
Secondary Senior	:	Policronio S. Dano Sr. High School
		Nueva Fuerza, Carmen, Bohol S.Y. 2017-2018
College	:	Bohol Island State University (BISU) Bilar Campus
	:	Zamora Bilar Bohol
Achievement	:	NCII FOOD AND BEVERAGES
		NCII HOUSEKEEPING

CURRICULUM VITAE

PERSONAL BACKGROUND

Name   :   Jeoff Kelmken R. Quiano

Age   :   22

Date of Birth   :   June 7, 2000

Address   :   Nueva Fuerza, Carmen, Bohol

Citizenship   :   Filipino

Religion   :   Roman-Catholic

Father's Name   :   Jorge Quiano

Mother's Name   :   Yoly Marie Quiano

EDUCATIONAL BACKGROUND

Elementary   :   Nueva Fuerza, Elementary, School

                        Nueva Fuerza, Carmen, Bohol S.Y. 2011-2012

Secondary Junior   :   Policronio S. Dano Sr. High School

                        Nueva Fuerza, Carmen, Bohol S.Y. 2015-2016

Secondary Senior   :   Policronio S. Dano Sr. High School

                        Nueva Fuerza, Carmen, Bohol S.Y. 2017-2018

College   :   Bohol Island State University (BISU) Bilar Campus

                        Zamora Bilar Bohol

Achievement   :   NCII HOUSEKEEPING

                        NCII COOKERY

CURRICULUM VITAE

PERSONAL BACKGROUND

Name	:	Marifel A. Rabina
Age	:	22
Date of Birth	:	Dec. 24, 1999
Address	:	Villaflor, Carmen, Bohol
Citizenship	:	Filipino
Religion	:	Roman-Catholic
Father's Name	:	Felix Camacho Rabina
Mother's Name	:	Marites Dela Pena

EDUCATIONAL BACKGROUND

Elementary	:	Villaflor, Elementary, School
	:	Villaflor, Carmen, Bohol S.Y. 2011-2012
Secondary Junior	:	Isabel SJ. Gujol Memorial Highschool
		Katipunan, Carmen, Bohol S.Y. 2015-2016
Secondary Senior	:	Katipunan National High School
		Katipunan, Carmen, Bohol S.Y. 2017-2018
College	:	Bohol Island State University (BISU) Bilar Campus
		Zamora Bilar Bohol
Achievement	:	NCII HOUSEKEEPING
		NCII COOKERY
		NCII TOURISM AND PROMOTION

CURRICULUM VITAE

PERSONAL BACKGROUND

Name   :   Wena Mie T. Rabina

Age   :   22

Date of Birth   :   May 22, 1999

Address   :   Nueva Fuerza, Carmen, Bohol

Citizenship   :   Filipino

Religion   :   Roman-Catholic

Father's Name   :   Edwin Rabina

Mother's Name   :   Regina Rabina

EDUCATIONAL BACKGROUND

Elementary   :   Nueva Fuerza, Elementary, School

Nueva Fuerza, Carmen, Bohol S.Y. 2011-2012

Secondary Junior   :   Policronio S. Dano Sr. High School

Nueva Fuerza, Carmen, Bohol S.Y. 2015-2016

Secondary Senior   :   Policronio S. Dano Sr. High School

:   Nueva Fuerza, Carmen, Bohol S.Y. 2017-2018

College   :   Bohol Island State University (BISU) Bilar Campus

:   Zamora Bilar Bohol

Achievement   :   NCII HOUSEKEEPING

NCII FOOD AND BEVERAGES

NCII COOKERY