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INSTITUTIONAL PROFILE

The earnest and noble desire of the late educators, Ricardo and Marcella Bonilla, was realized when the Lipa Business Institute was founded in July 1947. Its humble origin began with classes held in rented buildings along B. Morada Avenue, Lipa City. With an enrolment initially consisting of 65 students enrolled in a Secondary Course, what would later on become the Lipa City Colleges thus began.

As the population grew bigger on School Year 1948-1949, the administrators decided to acquire a bigger building not far from its former site. This paved the way for the complete Secondary Course and Collegiate Courses such as Liberal Arts, Junior Normal Education, Commerce and One-Year Secretarial Course.

Not to rest on his achievement and ever fueled by hard work and dedication, Mr. Bonilla obtained a more spacious location at G.A. Solis St., Lipa City, where the school is now presently housed. Hand-in-hand with its new edifice and the burning desire to be the first institution in the city to offer three levels of education – elementary, secondary, and tertiary, the name of the school was changed to Lipa City Colleges on its third year of operation at its new site, after which, successes were reaped continuously in the form of increasing population and improving image in the community as a provider of quality education.

The cause to serve the people in the City of Lipa and adjacent towns continued in the succeeding years, prompting the administrators to put up adjacent five-storey and four-storey buildings to house the needed facilities and serve as home to its growing workforce and clientele. The College of Law was opened and a provincial radio station was installed to tap the talent of students with interest in the field of Broadcast Communication.

Today, Lipa City Colleges is entering into a new phase in its history. Replacing the late Mr. Carlos R. Mojares who has made an indelible marks in the institution's progress, the wife Ms. Glecya B. Mojares is now taking the challenge as the new president with the able assistance of her daughters Ms. Marjorie M. Abiera and Ms. Beverly M. Mendoza, as Vice-Presidents for Finance and Internal Affairs and External Affairs, respectively, and sons-in-law, Dr. Joe Vincent Abiera and Mr. Patrick Mendoza, as Vice-Presidents for Administration and Corporate Affairs and General Services, respectively.

For more than 60 years, the institution has continued to turn its vision and mission into reality, being one of the leading institutions in the region, producing responsible and competent individuals who have started their journey toward a milestone achievement.

Today, Lipa City Colleges is composed of the following departments - College of Business Education and Accountancy, College of Computer Studies, College of Criminology, College of Education and Liberal Arts, College of Computer Engineering, College of Hospitality Management, College of Nursing, High School Department, and the Graduate School.

The accredited status of the institution spawned a different milieu consisting of hardworking faculty and staff exhibiting dynamism and devotion with most of them having successfully obtained graduate and post graduate degrees.

In School Year 2009-2010, the institution was authorized to confer degree in Computer Engineering to serve the individuals who have an immense passion in this field of study which is vital in this age of complexity and modern technology. Part also of the incessant development to meet the demands of the changing times, the institution successfully completed its own swimming facilities. Continuous improvement of facilities and the acquisition of an additional lot where the Annex Building now stands are further testaments of the school's commitment to be the best in the region. Said building houses Computer and Nursing Skills laboratories and the adjacent lots contain provisions for athletics. Add to this are the improved instruction, research, upgraded laboratory equipment and supplies, increased library collections, more varied and responsive student services, strengthened community involvement as well as the furthering of teacher's qualification and excellence via further studies and trainings. What we now have is Lipa City Colleges at its best and still on its way to outdoing itself by continuously living up to its vision of being a premier provider of higher education.

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As an academic publication, the **Journal of Business Innovation and Management** is primarily dedicated to publish research articles for widest dissemination to scientific community. The journal is open to all researchers in the field of education and liberal arts.

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As an academic publishing journal, the **Journal of Business Innovation and Management** is dedicated to safeguard the highest standards of publication ethics. Good academic publishing is critically dependent on trust built among the Editorial board, peer reviewers and authors, Each of them has unique ethical responsibilities that have to be executed at all time in a coordinated approach. It is the responsibility of the Editorial Board to ensure that the articles published are original works of the authors and are not plagiarized or copied from other scholarly works. The Editorial Board shall vigorously investigate in coordination with the proper authorities, any accusation of publication misconduct prior to and after publication and to take measures to contact institutions or funders of authors if needed. If evidence of misconduct such as plagiarism and submission of previously- published articles is clearly found, the necessary steps shall be taken to correct the scientific record which means issuing a correction or retracting the articles from circulation. The following are the policies and ethics of publications for authors, editors and peer reviewers.

Authors should:

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- ensure that their data is true and not manipulated
- safeguard data is their own or that they have permission to use data reproduced in their paper
- adhere to all research ethics guidelines of their discipline.
- contact the Editor to identify and correct any material errors upon discovery, whether prior or subsequent to publication of their work
- authorship of the paper is accurately represented, including ensuring that all individuals credited as authors participated in the actual authorship of the work and that all who participated are credited and have given consent for publication

Editors should:

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- oversee and act to enforce those policies as needed in a fair and consistent manner
- ensure the confidentiality of the review process

- exercise the highest standards of personality integrity in their work as editor of the journal, recognizing and planning for instances where they could have a competing interest or the appearance of a competing interest
- work with authors, reviewers, and Editorial Board members as necessary to ensure they are sufficiently advised regarding their journals' ethics and publishing policies and that the journal's stewardship on ethical matters is fair, unbiased, and timely.

Peer reviewers should:

- disclose conflicts of interest resulting from direct competitive, collaborative, or other relationships with any of the authors, and avoid cases in which such conflicts preclude an objective evaluation.
- judge objectively the quality of the research reported and respect the intellectual independence of the authors. In no case is personal criticism appropriate.
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- also call to the editor's attention any substantial similarity between the manuscript under consideration and any published paper or manuscript submitted concurrently to another journal.
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- not use or disclose unpublished information, arguments, or interpretations contained in a manuscript under consideration, except with the consent of the author.

The Publication Process

The publication process starts from the time the manuscript is received by the Research Office until the manuscript is accepted for publication after the paper is peer-reviewed. The **Journal of Business Innovation and Management** follows the following publication process:

Step 1. Submission of the Manuscript

The author(s) shall submit the manuscript to the Editorial Board following the standard format stated in the Guide for Authors.

All manuscripts must be original and unpublished work of the author(s). The publication of the manuscript has been approved by all co-authors (if any), as well as by the responsible authorities, research funders or by the institution where the research work has been carried out. The publisher will not be held legally responsible should there be any claims for compensation. The submission of the manuscript by the authors means that the manuscript be accepted for publication. Electronic submission of the manuscript is required.

Step 2: Preliminary Review by the Editorial Board

All manuscript submitted will be reviewed by the Editorial Board following the Editorial Process stated above. The preliminary review considers the Criteria for Publication stipulated above as basis to publish the articles.

Step 3: Peer-Review Process

All manuscripts that passed the preliminary review by the Editorial Board will undergo the double blind peer-review process as follows:

- a. Submission of the peer-review report (accomplished Peer-Review Form) by the peer reviewers to the Publication Editor.
- b. Notification to the authors by the Publication Editor of result of the double blind peer review.
- c. Re-submission of the revised manuscript by the author to the Publication Director if minor or major revisions are required by the peer reviewers together with a cover letter outlining point-by-point the revisions made.
- d. Re-submission of the revised manuscript together with the new Peer-Review Form to the peer reviewers by the Publication Director for validation of compliance.
- e. Return of the revised manuscript by the peer reviewers to the Publication Director together with the recommendations indicated on the Peer-Review Form.
- f. Deliberation by the Editorial Board whether to accept or reject the manuscripts.

All manuscripts undergo one or more rounds of review depending on the recommendations of the peer reviewers. After each round, the author(s) must modify their submissions in line with the reviewers' comments and this process is repeated until the peer reviewers and the Editor are satisfied and the manuscript is accepted for publication.

Step 4. Final Stage of Publication

The Editorial Board shall undertake the following for the final stage of publication:

- a. Format editing and lay-outing of the final manuscript.
- b. Presenting the manuscript lay-out to the author for confirmation.
- c. Execution of the copyright transfer agreement.

Step 5: Circulation and Advocacy

The publication and circulation of the journal in print form will be the responsibility of the Editorial Board. For the wide dissemination of the articles published, the Journal of Multidisciplinary Studies is published online.

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**READINESS OF BARANGAY PINAGBAYANAN, SAN JUAN, BATANGAS
FOR COMMUNITY-BASED TOURISM DEVELOPMENT**

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Abstract

This study presented the readiness of Brgy. Pinagbayanan in San Juan Batangas for community-based tourism. It aimed to determine the respondents' profile in terms of age, gender, educational attainment, and monthly family income. Furthermore, it determines the level of preparedness of the community for community-based tourism regarding socio-economic, socio-cultural, environmental, and management components as perceived by local people. It also determines if there is a significant relationship between the profile of the respondents and the resident's assessment of the components of community-based tourism.

The goal of the study was to evaluate the Readiness of Brgy. Pinagbayanan, San Juan, Batangas for community-based tourism development. To serve this purpose, the study utilized a quantitative descriptive design. The respondents of the research were residents of Brgy. Pinagbayanan, who were at least 18 years old and older. The total population of the barangay, according to census, was used to determine the population size of 214. A face-to-face survey of the population was done through a self-made questionnaire.

According to the findings of the study, the residents agreed that the community is ready for community-based tourism. However, some components need further enhancement, specifically management aspects that yielded the lowest composite mean. In addition, residents' age, educational attainment, and income had a significant relationship with how the population evaluated the community primarily because of extensive residency, critical analysis, and livelihood dependence on the environment. Therefore, for the future implementation of community-based tourism, specific community domains, particularly the management component, require further improvement; yet other areas that are already beneficial for tourism development should be maintained to ensure the success and sustainability of the tourism initiative in the community. Future researchers might utilize this study as a reference point for future studies exploring sustainable and inclusive tourism approaches, such as community-based tourism.

Keywords: community-based tourism, community, and residents

INTRODUCTION

The tourism industry is characterized by its dynamic nature - constantly evolving, adapting, and developing advancements and approaches to ensure its resilience, viability, and sustainability for a rapidly changing society. One development initiative that has emerged in the past few years is the concept of Community-Based Tourism (CBT). It is a form of tourism based on the alternative development approach (Giampiccoli et al., 2015) that provides rural communities with opportunities to participate in the advancement of tourism (Arintoko et al.,2020). The principle of community-based tourism is commonly linked to the development of underprivileged communities, particularly those residing in rural areas. It is widely acknowledged both locally and internationally as a strategy to foster economic growth, diminish inequalities, enhance livelihoods, and mitigate adverse environmental and socio-cultural effects (Khan et al., 2020).

Among the many destinations that benefit greatly from tourism activity is the town of San Juan in the province of Batangas. It is a first-class municipality located in the southernmost part of the province popular among weekend travelers because of its proximity to Metro Manila (San Juan, Batangas - History,2023). The prominence of the town is mostly linked to its sun and beach tourism that strengthened the local tourism industry by generating employment, revenue, and job opportunities. In 2018, tourism contributed 1.2% to the municipality's annual income and the previous influx of tourists, with a total of 1,924,111 tourist arrivals for 2023 (San Juan, Batangas - Tourism, 2023) underscores the significance of tourism as an economic driver. While beach tourism remains to be the main tourist draw, the town also possesses other attractions worthy of development, and exploring alternative tourism forms is seen as a strategy to augment visitor arrivals.

The Municipal Tourism Office of San Juan intends to pursue and cultivate additional attractions within the locality. Still yet, the successful implementation of community-based tourism (CBT) as a tourist approach relies on residents' active engagement and collaboration in fostering tourism growth (Tolkach and King, 2015). Furthermore, the current condition of the rural community is characterized by simplicity, yet it consistently faces economic difficulties due to the heavy dependence of most families on fundamental sources of income. The primary sources of income for many locals include fishing, operating small convenience stores, providing construction services, and offering public transportation services. These livelihoods generate only modest income; thus, the potential adoption of community-based tourism can help sustain the daily life of the local population. According to Wani et al. (2023), community-based tourism can effectively improve the well-being of rural communities and help reduce poverty.

Generally, this study sought to investigate the readiness of Brgy. Pinagbayanan in San Juan, Batangas for community-based tourism development from the perspective of the residents. The study focused on evaluating the community-based tourism's four aspects, namely: socio-economic, socio-cultural, environmental and management. The results of this study are deemed to be beneficial to the Municipality of San Juan and its local tourism industry, but most importantly to the residents of Pinagbayanan. The researchers are motivated to conduct this study as they believe that community-based tourism can contribute to the responsible exploration and enhancement of the municipality's tourism assets, ultimately benefiting the local community and the tourism industry. In addition, the possible implementation of community-based tourism is expected to boost economic advancement and foster

financial growth for the benefit of the locality. Finally, researchers recognize that the tourism initiatives can help preserve the cultural and historical assets of the area and help promote the collective welfare of all relevant stakeholders.

OBJECTIVES

The purpose of the study is to assess the readiness of Brgy. Pinagbayanan, San Juan, Batangas for community-based tourism development. More precisely, this research seeks to determine:

1. What is the profile of the respondents in terms of:
 - 1.1 age;
 - 1.2 gender;
 - 1.3 educational attainment; and
 - 1.4 monthly family income?
2. What are the residents' perspectives on community-based tourism in terms of:
 - 2.1 socio-economic;
 - 2.2 socio-cultural;
 - 2.3 environment; and
 - 2.4 management?
3. Is there a significant relationship between the profile of the respondents and their assessment of the components of community-based tourism?
4. Based on the results of the study, what strategies may be proposed to be included in the local tourism development plan to strengthen the community's readiness?

METHODS AND MATERIALS

The present investigation utilized the quantitative descriptive method of inquiry and assessed the Readiness of Community-based Tourism Development in Brgy. Pinagbayanan, San Juan, Batangas. According to Bhandari (2023), this design attempts to collect quantifiable information for statistical analysis of the population sample. The selected methodology has been employed based on its capacity to systematically collect, analyze, and interpret statistical data to address research objectives and verify hypotheses. The main objective of quantitative-descriptive research is to effectively incorporate numerical data and statistical analysis, which are crucial for researchers to derive meaningful conclusions and develop conclusions grounded in empirical evidence.

The quantitative descriptive approach assisted the researchers in the study by gathering the required and relevant data, as this study sought to enhance and understand the community-based tourism readiness from a local perspective and analyze the various factors that impact residents' assessment.

The respondents of the study were two hundred fourteen (214) residents from Brgy. Pinagbayanan in San Juan, Batangas. Based on the data from the 2020 Census, Brgy. Pinagbayanan has an estimated population of one thousand six hundred seventeen (1,617) individuals. The population was computed with a 94% confidence level and 6% margin error, resulting in a sample size of two hundred fourteen (214).

The participants of this study were selected through a simple random sampling technique. This method involved randomly selecting respondents from the residents of Brgy. Pinagbayanan. The researchers visited each residence individually and ensured that every resident in the population had an equal opportunity to be chosen as a respondent (Thomas, 2020). Researchers employed this sampling strategy because it allowed every individual in the population to be selected and randomly chosen, hence avoiding any potential bias.

To determine the readiness of Brgy. Pinagbayanan for community-based tourism development, the researchers used a self-made questionnaire as the primary data gathering instrument. The instrument

included a consent form to which the respondent must express their agreement to participate in the survey. The main instrument consisted of two parts: the first focused on the profile of the respondents, and the second focused on the potential development of the four distinct components of community-based tourism.

The research instrument underwent face validation with subject matter experts to determine the validity of the questionnaire's contents. The researchers also conducted a pilot test, and the results were subjected to a reliability test.

FINDINGS

Table 1
Profile of Respondents

Variables	Frequency	Percentage	Rank
Age			
18-28 years old	66	30.84	1
29-39 years old	64	29.91	2
40-50 years old	56	26.17	3
More than 50	28	13.08	4
Total	214	100	
Gender			
Male	90	4.06	2
Female	119	55.61	1
LGBTQIA+	5	2.33	3
Total	214	100	
Educational Attainment			
Elementary	39	18.22	3
Junior High School	104	48.6	1
Senior High School	22	10.28	4
College	46	21.5	2
Vocational	3	1.4	5
Total	214	100	
Monthly Income			
10,000 and below	147	68.69	1
11,000-20,000	49	22.9	2
21,000-30,000	14	6.54	3
31,000 and above	4	1.87	4
Total	214	100	

As shown in the table above, in terms of age, most of the respondents were found to be young adults whose ages range from 18-28 years old (n=66, 30.84%), followed by residents ages 29-39 years old (n=64, 29.91%), and 40 –50 years old ranked third (n=56, 26.175). Respondents aged 50 and older reported having the lowest frequency (n=28, 13.08%). This suggests that the research sample consisted mainly of younger individuals, with a lesser representation of older individuals.

In terms of gender, over half of those surveyed were female (n=119, 55.61%), closely followed by male residents (n=90, 42.06%) and LGBTQIA+, which yielded the least frequency count of 5 (2.33%). The finding shows that the study's population is primarily female and male, and there is a recognition and inclusion of various gender identities within the community. This inclusivity is crucial for the future development of comprehensive tourism initiatives. In terms of educational attainment, the respondents were mostly junior high school graduates (n=104, 48.6%), followed by college graduates (n=46, 21.5%),

elementary graduates (n=39, 18.22%), and senior high school graduates (n=22, 10.28%). Only three respondents (1.4%) reported being vocational graduates. Most respondents are junior high school and elementary school graduates, indicating that a significant portion of the community has finished their primary education. This is mainly due to the barangay and neighboring barrios having primary educational institutions. However, the relatively small proportion of vocational graduates may suggest that there is only limited vocational training offered in the locality. This shortage of training opportunities has resulted in residents possessing basic skills, as demonstrated by the limited livelihood options in the barangay, primarily centered around fishing and small convenience

stores.

Lastly, for the monthly income, most of the respondents were reported to have an average income of 10,000 and below (n=147, 68.69%), followed by 11,000-20,000 income (n=49, 22.95), and 21,000-30,000 (n=14, 6.54%). Among the respondents, only 4 (1.875) declared having a monthly income of 31,000 and above, which implies that most of the residents belong to lower-income families.

The predominant livelihoods in the community mostly concentrate on fisheries, construction, and the operation of small enterprises that cater to local needs, resulting in relatively low monthly earnings. These families may belong to a cohort of individuals facing financial difficulties, yet they still maintain a level of stability greater than the rest of the population. This has been apparent in the types of houses and simple lifestyles within the rural community.

Table 2
Residents' Perspectives on Community-Based Tourism
In terms of Socio-Economic

Items	Weighted Mean	Verbal Interpretation	Rank
1. There are organized recreational activities for tourists.	3.25	Strongly Agree	7
2. There are stores selling basic tourist needs.	3.36	Strongly Agree	5
3. There are locally – owned pasalubong centers for local crafts and goods.	2.29	Disagree	10
4. There are local restaurants/food establishments.	3.12	Agree	8
5. There is a stable cellular data connection.	3.42	Strongly Agree	4
6. There is a sufficient power supply.	3.80	Strongly Agree	1
7. There are locally - owned basic accommodation facilities.	2.70	Agree	9
8. There are regular/commercial transport services available.	3.55	Strongly Agree	3
9. There is suitable and convenient access to tourist attractions such as routes, roads, or waterways.	3.69	Strongly Agree	2
10. There are other activity facilities such as picnic huts, pools, resorts, etc. that generate income.	3.26	Strongly Agree	6
Composite Mean	3.24	Strongly Agree	

Legend: wm - weighted mean

Table 2 below shows that the respondents mostly strongly agreed that the location has a sufficient power supply, as expressed in the highest weighted mean (3.80, rank 1). The results suggest that locals clearly perceive the adequacy of the electricity supply in their barangay to support community-based tourism activities. Electricity in the community is supplied by Batangas Electric Cooperative II (BATELEC II). This reliable electrical power source is an essential component that sustains the general well-being of the whole community supporting their daily necessities and activities for visitors. Having a sufficient power supply is crucial for tourism development, particularly in the pursuit of an effectively organized community-based tourism.

Table 3
Residents' Perspectives on Community-Based Tourism
In terms of Socio-Cultural

Items	Weighted Mean	Verbal Interpretation	Rank
1. There are historical, archaeological, or cultural sites.	3.61	Strongly Agree	2
2. There are local festivals.	3.74	Strongly Agree	1
3. There are local practices on unique food products and handicrafts production.	3.07	Agree	5
4. There is an interesting local culture.	3.42	Strongly Agree	3
5. There are cultural, historical, religious, traditional and/or indigenous knowledge and practices.	3.33	Strongly Agree	4
Composite Mean	3.43	Strongly Agree	

Legend: wm - weighted mean

Table 3 shown, that the resident's confirmation of this socio-cultural attribute suggests that the population values cultural gatherings. The annual celebration of this tradition is also a means of preserving traditions through ongoing practice, reflecting their collaborative initiative. Therefore, Brgy. Pinagbayanan has considerable potential in terms of its ability to develop community-based tourism with the presence of cultural celebrations that can contribute to the overall tourist experience. According to Eluwole et al., 2022 local festivals are a significant component of socio-cultural development that showcases local culture in various ways that can add value to community-based tourism. In connection, the relevance of the involvement of host communities in local festivals has been recognized as crucial for the advancement of these events, which serve as amplifiers for the social advancement of the community. On the other hand, the respondents least agreed that there are local practices on unique food products and handicrafts production (weighted mean=3.07, rank 5). This suggests that there are food products already available in the area crafted by the local community, such as lambanog (a traditional Filipino alcoholic drink made by distilling the sap of the coconut flower, atsara (Filipino relish made with green papaya), and tablea (ball of ground-up cacao beans). Brgy. Pinagbayanan is one of the leading coconut-producing barangays in San Juan, which explains the availability of this distinct beverage product. However, locals claim that there are currently only a limited number of lambanog makers in the area, as some of the most skilled manufacturers have aged and their families have pursued alternate sources of income. In addition, while most residents know how to produce atsara and tablea, only a few engage in this business due to its limited profitability. Still, these existing indigenous customs and culinary offerings significantly enhanced the cultural appeal of this area.

Table 4
Residents' Perspectives on Community-Based Tourism
In terms of Environment

Items	Weighted Mean	Verbal Interpretation	Rank
1. There is presence of wildlife (flora and/or fauna) with ecotourism value.	3.64	Strongly Agree	3
2. There are natural scenic attractions like mangrove forest, river.	3.79	Strongly Agree	1
3. There are designated protected areas like mangrove forest.	3.73	Strongly Agree	2
4. There are Eco Waste management practices.	3.37	Strongly Agree	5
5. There is a proper drainage/sewerage system.	3.51	Strongly Agree	4
Composite Mean	3.61	Strongly Agree	

Legend: wm - weighted mean

Based on the statistics presented in Table 4, the respondents strongly agreed on the presence of natural scenic features such as mangrove forests and rivers, as demonstrated by the highest weighted mean (weighted mean=3.79,rank 1). The results show explicit agreement among the survey participants on the natural characteristics prevalent in the vicinity and their acknowledgment of its potential to attract tourists. Brgy. Pinagbayanan is a coastal barangay in the Agri-Ecotourism/Nature Tourism Zone of San Juan. It is renowned for its bountiful natural tourism resources, specifically its expansive mangrove forests that run alongside the Lawaye River, which eventually flows into Tayabas Bay. These mangroves can be found in the area's intertidal waters, where saltwater and freshwater mix. It has a crucial role in biodiversity due to its function as a habitat for several marine species and its ability to prevent coastal erosion. Furthermore, the mangrove ecosystems in the area are a vital natural asset that offers a multitude of advantages for human existence, including its abundant marine resources that sustain the local fishing industry. As stated by Kissinger et al. (2020), the mangrove ecosystem sustains a wide range of organisms and supports the well-being of local communities by providing means of livelihood. In addition to the environmental and economic benefits, these forests hold significance in the field of tourism by offering opportunities to observe wildlife and partake in activities such as birdwatching and boating. Hence, its presence in the barangay elevates its value as an attractive tourism destination and has the potential to draw visitors from different places. This natural marvel can also boost the location's appeal for the implementation of community-based tourism.

In addition, the respondents also strongly agreed that there are eco-waste management practices in the community (weighted mean=3.3, rank 5). This notable agreement only indicates that the residents practice eco-waste management. However, its rank as the last item could indicate that waste management in the community might need improvement. According to the residents, they are responsible for managing their waste, including segregating, and disposing it properly. Residents commonly engage in waste management by maintaining personal landfill sites within their backyards designated for decomposing biodegradable trash. However, regular waste collection for their plastic waste does not occur in their vicinity. This implies that although the locals recognize the significance of these eco-waste management strategies, there may be an opportunity to promote or advance more effective waste management projects in the community to encourage environmental sustainability further. As revealed in the study of Zulfa and

Nugraheni (2020), waste management impacts the creation of clean, healthy, beautiful, and sustainable environmental conditions, thus, can contribute to the appeal of the area beneficial for the possible implementation of community-based tourism. Effective waste management is critical for this intended tourism endeavor, as cleanliness is vital to the tourism industry.

Table 5
Residents’ Perspectives on Community-Based Tourism
In terms of Management

Items	Weighted Mean	Verbal Interpretation	Rank
1. There are trained local tour guides in the area.	2.49	Disagree	9
2. There are local tour operators offering tour packages.	2.32	Disagree	10
3. There are registered people’s organizations.	3.47	Strongly Agree	3
4. There are sufficient support from local government.	3.26	Strongly Agree	6
5. There are ordinances for local tourism management carrying capacity and environment protection.	3.37	Strongly Agree	4
6. There are risk management plans for natural disasters.	3.68	Strongly Agree	2
7. There are security measures/programs, e.g., the presence of CCTV, law enforcers, paralegal personnel, or “tanod” in area.	3.83	Strongly Agree	1
8. There are trainings courses and seminars for local tourism management.	3.29	Strongly Agree	5
9. There is a local tourism information center	2.56	Agree	8
10. There are marketing efforts done to promote tourism (Websites, Brochures, Online Presence)	2.69	Agree	7
Composite Mean	3.10	Agree	

Legend: wm - weighted mean

According to the results shown in Table 5, the respondents exhibited the strongest agreement on the existence of security measures/programs, e.g., the presence of CCTV, law enforcers, paralegal personnel, or "tanod" (wm=3.83, rank=1). Based on this, it can be deduced that the residents are aware of management practices in their area, specifically about the state of security in their barrio.

The Sangguniang Barangay of Pinagbayanan appointed several Barangay Police as local security officials responsible for upholding peace and order in their area. According to the residents, they patrol the vicinity both during the day and at night, providing a sense of security. In addition, closed-circuit television (CCTV) cameras are installed on the area's main streets. These cameras enable barangay officials to conduct daily monitoring of their jurisdiction. The safety and security measures in the barangay not only promote the feeling of safety but also boost the overall appeal of the locale to potential tourists. Phuong et al. (2020) emphasize the importance of consistently enhancing safety measures and ensuring comfortable conditions to effectively appeal to visitors interested in engaging with community-based tourism.

As displayed in Table 7, when the respondents' perceptions of community-based tourism were compared to their age, the computed r-value of 0.140 for socio-economic has a corresponding p-value of less than 0.05, thus rejecting the hypothesis. On the contrary, the computed r-values of 0.053 for socio-cultural, 0.017 for environment, and 0.044 for management have corresponding p-values of more than 0.05, thus failing to reject the hypothesis. These safely generalized that the respondents' perceptions of community-based tourism in terms of socio-economic have a significant relationship, and no significant relationships in terms of socio-cultural, environment, and management when compared based on their ages.

The results highlight the influence of the respondents' age on their perceptions of the potential of community-based tourism in their locality, particularly with Brgy. Pinagbayanan's socio-economic situation. The findings suggest that the respondent's age affects how they understand the economic prospects that tourism offers in their area, which are essential for developing community-based tourism. The older residents' comprehension can be impacted by their heightened familiarity with the location, having resided here for an extended period and witnessed the significant transformations that have occurred over the years, unlike the younger individuals.

Table 7
Relationship Between the Profile of the Respondents and Their Assessment of the Components of Community-Based Tourism

Variables	r-value	p-value	Decision	Interpretation
Age				
Socio-Economic	0.140	0.04074	Reject Ho	Significant
Socio-Cultural	0.053	0.44051	Failed to Reject Ho	Not Significant
Environment	0.017	0.80471	Failed to Reject Ho	Not Significant
Management	0.044	0.52204	Failed to Reject Ho	Not Significant
Gender				
Socio-Economic	0.013	0.85004	Failed to Reject Ho	Not Significant
Socio-Cultural	0.074	0.28118	Failed to Reject Ho	Not Significant
Environment	0.003	0.96520	Failed to Reject Ho	Not Significant
Management	0.024	0.72703	Failed to Reject Ho	Not Significant
Highest Educational Attainment				
Socio-Economic	0.001	0.98840	Failed to Reject Ho	Not Significant
Socio-Cultural	0.005	0.94203	Failed to Reject Ho	Not Significant
Environment	0.013	0.85004	Failed to Reject Ho	Not Significant
Management	0.160	0.01918	Reject Ho	Significant
Monthly Income				
Socio-Economic	0.042	0.54115	Failed to Reject Ho	Not Significant
Socio-Cultural	0.150	0.02824	Reject Ho	Significant
Environment	0.140	0.04074	Reject Ho	Significant
Management	0.029	0.67314	Failed to Reject Ho	Not Significant

Based on the results of the study in table 7, the researchers developed several suggestions to further prepare Brgy. Pinagbayanan for community-based tourism development.

The researchers assessed the preparedness of the area for community-based tourism based on its four components: socio-economic, socio-cultural, environmental, and management aspects. The

management component appears to be the least prepared portion. Based on these findings, the researchers emphasized the importance of prioritizing management strategies to improve the planning, organizing, and decision-making processes in the locale while ensuring that the other components of community-based tourism are also maintained and further improved. The suggested strategies and activities are presented below.

Table 7
Suggested Strategies to be included in the Local Tourism Development Plan to Strengthen the Community's Readiness

Key Result Area	Strategy	Task	Persons Involved	Success Indicator
Residents' involvement in Tourism management of Brgy. Pinagbayanan	Engage the locals in Tourism planning	<ul style="list-style-type: none"> - Organize community awareness seminars or workshops to inform locals about the future implementation of community-based tourism. - Conduct trainings for local community guides and tour operators. 	<ul style="list-style-type: none"> -Residents -Local Government of Brgy. Pinagbayanan -Tourism Office of San Juan -TESDA 	<ul style="list-style-type: none"> -Locals active engagement in tourism management in the locality.
Diversification of tourism offerings. Market research and demand analysis.	Identify tourism products to be developed and promoted	<ul style="list-style-type: none"> -Identify the tourism resources, including attractions, recreational opportunities, local products, and relevant workforce. -Design tour packages that will showcase the cultural heritage, natural landscapes, and diverse range of local products, services and activities. -Launch marketing campaigns for tour packages using traditional methods (posters, brochures, and flyers) and digital advertising (social media content). 	<ul style="list-style-type: none"> -Residents -Local Government of Brgy. Pinagbayanan -Tourism Office of San Juan 	<ul style="list-style-type: none"> - Availability of tour packages and tour personnels (Tour Operators/Tour Guides) to provide services among visitors. - An increase in the volume of visitor arrivals.
Job creation and income generation for economic growth.	Encourage The establishment of Locally owned Tourism businesses	<ul style="list-style-type: none"> -Train the locals about business operation of various entities that can be lucrative source of livelihood or income (Pasalubong Centers, Lodging Business, Food Business, Tour Operation) -Form cooperatives or associations to encourage collaboration, and shared resources among locals. -Facilitate partnerships with foundation and training institutions to support the development of local tour operations. -Offer financial assistance to residents who are interested in establishing local tour operations. 	<ul style="list-style-type: none"> -Residents -Local Government of Brgy. Pinagbayanan -Tourism Office of San Juan -Technical Education and Skills Development Authority (TESDA) -Department of Labor and Employment (DOLE) 	<ul style="list-style-type: none"> -Presence of locally owned Tourism enterprises that can accommodate the needs of tourists. -Locals' quality of life improves because of increased employment and business income generated by tourism.

CONCLUSIONS

1. Most of the local respondents belong to the younger demographic, and there is a slight majority of female respondents and most of them are high school graduates. Moreover, most families exhibit lower income brackets, signifying reliance on livelihoods like fisheries and small local enterprises. These characteristics shape perceptions regarding the community's potential for tourism and the varied ways they view different components crucial to community-based tourism due to their extensive residence in the area, and day to day experiences in the community.
2. The residents of Brgy. Pinagbayanan generally consider their locality ready for community based tourism, especially in the environmental aspect. This is due to the presence of natural wonders in the area, specifically mangroves, rivers, and vast coconut farms. However, local tourism management has deficiencies, especially in terms of inadequate tour guides and community involvement. This can be due to a lack of awareness of the importance of tour guides and the local government's central management of tourism activities in the area.
3. The residents' age, educational attainment, and income influence how they view community-based tourism. Older individuals generally have a deeper understanding of the socio-economic aspects of community-based tourism, likely due to their extensive residency and witnessed transformations over time. Furthermore, those with higher educational attainment tend to be more critical in evaluating aspects such as management aspects within community-based tourism, as their perspectives can be from strategic, practical, and analytical viewpoints. Finally, those whose livelihoods and earnings rely on the environment tend to demonstrate heightened awareness and consideration of socio- cultural and environmental factors. This observation emphasizes that individuals who depend on an area's customs and environment for their livelihood can hold a more profound comprehension of its present condition.
4. The proposed action plan outlines the measures aimed at enhancing the readiness of Brgy. Pinagbayanan for community-based tourism. The focus was on areas that, from the residents' viewpoints, lacking in their locality. The objective is to guarantee the achievement and sustainable operation of the tourism endeavor, with the local population being the main beneficiaries of its favorable effects.

RECOMMENDATIONS

1. Residents can establish partnerships and collaborations with local government, NGOs, and other relevant tourism stakeholders to further enhance and promote tourism infrastructure, services, and attractions.
2. Local government should facilitate the active involvement of locals in tourism development, specifically in the decision-making and planning processes, to guarantee inclusivity and coherence with their needs, ideals, and aspirations which can benefit the entire community.
3. Local government and other relevant stakeholders can develop and execute community-based tourism training and workshops that can provide residents with the necessary skills and competencies to participate in tourism-related endeavors which can also provide additional employment opportunities for residents, thereby increasing their income.
4. Stakeholders and the locality can adopt and implement the Action Plan (Refer to Table 8 Action Plan for Brgy. Pinagbayanan, p.63) formulated from the results of this study. The action plan focuses on enhancing the readiness of Pinagbayanan for Community-Based Tourism with an emphasis on the aspects of Management, Socio-Economic, and Socio-Cultural Components that require further preparation to ensure the success and sustainability of tourism development.
5. Conduct future research on the proper Implementation Process of Community-Based Tourism in rural communities that will serve as a foundation for the future adoption of tourism development in Brgy. Pinagbayanan.

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LEVEL OF DISASTER RISK PREPAREDNESS OF SELECTED RESORTS IN TALISAY, BATANGAS

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Abstract

This research aims to find out the level of preparedness of the selected resorts in Talisay, Batangas. The variables present in this study helped assess the level of disaster preparedness of the resorts by determining the profile of the respondents and the level of disaster preparedness in terms of mitigation, preparedness, prevention, response, and recovery. Adequate preparation involves risk assessment, emergency plans, and trainings to respond effectively to any natural or man-made disasters.

The researchers were able to gather 50 participants from 11 resorts that was divided into two (2) groups: the managers/owners, and employees. This study used purposive sampling to select the respondents who will provide data through the use of survey-questionnaires. After the research was completed, they were able to make recommendations on how such resorts should be completely prepared for natural and man-made calamities.

Based on the result of the data gathering in 11 resorts at Talisay, Batangas, it is found that they are mostly prepared in terms of prevention plans, mitigation, and preparedness, response and recovery through ongoing facility improvement plans, stakeholder involvement, collaboration with local authorities, regular drills, and community engagement which are crucial for maintaining safety and minimizing losses during emergencies. The proposed input can help to enhance disaster preparedness in Talisay, Batangas.

Keywords: disaster preparedness, emergency plans, monitoring plan, resort management, resort's resilience

INTRODUCTION

Every year, millions of people, properties, and the environment regularly encounter multiple disasters and catastrophic events worldwide. Each country has its hazard profile, vulnerable aspects, and management systems, which help it improve its ability to respond effectively during disasters. Societies consistently developed plans to address the initial impacts of the disasters. However, the unfortunate reality is not all places have the same capabilities for preparing, responding, and addressing disaster.

A disaster is an unanticipated incident in which the community impacted requires more resources than are available (Furin, 2018). Occasionally, it has such a severe impact on a community that it compels them to take extraordinary measures to address the situation. Disasters can be classified into two: environmental and man-made hazards. Environmental hazards include natural calamities like typhoons, floods, earthquakes, and volcanic eruptions and biological hazards like epidemics; man-made risks include technological, industrial, and fire and drowning accidents. Regarding disaster risk management preparedness, initiatives that improve the technical and managerial capabilities of

governments, companies, and communities are used to attain a suitable degree of readiness to respond to any situation (Srinivas, 2020). Societies need to adapt to changing environmental circumstances. Thus, they must strengthen their resilience by lowering their susceptibility to disasters.

One of the most visited places in the country with a high risk of disaster is the municipality of Talisay, Batangas, since it is near the famous Taal Volcano. It is bounded by Tagaytay City to the North, Laurel to the west, Tanauan to the east, and Taal Lake to the west. It is known as the “Seedling Bowl of the Nation” as it is home to various plants and gardens that contributed to the development of the local area. Aside from numerous plants, they are also known for lake resorts since they are right beside the lake and the famed Taal Volcano. Since it is near the disaster's possible causes, this study assesses the resilience of the selected resort. According to the Municipal Tourism Office of Talisay, there are 19 registered resorts in the area by 2022. The findings will be utilized to emphasize the importance of disaster preparedness measures for the resilience of the resorts and come up with suggestions that might be adopted in the Local Disaster Risk Reduction Management (LDRRM) Plan.

In the study of Fabeil et al. (2018), the most common crisis experienced by resorts was technology failure, followed by natural disasters and social threats. Moreover, the result yielded that those resorts frequently communicate well about the crisis to their guests and staff, especially regarding the importance of disaster preparedness and measures. However, the practice of disaster preparedness measures among resorts still needs to improve (Razli et al., 2016).

To reduce the impact of the disaster, it is important to have preventive measures and ensure disaster preparedness. According to the Department of Tourism (2018), Batangas was ranked as the Top 3 most visited provinces in the country. With its rich natural resources, the tourist arrival flocks that is why there is a higher demand for the resort businesses to strengthen their disaster management to guarantee the safety of the tourists.

OBJECTIVES

The study aims to assess the level of preparedness of selected resorts in Talisay, Batangas to disaster. Specifically, the researchers seek to answer the following questions:

1. What is the level of disaster preparedness of the resorts as perceived by the owners and staffs of resorts in Talisay, Batangas in terms of:
 - 1.1. prevention,
 - 1.2. mitigation,
 - 1.3. preparedness,
 - 1.4. response, and
 - 1.5. recovery?
2. Is there a significant difference between the responses of the two groups of respondents in the level of disaster preparedness of selected resorts in Talisay, Batangas?
3. Based on the results, what monitoring plan may be suggested to resorts in Talisay, Batangas for disaster risk reduction and management?

METHODS AND MATERIALS

The researchers used a quantitative-descriptive research method to attain the study's objectives. As defined by Sable (2023), the quantitative method is a systematic approach in research that objectively garners data and is designed in a deductive way. Meanwhile, descriptive studies aim to describe the

phenomenon and its characteristics. This method is frequently used in research because it requires participants to participate in data collection via questionnaires, observation, and evaluation to complete the study's goal.

A descriptive study is the best choice to collect data from subject- respondents, and the researchers employed the method of descriptive questionnaires to assess the level of preparedness of the resorts' management practices in times of disaster.

There were fifty (50) respondents who completed answering the survey questionnaires. This study for risk preparedness typically involved the personnel in charge of managing and mitigating risks. The participants of the study were divided into two (2) groups:

The resort owners' involvement in the study is crucial because they had first and knowledge of the resort's operations, safety measures, and challenges in managing risks. Their insights and perspectives informed the development of effective risk-reduction strategies and policies within the resort environment. Staff members are often at the front lines of risk management, implementing policies and procedures, and dealing with day-to-day operational challenges.

In assessing the level of disaster risk preparedness of selected resorts in Talisay, Batangas, the researchers used a self-made questionnaire based on the literature review of the study, validated by experts on the subject matter. The survey questionnaire included a consent letter asking the respondents permission to use the data they have provided, such as a profile of the respondents and their level of preparedness. The survey was composed of two (2) parts: The first part is the profile of the respondents, and the second part is about the level of preparedness of the resort in terms of Prevention, Mitigation, Preparedness, Response, and Recovery.

FINDINGS

Table 1
Level of Disaster Preparedness of the Resorts as Perceived by the Owners and Staffs of Resorts in Talisay, Batangas In Terms of Prevention

Items	Owners			Staffs		
	WM	VI	R	WM	VI	R
1. The resort had experienced natural disasters which include typhoons, floods and earthquakes, and man-made hazards such as slipping and drowning accidents.	4.82	HP	6	4.85	HP	2
2. The resort's buildings have enough distance from each other to lessen damage when buildings collapse due to earthquakes.	4.73	HP	7	3.69	P	8
3. The resort has a functional drainage system to avoid flooding during heavy rains.	5.00	HP	3	4.00	P	5
4. The resort's building is well-designed and can withstand earthquake/typhoon events.	5.00	HP	3	3.85	P	7
5. The electrical equipment is placed in a dry and away from water or flammable material to avoid electrocution or fire incidents.	5.00	HP	3	4.51	HP	3
6. The resort has coordination with the local government unit of Talisay who provides emergency news/measure and alert systems.	5.00	HP	3	5.00	HP	1
7. There is periodical checking of all buildings for structural faults, to carry out timely repairs.	4.64	HP	8	3.95	P	6
8. The resort conducts formal risk assessment regularly.	5.00	HP	3	4.26	HP	4
Composite Mean	4.90	HP		4.26	HP	

Legend: WM– weighted mean, VI–verbal interpretation, R- rank

These findings are supported by related literature and studies. For instance, a study by the United Nations Office for Disaster Risk Reduction (UNDRR) (2015) emphasized the importance of building resilience through structural measures, such as designing buildings that can withstand earthquakes and typhoons. Similarly, a report by the World Health Organization (WHO) (2019) highlighted the need for proper electrical equipment placement to prevent electrocution or fire incidents. Moreover, regular risk assessments are crucial in identifying potential hazards and developing appropriate mitigation strategies (UNDRR, 2015).

The high composite mean score of 4.90 for prevention measures also suggests that the owners know the importance of disaster preparedness and are taking proactive steps to mitigate risks. This finding is consistent with a study by the Asian Development Bank (ADB) (2018), which found that businesses in disaster-prone areas increasingly recognize the importance of disaster risk reduction and implement measures to minimize losses.

Table 2
Level of Disaster Preparedness of the Resorts as Perceived by the Owners and Staffs of Resorts in Talisay, Batangas In Terms of Mitigation

Items	Owners			Staffs		
	WM	VI	R	WM	VI	R
1. The resort’s management has an active group chat with other resorts in Talisay to keep track of updates and happenings during the disaster.	5.00	HP	1.5	4.69	HP	2
2. The resort’s management has connections with the community organizations or local agencies as support when future disaster happens.	4.82	HP	3	3.51	P	3
3. The resort has active insurance in case of disasters.	4.36	HP	5	2.79	MP	5
4. The resort enforces effective building codes and standards.	4.73	HP	4	2.97	MP	4
5. The resort implements a disaster management plan in their business to reduce susceptibility to hazards.	5.00	HP	1.5	4.72	HP	1
Composite Mean	4.78	HP		3.74	P	

Legend: WM– weighted mean, VI–verbal interpretation, R- rank

As shown in Table 3, the owner-respondents agreed that the resorts were highly prepared because the management had active group chats with other resorts in Talisay to keep track of updates and happenings during the disaster. The resorts implemented disaster management plans in their business to reduce susceptibility to hazards, which made the highest equal weighted means of 5.00 and the highest ranks of 1.5. Due to the resorts' proximity to the Taal Volcano, it is crucial to be informed about events and updates regarding the management's actions, particularly when the volcano exhibits signs of potential eruption.

The findings presented in Table 2 suggest that the resorts in Talisay, Batangas, have implemented effective mitigation measures to prepare for disasters. Specifically, the owners and staff perceive that their resorts have an active group chat with other resorts in the area to stay informed about updates and happenings during disasters and connections with community organizations and local agencies for support. Additionally, the resorts have active insurance policies and enforce building codes and standards.

Table 3
Level of Disaster Preparedness of the Resorts as Perceived by the Owners and Staffs of Resorts in Talisay, Batangas

Items	Owners			Staffs		
	WM	VI	R			R
1. The staff has knowledge about evacuation areas during a disaster.	4.18	P	4.5	3.82	P	2
2. The staff participates in training or seminars on Disaster Risk Reduction Management annually.	4.27	HP	3	3.10	MP	4
3. The management performs earthquake drills monthly to ensure its efficiency during disaster.	4.18	P	4.5	3.05	MP	5
4. The resort's management conducts BFP (Bureau of Fire Protection) training semi annually to test its preparedness and recovery capabilities.	3.73	P	6	2.46	SP	6
5. The resort has disaster relief equipment and other machinery like fire extinguishers.	4.64	HP	2	3.38	MP	3
6. The resort has available vehicles for emergency and disaster use only.	5.00	HP	1	4.31	HP	1
Composite Mean	4.33	HP		3.35	MP	

Legend: WM– weighted mean, VI– verbal interpretation, R- rank

The finding that the resorts in Talisay, Batangas have available vehicles for emergency and disaster use only highlights their high level of preparedness for response and recovery during disasters. This aligns with related literature and studies emphasizing the importance of transportation systems in disaster risk reduction and management.

Furthermore, the said group of respondents assessed that the resorts were prepared because they conducted semi-annual BFP (Bureau of Fire Protection) training to test their preparedness and recovery capabilities, which garnered the least weighted mean of 3.73 and lowest rank of 6. The semi-annual fire training had the least weighted mean, which can be amended because the management might benefit from this training by being better prepared for fire incidents close to the resorts.

The finding that the resorts in Talisay, Batangas, were assessed as being prepared by the respondents can be attributed to their regular participation in BFP (Bureau of Fire Protection) training. These trainings are conducted semi- annually to test the resorts' preparedness and recovery capabilities. This practice aligns with the recommendations of related literature and studies on disaster preparedness and management.

Table 4
Level of Disaster Preparedness of the Resorts as Perceived by the Owners and Staffs of Resorts in Talisay, Batangas

Items	Owners			Staffs		
	WM	VI	R			R
1. The resort has disaster alarms.	4.09	P	3	3.18	MP	4
2. The resort has emergency exits.	3.82	P	4	3.23	MP	3
3. The establishment has smoke detectors with water sprays.	3.73	P	5	3.51	P	2
4. The resort has available medical related resources for emergency situations.	5.00	HP	1	4.90	HP	1
5. The resort's staff are trained in emergency response and recovery procedures.	4.82	HP	2	2.67	MP	5
Composite Mean	4.29	HP		3.50	P	

Legend: WM–weighted mean, VI–verbal interpretation, R- rank

As written in Table 4, the owner/manager-respondents replied that the resorts were highly prepared because they have available medical-related resources for emergency situations, which made the highest weighted mean of 5.00 and the highest rank of 1. The resorts put their visitors' safety first by stocking medical supplies to prepare them for any emergency.

The finding that the availability of medical-related resources for emergency situations is the most critical factor in determining the level of disaster preparedness of resorts in Talisay, Batangas, is supported by related literature and studies. A study by the World Health Organization (WHO) found that access to medical care during disasters is crucial for reducing mortality and morbidity rates (WHO, 2019). This is because disasters can cause injuries, illnesses, and psychological trauma, which require immediate medical attention. Therefore, having medical resources readily available can significantly improve the response time and effectiveness of emergency response efforts.

Table 5
Level of Disaster Preparedness of the Resorts as Perceived by the Owners and Staffs of Resorts in Talisay, Batangas

Items	Owners			Staffs		
	WM	VI	R			R
1. The resort has recovery plans that are regularly reviewed and updated to reflect changing risks and business needs.	4.73	HP	3.5	3.31	MP	5
2. The resort has financial resources allocated for recovery.	5.00	HP	1.5	3.85	P	3
3. The resort has allotted evacuation are as in case of emergency.	4.00	P	5	3.38	MP	4
4. The employees have assigned roles and responsibilities during recovery efforts.	5.00	HP	1.5	4.64	HP	1
5. The resort has backup data and recovery procedures in place.	4.73	HP	3.5	4.28	HP	2
Composite Mean	4.69	HP		3.89	P	

Legend: WM– weighted mean, VI–verbal interpretation, R- rank

As revealed in Table 5, the owner-respondents agreed that the resorts were highly prepared because the resorts have financial resources allocated for recovery, and the employees have assigned roles and responsibilities during the recovery effort, which made the highest equal weighted means of 5.00 and the highest ranks of 1.5. Financial resources allow the resort to readily make the necessary changes or renovations when a disaster occurs,

which is one of their main forms of preparedness. The selected resorts were financially ready when the disaster happened and were confident that they could operate after the disaster.

According to a study by the World Tourism Organization (UNWTO), insurance is essential for tourism businesses as it provides financial security and enables them to recover from disasters quickly (UNWTO, 2019). To prepare for recovery during disasters, the resorts should have financial resources to fund what needs to be fixed in the establishment.

Table 6
Difference Between the Responses of the Two-Groups of Respondents on the Level of Disaster Preparedness of Selected Resorts in Talisay, Batangas

Variables	t-value	p- value	Decision	Interpretation
Prevention	3.48	0.00309	Reject Ho	Highly Significant
Mitigation	2.35	0.04064	Reject Ho	Significant
Preparedness	2.99	0.01127	Reject Ho	Significant
Response	1.70	0.11997	Failed to Reject Ho	Not Significant
Recovery	2.42	0.03606	Reject Ho	Significant

As reflected in Table 7, when the assessment of the two groups of respondents regarding the level of disaster preparedness of selected resorts in Talisay Batangas was compared, the computed t-value of 3.48 for prevention has a corresponding p-value of less than 0.01, thus rejecting the hypothesis. In addition, the computed t-values of 2.35 for mitigation, 2.99 for preparedness, and 2.42 for recovery have corresponding p-values of less than 0.05, thus rejecting also the hypothesis. On the other hand, the computed t-value of 1.70 for response has a corresponding p-value of more than 0.05, thus failing to reject the hypothesis.

The results presented in Table 7 indicate significant differences in the assessment of the two groups of respondents regarding the level of disaster preparedness of selected resorts in Talisay, Batangas, except for response. Specifically, the t-values for prevention, mitigation, preparedness, and recovery are 3.48, 2.35, 2.99, and 2.42, respectively, with corresponding p-values less than 0.05 for prevention, mitigation and preparedness and less than 0.01 for prevention. The t-value for response is 1.70, with a corresponding p-value greater than 0.05.

The finding that there is a significant difference in the assessment of mitigation and recovery between the two groups of respondents is also consistent with previous studies that have identified these components as important aspects of disaster preparedness (Kumar et al., 2018; Mishra et al., 2018). This suggests that the two groups of respondents may have different views on minimizing the impact of disasters and facilitating recovery efforts in selected resorts in Talisay, Batangas. The owners and managers are certain they are highly prepared to control and lessen the disaster's impact and have adequate resources to come back after the disaster easily. They are mostly focused on what is available and what can be seen to qualify as disaster-ready. However, the resort's staff needs more seminars and training for recovery actions, contributing to their slight lack of confidence and hesitancy.

CONCLUSIONS

1. The selected resorts have managers and owners mostly aged 36 years old and above, while the staff are 25 to 35 years old. There is a dominance of male employees in the selected resorts. Regarding the duration of employment, most staff members have been employed by the resorts for four to six years.
2. Due to their location, Talisay, Batangas resorts constantly experience natural and man-made disasters. Thus, when it comes to taking precautions against calamities, they are highly prepared. They coordinate with the local government, monitor the amenities, have healthcare resources for quick emergency response, and check the electrical equipment if they are damaged, which helps the management take action immediately, even before any disasters happen. Furthermore, most resorts ensure their guests by having insurance policies when unexpected things happen. When it comes to management, it is also important to have effective leaders and policies to maintain safety in day-to-day operations. However, there is still more to be done to enhance the employees' abilities and knowledge, particularly about their professionalism in the case of a disaster and their post-disaster actions.
3. There are notable differences between the responses of management and staff toward disaster prevention, mitigation, preparedness, and recovery. The managers and owners confidently regard their resorts as ready because they are equipped with things useful to prevent a huge impact of disaster. On the other hand, some staff has varying knowledge and awareness after assessing the resorts they work on.
4. The study shows a relationship between the age of respondents and the management's preparedness; however, it does not seem that age has little impact on response and recovery because humans act quickly when they face danger. When it comes to the sex of the employees, it appears that it has no relationship with the level of preparedness of the resort, given that everyone experiences disaster regardless of sex. Lastly, the result of the length of service's relationship to the readiness of the resort when it comes to response and recovery was unexpected as it appeared to have no relationship. In actuality, individuals with extended stays at the resort possess a deep understanding and familiarity with the facility, enabling them to evaluate the efficacy of their prior preventive actions.
5. The policy recommendations of this study are focused on enhancing the employees' expertise in handling disasters. The employees must consistently acquire knowledge because our environment experiences different disasters. Additionally, there is a need to strengthen ties between the local organizations that aid in times of disaster, particularly for resorts that are situated distant from the community and organizations. It is also advised that disaster plans be continuously improved, emphasizing response and recovery efforts and preparations.

RECOMMENDATIONS

1. The LGU may implement full compliance with the resort by having emergency and disaster alarms available for quick response to disasters. The resorts may also require the staff to be trained to provide medical care for emergencies.
2. The local government unit may also decide to have at least two (2) times of onsite visits annually. This may be done to ensure that resorts maintain and follow the mandated guidelines of the municipality for ensuring the safety of the guests, especially when a disaster happens. Two (2) times visitation a year might be incorporated by the requirements of resort eligibility to attain full compliance.
3. The resorts may guarantee their stakeholder involvement and collaboration with local authorities. In their disaster risk management plans, they may involve all stakeholders, including guests, employees, suppliers, and local authorities. They may conduct regular meetings to discuss risks and response strategies and training programs for staff and guests. Resorts may also work closely with local authorities to ensure they follow relevant

laws and guidelines related to disaster risk management. This may include participating in regular drills such as fire drills, earthquake drills, evacuation drills, and exercises organized by the local government in the community, as well as sharing information about potential risks and response strategies.

4. Resorts may always be prepared with supplies in case of disaster: This includes making sure they are well-loaded with necessities like lifejackets, fire extinguishers, and medication kits for situations like flooding, fires, and drowning incidents. The managers and staff may also familiarize themselves with the plans related to the prospective stages of a disaster, before, during, and after.
5. The resort may ensure the proper prevention and mitigation practice: Provide the guests with informational materials about disaster preparedness and response, emphasizing their role in ensuring personal safety. The resort may also invest in providing resilient infrastructure and construction techniques to minimize the impact of disasters on resort's buildings and facilities.
6. Ensuring the resort has comprehensive insurance coverage: It includes protection against natural disasters and man-made hazards; insurance helps the resort recover from unexpected events, minimizing financial losses and allowing the business to continue operations.
7. Both resort managers and staff may know about disaster recovery: They may know the resort's action for every disaster that happens to lessen the aftermath. For instance, when accidents happen in the resort, they may offer different types of compensation like discounts and vouchers to maintain the resort's good reputation. This will help makeup for the losses brought by the disaster.
8. Resort managers/owners may implement strategies to manage disasters: Their leadership should be efficient in executing activities that would reduce the vulnerability of the whole management. They are expected to make quick decisions in reaction to disasters and prioritize the safety of the people in the establishment. They may also be responsible for regularly checking the vicinity and updating and informing the staff on what they should do to mitigate the possible causes of disasters.

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MARKETING STRATEGIES, INNOVATIVE PRACTICES, AND CHALLENGES OF GREEN PRACTICES ON SELECTED HOTELS IN TAGAYTAY CITY

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ABSTRACT

This study looked into the constructs of the marketing strategies, innovative practices and challenges of green practices on selected hotels. This research aimed to determine determining the marketing strategies, innovative practices and challenges of green practices on selected hotels in Tagaytay City. This study employed a descriptive-correlational research design to describe the level and correlate the said variables of the study.

A sample size of 110 managers on selected hotels was selected through random sampling from the total number of managers on selected hotels in Tagaytay City. A survey instrument that was modified and adopted from prior studies was employed after being validated by the experts and was tested for its reliability using Cronbach's alpha measure of internal consistency.

The findings revealed that the hotels showcase a dedication to enhancing guest satisfaction and bolstering the establishment's reputation. They achieve this by cultivating a robust online presence through a meticulously crafted website and actively participating in digital marketing initiatives. Additionally, the hotels collaborate with influential social media personalities, such as travel bloggers or social media influencers, who hold substantial followings and wield significant influence in the travel industry. Tailored advertising campaigns are then created to resonate with the unique needs and preferences of these influencers. The hotel has successfully incorporated innovative practices. They excels in practices related to services labeling, demonstrates effectiveness in advertising strategies, and maintains a commendable level of service value. The challenges associated with Green Practices were attributed to the time lag before significant financial benefits can be realized from sustainability initiatives, often requiring several years. The upfront investments in energy-efficient technologies, waste management systems, and eco-friendly infrastructure contribute to this delay. The commitment to allocating resources and dedicating staff for the regular monitoring and updating of sustainability initiatives further underscores the substantial effort involved. The more the selected hotels utilize marketing strategies, the better their innovative practices in terms of their service value. Meanwhile, services labeling and advertising do not depend on marketing strategies. The challenges encountered in green practices of selected hotels do not depend on their marketing strategies. The challenges encountered in green practices of selected hotels do not depend on their innovative practices in terms of services labeling, advertising and service value.

Keywords: marketing initiatives, innovative practices, green practices

INTRODUCTION

The triple planetary crisis – the crisis of climate change, nature and biodiversity loss, and pollution and waste – is front and center on the global stage (Andersen, 2023). The hotel industry, for example, represents an essential part of the tourism industry and, consequently, on one hand, pollutes the environment (Duric & Topler, 2021) or is one of the sectors largely increasing the burden on the environment (Yusoff, Nejati, Kee, & Amran, 2020). Hence, Shibamoto (2022) pointed out that the United Nations adopted the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) to realize an acceptable global environment and society for the next generation.

In a business context, awareness of and responsiveness to environmental issues is imperative for hotel firms (Martínez-Martínez et al., 2019) to have a better marketing strategy. According to the

marketing theory, it is reasonable to refer to the following main strategies applicable to hotels: an undifferentiated marketing strategy; a differentiated marketing strategy, and a concentrated marketing strategy (Bondarenko, Efremenko, & Larionov, 2019). However, Chung (2019) explained that stakeholders and executive corporate social responsibility hotels could indirectly increase consumer loyalty to the image of the hotel through green marketing. Hence, hotels are adopting green marketing, pointed out by Chandran and Bhattacharya (2021), as an opportunity to differentiate themselves from their competitors and cut costs associated with waste disposal and material usage. Relatively, Mele, Gomez and Garay (2019) posited that a good green marketing strategy from organizations to develop activities aimed at preserving the environment, whether through operative or strategic measures generates a positive effect on tourists' behavior. Also, sustainable and green actions matter, since they are not only trendy actions following simple advertising returns, but are shown to have a positive impact on verifiable performance indicators, such as those regarding customer behavior toward the company.

On the other hand, green practices can be broadly classified into three areas, conserving energy and water, and reducing waste (Liu & Sanhaji as cited in Luo & Fan, 2019). Yi, Li, and Jai(as cited in Luo & Fan, 2019) believed that the main purpose of hotels to implement green practices is not only to reduce the negative impact of hotels on the environment but also to reduce operating costs caused by wasting resources. Unfortunately, in practice, Filimonau and Tochukwu (2020) revealed that hotels do very little to mitigate solid waste generation. This was attributed to the insufficient support received from the government, but also to the disinterest of hotel guests, managers, and employees in environmental conservation. Moreover, the business reputation, ability to sell products and services, and attract staff may all be affected by the environmental policies and procedures that have in place (Business Queensland, 2023).

Luo and Fan (2019) underscores also the negative impacts [or challenges of green practices] include increased costs of environmental protection facilities, waste of human resources, and increase workload of employees. At the same time, Cuevas et al., (2020) expressed that hesitant to participate in the "go green" program because there is a misconception of being costly and can lower the quality of service.

However, despite these numerous studies that investigated the phenomenon, no study yet has been conducted particularly in selected hotels in Tagaytay City which talks about the marketing strategies, innovative practices, and challenges of green practices.

Thus, this study was conceived to determine the marketing strategies, innovative practices, and challenges of green practices on selected hotels in Tagaytay City. Further, this study determined the relationship between the variables covered and could serve as a basis for an action plan to improve the marketing strategies, innovative practices, and challenges of green practices of hotels.

OBJECTIVES OF THE STUDY

This study aimed at determining the marketing strategies, innovative practices and challenges of green practices on selected hotels in Tagaytay City.

Specifically, this study sought answers to the following sub-problems:

1. What are the marketing strategies of the selected hotels in Tagaytay City?
2. What are the innovative practices of the selected hotels in Tagaytay City in terms of:
 - 2.1 Services Labeling,
 - 2.2 Advertising, and
 - 2.3 Service Value?
3. What are the challenges of the green practices of the selected hotels in Tagaytay City?
4. Is there a significant relationship between the marketing strategies and the innovative practices of the selected hotels in Tagaytay City?
5. Is there a significant relationship between the marketing strategies and challenges of green practices of the selected hotels in Tagaytay City?

6. Is there a significant relationship between the innovative practices and challenges of green practices of the selected hotel in Tagaytay City?
7. Based from the findings, what action plan can be proposed to improve the marketing strategies, and innovative practices of the selected hotels in Tagaytay City?

METHODS AND MATERIALS

The researcher utilized descriptive-correlational method of research with the help of survey questionnaire as the main source of data. Copeland (2022) stated that the aim of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. The primary sources of data were the managers on selected hotel in Tagaytay City. Only the empirical data generated from them are statistically treated and analyzed in this study.

The population of the study consisted of 153 managers on selected hotels in Tagaytay City, year 2022-2023. The actual sample of 110 was computed using the Raosoft Calculator and chosen through the random sampling method (Rahi, 2019) with a confidence level of 90% and a margin of error of 5%. The actual selection of the respondents was done using the stratified random sampling technique.

Moreover, a self-made questionnaire was utilized to acquire the necessary primary data for the study. The instrument was divided into three (3) parts. Part 1 dealt with the marketing strategies of selected hotels in Tagaytay City. Part 2 pertained to the innovative practices in selected hotels in Tagaytay City. Part 3 covered the challenges of green practices on selected hotels in Tagaytay City.

FINDINGS

Table 1
Marketing Strategies of Selected Hotels

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Establish a strong online presence through a well-designed website and engage in digital marketing activities.	3.83	Very High	2
2. Create tailored advertising campaigns to appeal to their needs and preferences	3.07	High	4
3. Offer incentives such as discounted room rates, exclusive perks, and rewards for frequent guests to build customer loyalty.	3.06	High	5.5
4. Create high-quality, informative content such as blog posts, videos, or guides that provide value to potential guests.	2.75	High	7
5. Collaborate with social media influencers or travel bloggers who have a significant following and influence in the travel industry.	3.75	Very High	3
6. Offer exclusive deals, personalized recommendations, or updates on upcoming promotions to encourage bookings.	1.79	Low	9
7. Respond promptly and professionally to both positive and negative feedback	3.06	High	5.5
8. Demonstrate a commitment to guest satisfaction and improving the hotel's reputation.	4.00	Very High	1
9. Host or sponsor events, conferences, or local activities that align with the hotel's target market	2.56	High	8
10. Form partnerships with local businesses and tourist attractions to offer package deals or special discounts.	1.77	Low	10
Overall Weighted Mean	2.97	High	

Table 1 presents the marketing strategies of selected hotels. As seen in the table, indicator 8 "Demonstrate a commitment to guest satisfaction and improving the hotel's reputation.." was ranked 1 with a weighted mean of 4.00, verbally interpreted as "very high"; indicator 2 "Establish a strong online presence through a well-designed website and engage in digital marketing activities." was ranked 2 with a weighted mean of 3.83, verbally interpreted as "very high"; indicator 5 "Collaborate with social media

influencers or travel bloggers who have a significant following and influence in the travel industry.” was ranked 3 with a weighted mean of 3.75, verbally interpreted as “very high,”

On the other hand, indicator 2 ‘Create tailored advertising campaigns to appeal to their needs and preferences” was ranked 4 with a weighted mean of 3.07, verbally interpreted as “high”; indicator 3 and 7 ‘ ‘ Offer incentives such as discounted room rates, exclusive perks, and rewards for frequent guests to build customer loyalty.’” Respond promptly and professionally to both positive and negative feedback” was ranked 5.5 with a weighted mean 3.06 verbally interpreted as “high”. and indicator 4 ‘Create high-quality, informative content such as blog posts, videos, or guides that provide value to potential guests.” was ranked 7 with a weighted mean of 2.75, verbally interpreted as “high,”

Next, indicator 9” Host or sponsor events, conferences, or local activities that align with the hotel's target market” was ranked 8 with a weighted mean of 2.56 verbally interpreted as “high”, indicator 6” Offer exclusive deals, personalized recommendations, or updates on upcoming promotions to encourage bookings.” was ranked 9 with a weighted mean of 1.79 verbally interpreted as “low.” Lastly, indicator 10” Form partnerships with local businesses and tourist attractions to offer package deals or special discounts.” was ranked 10 with a weighted mean of 1.77 verbally interpreted as “low”.

To sum up, the average weighted mean of 2.97 revealed that the marketing strategies of selected hotels was “high.” This implies that they demonstrate a commitment to guest satisfaction and improving the hotel's reputation, Establish a strong online presence through a well-designed website and engage in digital marketing activities, Collaborate with social media influencers or travel bloggers who have a significant following and influence in the travel industry and create tailored advertising campaigns to appeal to their needs and preferences.

Table 2
Innovative Practices of Selected Hotels: Services Labeling

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Offer various types of rooms such as standard rooms, suites, deluxe rooms, executive rooms, or themed rooms, each with different amenities and features.	3.94	Very High	1
2. Daily cleaning, turndown service, and laundry facilities to maintain cleanliness and provide fresh linens.	3.91	Very High	2
3. Round-the-clock front desk service for guest check-in, check-out, and assistance with inquiries or requests.	3.15	High	4
4. On-site dining options, including fine dining restaurants, casual eateries, cafes, or specialty cuisine restaurants.	2.88	High	6
5. In room dining service, allowing guests to order meals and beverages to be delivered to their room.	3.05	High	5
6. Offer Leisure and Entertainment Services, Complimentary internet access throughout the hotel premises.	3.45	Very High	3
7. Assisting guests in organizing special events like weddings, parties, or conferences.	2.01	Low	7
Overall Weighted Mean	3.20	High	

Table 2 presents the Innovative Practices of Selected Hotels: Services Labeling. As seen in the table, indicator 1” Offer various types of rooms such as standard rooms, suites, deluxe rooms, executive rooms, or themed rooms, each with different amenities and features..” was ranked 1 with a weighted mean of 3.94, verbally interpreted as “Very high”; indicator 2 ” Daily cleaning, turndown service, and laundry facilities to maintain cleanliness and provide fresh linens..” was ranked 2 with a weighted mean of 3.91, verbally interpreted as “very high”; indicator 6 ”Offer Leisure and Entertainment Services, Complimentary internet access throughout the hotel premises. with a weighted mean of 3.45 verbally interpreted as “very high,”

On the other hand, indicator 3 ‘. Round-the-clock front desk service for guest check-in, check-out, and assistance with inquiries or requests.” was ranked 4 with a weighted mean of 3.15, verbally interpreted as “high”; indicator 5 ‘ ‘ In room dining service, allowing guests to order meals and beverages to be delivered to their room was ranked 5 with a weighted mean 3.05 verbally interpreted as “high”. and indicator 4 ‘On-site dining options, including fine dining restaurants, casual eateries, cafes, or specialty cuisine restaurants.” was ranked 6 with a weighted mean of 2.88, verbally interpreted as “high,”Lastly, indicator “7 Assisting guests in organizing special events like weddings, parties, or conferences.”ranked 7 with a weighted mean of 2.01.

To sum up, the average weighted mean of 3.20 revealed that the innovative practices of selected hotels: services labeling was “high.” This implies that they offer various types of rooms such as standard rooms, suites, deluxe rooms, executive rooms, or themed rooms, each with different amenities and features. daily cleaning, turndown service, and laundry facilities to maintain cleanliness and provide fresh linens. offer leisure and entertainment services, complimentary internet access throughout the hotel premises. and round-the-clock front desk service for guest check-in, check-out, and assistance with inquiries or requests.

Table 3
Innovative Practices of Selected Hotels: Advertising

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Encourage guests to share their experiences and photos on social media using branded hashtags.	3.59	Very High	3
2. Use VR (Virtual reality) and AR (Augmented reality) technologies to create immersive experiences for potential guests.	1.38	Very Low	7
3. Partner with social media influencers and travel bloggers to promote their properties.	1.78	Low	6
4. Create unique and memorable experiences to engage potential guests	3.97	Very High	1
5. Integrate their advertisements into relevant content on online platforms. By blending the advertisement with the user experience,	2.98	High	5
6. Utilize interactive digital signage within their premises to engage guests.	3.19	High	4
7. Leverage the powerful targeting capabilities of social media platforms like Facebook and Instagram to reach specific demographics, interests, and behaviors.	3.89	Very High	2
Overall Weighted Mean	2.97	High	

Table 3 presents the Innovative Practices of Selected Hotels: Advertising.As seen in the table, indicator 4” . Create unique and memorable experiences to engage.” was ranked 1 with a weighted mean of 3.97, verbally interpreted as “Very high”; indicator 7”. Leverage the powerful targeting capabilities of

social media platforms like Facebook and Instagram to reach specific demographics, interests, and behaviors..” was ranked 2 with a weighted mean of 3.89, verbally interpreted as “very high”; indicator 1 ” Encourage guests to share their experiences and photos on social media using branded hashtags.”with a weighted mean of 3.59 verbally interpreted as“very high,”

On the other hand, indicator 6 ‘.Utilize interactive digital signage within their premises to engage guests..” was ranked 4 with a weighted mean of 3.19, verbally interpreted as “high”; indicator 5 ‘ ‘ . Integrate their advertisements into relevant content on online platforms. By blending the advertisement with the user experience, was ranked 5 with a weighted mean 2.98 verbally interpreted as “high”. and indicator 2 ‘Use VR (Virtual reality) and AR (Augmented reality) technologies to create immersive experiences for potential guests.” was ranked 7 with a weighted mean of 1.38, verbally interpreted as “high,” Lastly, indicator “3 Partner with social media influencers and travel bloggers to promote their properties. ranked 7 with a weighted mean of 1.38 verbally interpreted as “very low” .

To sum up, the average weighted mean of 2.97 revealed those innovative practices of selected hotels: advertising was “high.” This implies that they create unique and memorable experiences to engage potential guests. leverage the powerful targeting capabilities of social media platforms like facebook and instagram to reach specific demographics, interests, and behaviors and integrate their advertisements into relevant content on online platforms. by blending the advertisement with the user experience, and partner with social media influencers and travel bloggers to promote their properties.

Table 4
Innovative Practices of Selected Hotels: Service Value

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Utilizing technology and data to personalize the guest experience.	2.25	Low	4
2. Developing mobile apps that allow guests to check-in and check-out, request services, order room service, and access hotel information from their smartphones.	1.68	Very Low	5
3. Implementing digital concierge services and chatbots that provide instant assistance to guests.	1.53	Very Low	7
4. Embracing sustainability practices to add value for socially conscious guests.	3.03	High	3
5. Focusing on providing holistic wellness experiences to guests.	3.97	Very High	2
6. Investing in continuous employee training and upskilling programs to enhance service value.	3.98	Very High	1
7. Partnering with technology companies to leverage advanced technologies such as artificial intelligence (AI), Internet of Things (IoT), and voice-enabled devices.	1.64	Very Low	6
Overall Weighted Mean	2.58	High	

Table 4 presents the Innovative Practices of Selected Hotels: Service Value.As seen in the table 4, indicator 6”. Investing in continuous employee training and upskilling programs to enhance service value.was ranked 1 with a weighted mean of 3.97, verbally interpreted as “Very high”; indicator 5” . Focusing on providing holistic wellness experiences to guests..” was ranked 2 with a weighted mean of 3.97, verbally interpreted as “very high”; indicator 3 ” Embracing sustainability practices to add value for socially conscious guests.with a weighted mean of 3.03 verbally interpreted as“high,”

On the other hand, indicator 4 ‘.Utilizing technology and data to personalize the guest experience..” was ranked 4 with a weighted mean of 2.25, verbally interpreted as “low”; indicator 2 ‘ ‘ .

Developing mobile apps that allow guests to check-in and check-out, request services, order room service, and access hotel information from their smartphones. was ranked 5 with a weighted mean 1.68 verbally interpreted as “very low”. and indicator 2 ‘Use VR (Virtual reality) and AR (Augmented reality) technologies to create immersive experiences for potential guests.’ was ranked 7 with a weighted mean of 1.38, verbally interpreted as “high,” Lastly, indicator “3 Partner with social media influencers and travel bloggers to promote their properties. ranked 7 with a weighted mean of 1.38 verbally interpreted as “very low” .

To sum up, the average weighted mean of 2.58 revealed that innovative practices of selected hotels: values was “high.”This implies that investing in continuous employee training and upskilling programs to enhance service value, focusing on providing holistic wellness experiences to guests, embracing sustainability practices to add value for socially conscious guests, utilizing technology and data to personalize the guest experience and developing mobile apps that allow guests to check-in and check-out, request services, order room service, and access hotel information from their smartphones.

Table 5
Challenges of Green Practices

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Green practices often involve upfront investments in energy-efficient technologies, waste management systems, and eco-friendly infrastructure	3.74	Very High	2
2. need to wait for several years before realizing significant financial benefits from their sustainability initiatives.	3.76	Very High	1
3. physical limitations of the building or lack of space can make it difficult to implement certain eco-friendly technologies or practices.	2.87	High	5
4. training and raising awareness among employees about sustainable practices and their importance can be a challenge	1.92	High	6
5. operating in areas with limited green infrastructure may face difficulties in implementing certain sustainability practices	3.16	High	4
6. must allocate resources and dedicate staff to monitor and update their sustainability initiatives regularly.	3.45	Very High	3
Overall Weighted Mean	3.15	High	

Table 5 presents the Challenges of Green Practices. As seen in the table 6, indicator 2” need to wait for several years before realizing significant financial benefits from their sustainability initiatives was ranked 1 with a weighted mean of 3.76, verbally interpreted as “Very high”; indicator 1” . Green practices often involve upfront investments in energy-efficient technologies, waste management systems, and eco-friendly infrastructure.” was ranked 2 with a weighted mean of 3.74, verbally interpreted as “very high”; indicator 6” must allocate resources and dedicate staff to monitor and update their sustainability initiatives regularly with a weighted mean of 3.45 , verbally interpreted as “very high,”

On the other hand, indicator 5 ‘operating in areas with limited green infrastructure may face difficulties in implementing certain sustainability practices.’ was ranked 4 with a weighted mean of 3.16, verbally interpreted as “high”; indicator 3 ‘ physical limitations of the building or lack of space can make it difficult to implement certain eco-friendly technologies or practices was ranked 5 with a weighted mean

2.87 verbally interpreted as “high”. and indicator 4 ‘training and raising awareness among employees about sustainable practices and their importance can be a challenge’ was ranked 6 with a weighted mean of 1.92, verbally interpreted as “high,”

To sum up, the average weighted mean of 3.15 revealed that Challenges of Green Practices was “high.” This implies that they need to wait for several years before realizing significant financial benefits from their sustainability initiatives. Green practices often involve upfront investments in energy-efficient technologies, waste management systems, and eco-friendly infrastructure, must allocate resources and dedicate staff to monitor and update their sustainability initiatives regularly, operating in areas with limited green infrastructure may face difficulties in implementing certain sustainability practices and physical limitations of the building or lack of space can make it difficult to implement certain eco-friendly technologies or practices.

Table 6
Relationship Between Marketing Strategies and Innovative Practices of Selected Hotels

Marketing Strategies	Statistical Treatment (Pearson r)	p-value	Decision	Interpretation
Services Labeling	.121 (negligible)	.207	Null Hypothesis Not Rejected	Not Significant
Advertising	.089 (negligible correlation)	.353	Null Hypothesis Not Rejected	Not Significant
Service Value	.260 (low correlation)	.006*	Null Hypothesis Rejected	Significant
*Significant @ .01	Significant @ .05			

As presented in table 6 the relationship between the selected hotels’ marketing strategies and innovative practices in terms of service value, a Pearson r value of .260 was obtained indicating a low correlation. Meanwhile, the probability value of .006 was lower than the test of significance at .01, suggesting that there is enough statistical evidence to reject the null hypothesis, showing a significant relationship between the variables. This means that the more the selected hotels utilize marketing strategies, the better their innovative practices in terms of their service value.

Meanwhile, no significant relationship was noted between marketing strategies and services labeling ($r=.121$) and advertising ($r=.089$), with their probability values of .207 and .353, respectively, which were both higher than the test of significance at .05. This means that services labeling and advertising do not depend on marketing strategies.

The findings contradict the study made by Brown et al., (2020) stating that Services labeling and advertising are indispensable components of a comprehensive marketing strategy. Labeling, including branding and packaging, serves as the visual and informational identity of a service. It communicates essential details about the service's features, benefits, and overall positioning in the market. A well-designed label contributes to the establishment of a distinct brand identity, fostering recognition and trust among consumers. Also, Jürkenbeck and Spiller, (2021) advertising is a dynamic tool employed to promote services across various channels.

Advertisements are carefully crafted to convey the unique value proposition of a service, differentiate it from competitors, and create widespread awareness.

Table 7
Relationship between the Marketing Strategies and Challenges of Green Practices of Selected Hotels

Variables	Statistical Treatment (Pearson r)	p-value	Decision	Interpretation
Marketing strategies and challenges of green practices	-.123 (negligible correlation)	.201	Null Hypothesis Not Rejected	Not Significant

Significant @ .05

As presented in Table 7 the relationship between the respondents' marketing strategies and challenges of green practices of selected hotels, a Pearson r value of -.123 was obtained indicating a negligible correlation. Meanwhile, a probability value of .201 which was higher than the test of significance at .05 suggests that there is not enough statistical evidence to reject the null hypothesis, indicating no significant relationship between the variables. This means that the challenges encountered in green practices of selected hotels do not depend on their marketing strategies.

Table 8
Relationship between Innovative Practices and Challenges of Green Practices of Selected Hotels

Challenges of Green Practices	Statistical Treatment (Pearson r)	p-value	Decision	Interpretation
Services Labeling	.013 (negligible)	.896	Null Hypothesis Not Rejected	Not Significant
Advertising	.135 (negligible correlation)	.158	Null Hypothesis Not Rejected	Not Significant
Service Value	-.051 (negligible correlation)	.598	Null Hypothesis Not Rejected	Not Significant

Significant @ .05

As presented in Table 8 the relationship between the selected hotels' innovative practices in terms of services labeling ($r=.013$), advertising ($r=.135$) and service value ($r=-.051$) and the challenges of green practices, probability values of .896, .158 and .598 were all higher than the test of significance of .05, suggesting that there is not enough statistical evidence to reject the null hypothesis. This means that the challenges encountered in green practices of selected hotels do not depend on their innovative practices in terms of services labeling, advertising and service value.

Proposed Action Plan based on the findings of the study

Rationale:

Based on the in-depth study of the data, the researcher has devised a plan of action to be considered in order to further improve the determine the marketing strategies, innovative practices and challenges of green practices on selected hotels in in Tagaytay City Since the degree of the study variables are described at a high level as established on the results, the researcher opted to offer an action plan based on the indicators that earned the least weighted mean.

KEY RESULT AREAS/ AREAS OF CONCERN	OBJECTIVES	STRATEGY/ ACTIVITY	TIME FRAME	PERSONS INVOLVED	BUDGET ALLOCATION	SUCCESS INDICATOR
Marketing Strategies	Enhance brand visibility and attract eco-conscious guests.	Develop a Green Marketing Campaign: Design and implement a comprehensive marketing campaign highlighting the hotel's sustainable practices through various channels, including social media, website, and email newsletters.	June 1-30	Marketing Team, PR Team	Php 15 000	Green marketing campaign design and implement a comprehensive marketing strategies at a rate of 90% to 95%
Service Labeling	Improve the effectiveness of services labeling to convey eco-friendliness.	Redesign Eco-Friendly Labels: Collaborate with design experts to create visually appealing and informative labels for in-room amenities, showcasing the hotel's commitment to sustainability.	Next 2 months	Design Team, Marketing Team	Php8,000	Redesign Eco-Friendly Labels: Collaborate with design experts to create informative labels at a rate of 90% to 98%
Advertising	Optimize advertising strategies to reach a wider audience.	Partner with Sustainable Brands: Forge partnerships with eco-friendly brands and organizations, leveraging joint advertising efforts to reach a broader audience.	Next 4 months	Marketing Team, Partnerships Manager	Php20,000	Optimize advertising strategies to reach a wider audience at a rate of 95%
Service	Enhance the	. Implement	Next 6	Operations Team,	Php25,000	Implement

Value Innovation	perceived value of services through innovation.	Sustainable Amenities: Introduce new sustainable amenities and services, such as reusable toiletries or energy-saving technologies, to enhance the overall guest experience.	months	Marketing Team		Sustainable Amenities: Introduce new at a rate of 95%
Cross-Functional Training	Ensure all staff are aligned with green initiatives.	Conduct Sustainability Training: Organize training sessions for all staff members to educate them about the importance of sustainability and their role in promoting green practices.	Next 3 months	HR Department, Sustainability Coordinator	Php10,000	98% participated by the staff
Monitoring and Reporting	Establish a system for monitoring and reporting on sustainability metrics.	. Implement Sustainability Metrics Dashboard: Develop and implement a dashboard to track key sustainability metrics, including energy consumption, waste reduction, and guest satisfaction with eco-friendly practices.	Ongoing	Sustainability Coordinator, IT Department	Php12,000	99% implementation

CONCLUSIONS

1. The hotels showcase a dedication to enhancing guest satisfaction and bolstering the establishment's reputation. They achieve this by cultivating a robust online presence through a meticulously crafted website and actively participating in digital marketing initiatives. Additionally, the hotels collaborate with influential social media personalities, such as travel bloggers or social media influencers, who hold substantial followings and wield significant influence in the travel industry. Tailored advertising campaigns are then created to resonate with the unique needs and preferences of these influencers.
2. The hotel has successfully incorporated innovative practices. They excels in practices related to services labeling, demonstrates effectiveness in advertising strategies, and maintains a commendable level of service value.
3. The challenges associated with Green Practices were attributed to the time lag before significant financial benefits can be realized from sustainability initiatives, often requiring several years. The upfront

investments in energy-efficient technologies, waste management systems, and eco-friendly infrastructure contribute to this delay. The commitment to allocating resources and dedicating staff for the regular monitoring and updating of sustainability initiatives further underscores the substantial effort involved.

4. The more the selected hotels utilize marketing strategies, the better their innovative practices in terms of their service value. Meanwhile, services labeling and advertising do not depend on marketing strategies.

5. The challenges encountered in green practices of selected hotels do not depend on their marketing strategies.

6. The challenges encountered in green practices of selected hotels do not depend on their innovative practices in terms of services labeling, advertising and service value.

7. The proposed action plan can be implemented by the hotels.

RECOMMENDATIONS

1. Hotel owners or administrators should boost guest satisfaction and strengthen their establishment's reputation should concentrate on consistently enhancing their online presence. This involves regularly updating and optimizing the hotel's website, diversifying digital marketing strategies, and establishing partnerships with various influential figures in the travel industry. Cultivating enduring relationships with influencers is crucial for creating authentic content, and advertising campaigns should be customized to align with both influencer preferences and the distinctive needs of the target audience.

2. Hotel managers should sustain and build upon the successful incorporation of innovative practices. Continue excelling in service labeling practices to provide clarity to guests. Enhance advertising strategies to further amplify the effectiveness in reaching and attracting the target audience. Additionally, maintain the commendable level of service value by consistently delivering high-quality services. Regularly assess and adapt these practices to evolving industry trends and guest preferences, ensuring the hotel remains at the forefront of innovation and continues to exceed guest expectations.

3. Hotel managers facing Green Practices challenges should adopt a long-term strategy, prioritizing initial investments in sustainability. Allocate resources for regular updates, collaborate in areas with limited green infrastructure, and find innovative solutions for physical limitations, promoting eco-friendly practices.

4. Hotel staff should prioritize guest satisfaction by delivering exceptional service. Foster a positive and welcoming environment, communicate effectively within the team, and stay updated on industry trends. Embrace a customer-centric approach, promptly address guest concerns, and actively seek feedback for continuous improvement. Uphold the highest standards of professionalism and hospitality, contributing to a memorable and enjoyable experience for every guest.

5. The proposed action plan may be monitored and evaluated based on the indicator presented or through the use of KPIs developed during their own strategic planning process.

6. Future researcher should consider conducting a parallel study to explore and investigate similar aspects. This can contribute to a broader understanding and validation of findings.

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COHORT SURVIVAL AND RETENTION RATES AMONG INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT STUDENTS A.Y. 2019-2021

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ABSTRACT

The research conducted is a comprehensive examination of cohort survival and retention rates among students enrolled in the College of International Tourism and Hospitality Management. The central goal of the researchers is to gain nuanced insights into the trajectories of individuals sharing common characteristics or belonging to specific groups over a designated period as they navigate diverse life phases. Employing a mixed-methods approach, the study meticulously analyzed enrollment records to uncover correlations between cohort survival and retention rates. The results uncovered that both the BSHM Batch 2020-2024 and BSTM Batch 2019-2023 exhibited higher cohort survival rates. The former was attributed to the successful implementation of advanced online teaching strategies, while the latter demonstrated increased resilience. Notably, both programs showcased excellent retention rates in their later years, signifying students' unwavering commitment to their academic journey and underscoring their recognition of the substantial value of time and effort invested in the pursuit of graduation. The study also identified key factors influencing cohort survival and retention, including financial challenges, academic pressure, peer pressure, and a lack of family support within the dynamic field of tourism and hospitality management.

Building on these findings, the researchers proposed an innovative intervention termed the PADAYON Student Support Program. PADAYON, encapsulating PA - Paying the Future Forward, DA - Direct, Discern, and Advise, YO - You are One of Us, and N - Nurturing Homes, Where Hearts Are, serves as a holistic framework aimed at assisting students and proactively mitigating program discontinuation. This intervention seeks to address the identified challenges systematically, offering targeted support to enhance the overall educational experience for students within the College of International Tourism and Hospitality Management. The PADAYON program stands as a testament to the commitment to fostering an environment that nurtures student success and cultivates resilience in the face of challenges.

Keywords: Cohort Survival, Retention Rates, Tourism and Hospitality

INTRODUCTION

All over the world, higher education institutions have long been challenged with their students' cohort survival and retention rates. Cohort survival rates are statistical indicators that assess the persistence of a group of students enrolled in a specific college program simultaneously and stay until their successful completion and graduation from the said program (Perkins & Arvidson, 2016). Meanwhile, the retention rate determines the degree of students in a particular school year who continue to be in school in the succeeding year (DepEd - Department of Education, 2014). Higher survival and retention figures generally convey a more favourable impression of these institutions' academic, administrative, and financial standing. However, raising student completion and retention rates can prove to be a difficult task.

Cohort survival has been the subject of little tourism and hospitality education research. A few extant research studies suggest that improving student participation, career guidance, mentorship, and experiential learning opportunities can positively influence cohort retention rates in tourism and hospitality schools. Addressing these problems and advancing these strategies is

crucial for ensuring the success and retention of students in tourism and hospitality education programs (McCabe et al., 2017).

This paper shall examine cohort survival and retention rates among international tourism and hospitality management students from Lipa City Colleges and the factors affecting such. With this, the research will shed light on the possible reasons that compel students to stay or leave their enrolled programs and identify areas that may require enhancement in their offerings. Doing so will help the institution assess its capacity and improve its initiative to decrease dropouts, increase completion rates, and, most importantly, deliver quality and relevant tourism and hospitality education to its students.

OBJECTIVES

1. What is the cohort survival rate of international tourism and hospitality management students for 2019-2021?
2. What is the retention rate among international tourism and hospitality management students from 2019-2021?
3. Is there a significant difference in the cohort survival and retention rates when grouped according to program?
4. What factors influence cohort survival and retention rates among the international tourism and hospitality management students?
5. What program should be proposed based on the findings of the study to enhance the CITHM program?

METHODS AND MATERIALS

This paper mainly focuses on the explanatory sequential design of mixed methods research. The explanatory sequential design of MMR emphasizes the quantitative phase, followed by the qualitative phase. The purpose of the second qualitative phase is often to explain the results discovered in the first quantitative phase and sometimes to explain outliers inconsistent with the collected data. Since qualitative data analysis is used to explain the quantitative phase's results, thus the term 'explanatory' is used.

The study had been participated in by ten students who were formerly enrolled in either the BS Tourism Management or BS Hospitality Management program of Lipa city Colleges starting from the academic year 2019-2021 but were not able to pursue their studies in the institution. The researchers believed that they were the group most suited to identifying the factors affecting cohort survival and retention rates.

The study used both quantitative and qualitative data collection methods to analyze student cohort survival and retention rates from 2019-2021. Researchers obtained enrollment records and computed these rates, then conducted in-depth interviews with participants to understand their experiences. Confidentiality was maintained through codes and password-protected audio recordings. Thematic analysis was used to identify common themes and patterns. The findings were then used to formulate suggestions for improving LCC's tourism and hospitality management programs and improving cohort survival and retention rates, if necessary.

FINDINGS

Table 1.1
Cohort Survival Rates for Batches 2019-2023 and 2020-2024 Bachelor of Bachelor of Science in Hospitality Management

Group Category	BATCH			
	2019-2023		2020-2024	
	Frequency	Percentage	Frequency	Percentage
No. of Students from the Batch	94	100.00	48	100.00
No. of Students who Finished	46	48.94	37	77.08
No. of Students who did not Finished	48	51.06	11	22.92
Average Cohort Rate	48.94%		77.08%	

Table 1.1 indicates that Batch 2020-2024 obtained a higher cohort survival rate for the BSHM program, with 37 out of 48 students from their class who enrolled at BSHM completing their studies on schedule, representing 77.08% of the total. However, Batch 2020-2024 acquired a lower cohort survival rate. Only 37, or 48.94%, of the 94 students who started in BSHM from this cohort completed their program.

One of the reasons why the Batch 2019-2023 had the lower average cohort survival is the sudden shift to online learning. As a result of the pandemic, several schools shifted to online learning. This change may have caused disruptions to the student's ability to stay on track academically. Meanwhile, the Batch 2020-2024 of BSHM obtained the higher average cohort survival probably because they have already adapted to the changes with enhanced teaching and learning strategies implemented in the online setting.

Table 1.2.
Cohort Rates for Batches 2019-2023 and 2020-2024 Bachelor of Bachelor of Science in Tourism Management

Group Category	BATCH			
	2019-2023		2020-2024	
	Frequency	Percentage	Frequency	Percentage
No. of Students from the Batch	31	100.00	35	100.00
No. of Students who Finished	25	80.65	22	62.86
No. of Students who did not Finished	6	19.35	13	37.14
Average Cohort Rate	80.65%		62.86%	

Interestingly, as shown in Table 1.2, the BSTM group analysis indicates that the cohort rate of BSTM students is documented higher in the BSTM Batch 2019-2023. On the contrary, the lower for Batch 2020-2024 of the two batches. With a cohort rate of 62.86%, only 22 of the 35 BSTM students enrolled can complete their degrees on time. The root cause of having higher average cohort survival in BSTM Batch 2019 is having high resiliency. However, Batch 2020 acquired a lower cohort survival rate due to uncertainty caused by the global pandemic.

Table 2.1.
Retention Rates for Batches 2019-2023 and 2020-2024 Bachelor of Science in Hospitality Management

Batch	Year 1	Year 1	Year 2	Year 2	Year 3	Year 3	Year 4	
	1st Sem	2nd	1st Sem	2nd	1st Sem	2nd	1st Sem	Average Retention Rate
	to 2nd Sem	Sem to 1st Sem	to 2nd Sem	Sem to 1st Sem	to 2nd Sem	Sem to 1st Sem	to 2nd Sem	
2019-2020	82.98%	79.49%	87.1%	90.74%	104.08%	98.04%	92%	90.63%
2020-2024	87.5%	88.1%	86.5%	109.38%	108.6%	90.37%	90.37%	94.39%

Table 2.1 provides a synopsis of the semestral retention rates for the 2019-2023 and 2020-2024 BSHM cohorts. The batches of 2019-2023 and 2020-2024 showed, on average, higher semestral retention rates, reaching 90.63% and 94.39%, respectively. It is observed that the highest retention rate in BSHM Batch 2020-

2024, representing 109.38% in the table, was obtained by second- year students from the second semester. While in Batch 2019-2023, it acquired the highest retention rate with 104.08%.

BATCH	YEAR 1		YEAR 2		YEAR 3		YEAR 4	Average Retention Rate
	1 st -2 nd sem	2 nd -1 st sem	1 st -2 nd sem	2 nd -1 st sem	1 st -2 nd sem	2 nd -1 st sem	1 st -2 nd sem	Average Retention Rate
2019-2020	93.54%	93.10%	100%	96.30%	103.85%	96.30%	96.15%	97.03%
2020-2024	80%	92.86%	96.15%	92%	95.65%	100%	100%	93.81%

Table 2.2 illustrates the retention rates for the 2019-2023 and 2020-2024 BSTM batches. The analysis results indicate that the BSTM retention cohort obtained the highest semestral rate on average, with a retention rate of 97.03%. Batch 2020-2024 subsequently processed this information, reaching an average retention rate of 93.81%. For the BSTM Batch 2019-2023, the 3rd year 1st semester obtained the highest semestral rate with a retention rate of 103.85; meanwhile, in Batch 2020-2024, its 3rd year second semester and 4th year 1st semester reached both 100% retention rate. The study shows that retention rates are lowest at the first-year level for all cohorts, with students from lower years most likely to stop pursuing their studies. This low retention rate among first-year college students, particularly BSHM and BSTM students, can be attributed to needing more clarity about their chosen rogram upon entering college with a clear understanding of their professional aspirations, which can be challenging for a student.

Table 3
Significant Differences in the BS Tourism Management and BS Hospitality Management Students' Cohort and Retention Rates

Variables	K- value	P-value	Decision	Interpretation
		BSHM		
Cohort Rates	4.80	0.02846	Reject HO	Significant
Retention Rates	0.20	0.65472	Failed to Reject Ho	Not Significant
		BSTM		
Cohort Rates	0.10	0.74877	Failed to Reject Ho	Not Significant
Retention Rates	4.31	0.03821	Reject Ho	Significant

As seen in **Table 3**, when the cohort rates for AY 2019-2020 and 2020- 2021 of BSHM were compared, the computed K-value of 4.80 has a corresponding p-value of less than 0.05, thus rejecting the hypothesis. These results imply a significant difference in BSHM batch 2019-2023 cohort survival rates and 2020- 2024.

The difference in cohort survival rates between BSHM batches 2019-2023 and 2020-2024 indicates distinct academic trajectories. It can be influenced ecause adjustments have been made in the academic year 2020-2021 compared to the sudden shift in academic year 2019-2020.

On the part of the BSTM cohort rates for AY 2019-2020 and 2020-2021, the computed K-value of 0.10 has a corresponding p-value of more than 0.05, thus failing to reject the hypothesis. Based on the results, it can be safely deduced that there are no significant differences in the cohort survival of BSTM Batches 2019 and 2020. The BSTM cohort rates for 2019-2020 and 2020-2021 were similar due to shared population and academic characteristics and similar educational experiences.

In terms of comparing the retention rates for AY 2019-2020 and 2020- 2021 of BSHM, the computed K-value of 0.20 has a corresponding p-value of more than 0.05, thus failing to reject the hypothesis. This suggests that there is no significant difference in the retention rates of BSHM.

The BSHM program's retention rates for 2019-2023 and 2020-2024 are similar because consistent student support services have a crucial role in improving the retention rates of students.

Factors that influence cohort survival and retention rates among international tourism and hospitality management students

Theme	Description	Representing Statements
Financial Challenges	Due to poverty, a lot of students and families struggled financially which forced the former CITHM students to choose not to pursue their studies.	<p><i>“Ang laki ng epekto non sa'kin kase... hindi nila ako kayang pag-aralin kaya gumagawa ako ng way para makapag-aral and ang hirap pa non kase may mga kailangan bayaran sa school... so ang laking epekto non sa studies ko since hindi ako makapag focus kase ako rin yung nag susupport sa family ko sa mga kapatid ko na may asawa na.” (Cohort 1)</i></p> <p><i>“That time mahirap kasi nagsabay-sabay yung gastos hindi namin alam kung saan kukunin yung pang gastos...” (Cohort 2)</i></p> <p><i>“Although na sustain ko naman yung pamasaha and ang pagkain, pero syempre may mga other expenses pa rin sa school na hindi maiiwasan like miscellaneous fees.” (Cohort 7)</i></p> <p><i>“Suportado naman ako sa ibang aspeto. Financially lang talaga hindi gaano kasi dumaan din pandemic ang hirap talaga walang trabaho.” (Cohort 9)</i></p>

Financial Challenges

Many tourism and hospitality management students have been supporting themselves while studying. It has been a challenge for them to work while trying to survive and stay on track academically. Many of the participants of the study find it difficult to be financially unstable while studying causing them to decide to stop their studies. As related by cohort 1, “Ang laki ng epekto non sa'kin kase... hindi nila ako kayang pag-aralin kaya gumagawa ako ng way para makapag-aral and ang hirap pa non kase may mga kailangan bayaran sa school... so ang laking epekto non sa studies ko since hindi ako makapag focus kase ako rin yung nag susupport sa family ko sa mga kapatid ko na may asawa na..” (Cohort 1). Similar concern has been mentioned by the cohort 2 as she stated “Although na sustain ko naman yung pamasaha and ang pagkain, pero syempre may mga expenses pa rin sa school na hindi maiiwasan like miscellaneous fees.” (Cohort 7).

Taking tourism and hospitality management programs also means a student may have more outstanding financial obligations than before during junior and senior high school. These programs require some significant investments, especially regarding facilities and equipment. This may involve unique learning experiences about kitchens, hotel labs, or travel agency setups. Maintaining and operating these resources adds to the cost, which is typically the tuition and fees (program additional fees such as internships, on-the-job training programs, labs, as well as educational tours) that are the primary financial obligations, making it difficult for students to stay on track, particularly to those who have financial constraints.

Most of the former Tourism and Hospitality Management students who took part in the in-depth interview said they had to engage in employment to sustain themselves, particularly academically and financially. College students often face widespread financial difficulties, as shown by many studies highlighting their significant challenges in affording tuition fees, living costs, and other financial obligations. As a result of their difficulties, they encountered additional hurdles that went beyond material concerns, including stress, mental health issues, and some physical health problems. Hence, there are instances or circumstances in which individuals must choose to give up and stop their academic pursuits.

Theme	Description	Representing Statements
Academic Pressure	Students who struggle academically may be more likely to experience dissatisfaction with their academic work and overall well-being.	<p><i>“Actually noong andyan ako sa LCC, low performance talaga ako noong nag woworking student ako since malayo nga yung work ko sa school ko and biyahe ako nang biyahe, pagod. Mababa talaga yung grades ko nung nandyan ako sa LCC but nung lumipat naman ako ng QC nag run naman ako for Dean's Lister pero di nga umabot yung average ko that time.”(Cohort 1)</i></p> <p><i>“Supportive naman sila (family, friends in school, professors), ako lang talaga yung umayaw na kasi di ko kinakaya yung pressure.” (Cohort 8)</i></p>

Academic Pressure

Based on the experiences related by the key informants, an additional factor that could lead students to quit college is low academic performance. These problems might make it challenging for individuals to maintain their concentration and accomplish the goals they have set for themselves. As shared by Cohort 1, *“Mababa talaga yung grades ko nung nandyan ako sa LCC but nung lumipat naman ako ng QC nag run naman ako for Dean's Lister pero di nga umabot yung average ko that time.”* Gaining insight into the perspectives of students who have stopped their studies reduces the notion that some individuals struggle with time management or lack the drive to excel. This demonstrates that a significant number of individuals have difficulties in numerous endeavours. Various circumstances influence their academic performance, resulting in discouragement and a loss of enthusiasm to pursue their studies, mainly when they see discrepancies between their or others' expectations. This may hinder their ability to keep up their motivation and develop endurance amid hurdles.

Theme	Description	Representing Statements
Peer Pressure	Negative peer interaction may greatly impact the willingness of a student to pursue their studies which can also lead to the development of unhealthy social skills like poor communication.	<p><i>“ Ang problem ko lang siguro is nahihirapan talaga ako makisalamuha kaya nagstop din ako kasi ayun parang nawalan na din talaga ako ng gana kasi parang napaghulihan ako, yun yung nafefeel ko.”(Cohort 8)</i></p> <p><i>“Okay naman kaso may pagkakataon...nagkakaroon ng misunderstanding, di naman maiiwasan lalo pag groupings na nakapagpafeel sa kin ng pressure” (Cohort 9)</i></p>

Peer Pressure

According to the responses of the interviewees, the scope of research narrows down to the present study and highlights how peer pressure is one of the factors why College of International Tourism and Hospitality Management students chose to dropout to school. As researchers have been told by the Cohort 8 *“Ang problem ko lang siguro is nahihirapan talaga ako makisalamuha kaya nagstop din ako kasi ayun parang nawalan na din talaga ako ng gana kasi parang napaghulihan ako, yun yung nafefeel ko.”*

As can be gleaned from the statement, negative peer interactions, friendships, and acceptance are common challenges for tourism and hospitality students enrolled. The present study has seen the correlation between students' challenges in social interaction and their perceptions of their classmates. In addition, peer groups and academic performance levels are therefore related. Students learn more by interacting and engaging with their peers because of the attitudes that arise from their interactions. Students' academic performance in terms of different content is generally impacted by peer pressure at school.

Theme	Description	Representing Statements
Lack of Family Support	Lack of family support can create various significant challenges to students like struggles to stay motivated, and lack of role models and/or inspiration to retain in their studies.	<p><i>“Actually, wala silang support sa'kin emotionally wala rin, wala talaga... pinili ko na lang na mag tourism mas malaki yung coverage nya kesa sa HRM... Bale wala silang support sa'kin kahit ano.” (Cohort 1)</i></p> <p><i>“Sa totoo lang nung time na nag-aaral pa nga ako, hindi ko din kasi masabi na... wala alam mo yung wala akong nararamdamang support pero at the same time wala rin naman akong nararamdaman...” (Cohort 6)</i></p>

Lack of Family Support

Upon entering college, tourism and hospitality students face a period of adjustment as they learn to deal with the psychological obstacles of becoming an adult in a foreign setting, frequently while living away from home for the first time. Thus, the academic year 2019-2022 has become more challenging for tourism and hospitality management students because of the gradual transition from regular face-to-face classes to the new normal online classes. Parental support is a significant protective factor to prevent or lessen adverse outcomes related to the difficulties of the college transition. Some research has attempted to characterize the nature of parental involvement during college. Still, it has frequently ignored other ways parents might support their college-bound children in favour of focusing solely on how parental involvement influences aspects of social and academic engagement. As mentioned by Cohort 1, *“Actually, wala silang support sa'kin emotionally wala rin, wala talaga. Ang balak ko talagang course na kuhain is Architecture but di kaya ng budget ko kaya pinili ko na lang na mag tourism mas malaki yung coverage nya kesa sa HRM wala namang kaso ron mas malaki lang yung sakop ng Tourism kesa sa HRM. Bale wala silang support sa'kin kahit ano.”*

As can be seen, tourism and hospitality management students have demonstrated that emotional support from the family significantly influences effective academic performance. Emotional support from the family improves psychological health and encourages higher levels of student participation, which affects academic performance. In addition, emotional support from family members significantly impacts the prediction of emotional intelligence and all of its aspects. Family greatly influences adolescents' behaviour in many areas of their daily lives, including decision-making, self-esteem, and future direction. This showed that people raised in loving, trusting families become emotionally balanced adults who can control their social and emotional relationships.

Theme	Description	Representing Statements
Future Plans	They may have experienced the most challenging phase in their student lives but it won't stop them from pursuing their dreams.	<p><i>"So far, nag-iipon ako para din makabalik ng pag-aaral kasi for me mahalaga talaga ang diploma"</i> (Cohort 1)</p> <p><i>"Ayun nga...try ko din mag-aral abroad"</i> (Cohort 6)</p> <p><i>"Actually, gusto ko pa din talaga makapagtapos since pangarap ko din yun..."</i> (Cohort 7)</p> <p><i>Balak ko magtuloy kapag medyo pwede na iwanan yung baby ko..."</i> (Cohort 9)</p> <p><i>"Siguro ano, magcontinue ng studies..."</i> (Cohort 10)</p>

Future Plans

Experiencing the most challenging phase in a tourism and hospitality student's life can be complex, but it can also be a powerful source of motivation and perseverance. It may change their initial goals or make them seem unattainable. However, they can still revisit their aspirations and try to make any necessary changes, just like how these participants view themselves in the future. According to them, *"Actually, gusto ko pa din talaga makapagtapos since pangarap ko din yun..."* (Cohort 7) *"So far, nag-iipon ako para din makabalik ng pag-aaral kasi for me mahalaga talaga ang diploma"* (Cohort 1) that make them appear that they still want to try to pursue their dreams of attaining the bachelor's degree in tourism and hospitality management as well as becoming part of the industry.

There might be hindrances along the way; however, they do not see it as bad but as something like a room to improve themselves. Even if these cohorts had to work first and save money, it is still an excellent opportunity for them to hone their skills to become more ready when they pursue their dream career and professions in the tourism and hospitality industry. It is a good sign that most of the researcher's chosen participants still see the brighter side of their situation. This is a sign that most of them are still looking for sources of inspiration that can rekindle their enthusiasm and remind them why they started the path that they are taking in the first place. And that reconnects them with what initially fueled their motivation that can guide them to move forward and pursue their goals.

Program proposed based on the study's findings to enhance the College of International Tourism and Hospitality program

With the study results, researchers came up with a program suggested for the College of International Tourism and Hospitality Management to help students and prevent them from quitting their program. The proposed intervention is entitled PADAYON Student Support Program.

Padayon" is a Filipino word defined as "to continue moving forward or to progress steadily despite challenges or obstacles." It denotes resilience, perseverance, and the determination to keep pursuing a goal. It is commonly used as an encouragement or a call to keep moving forward (Ki, 2020).

PADAYON Support Program stands for **PA**-Paying the Future Forward, **DA** -Direct, Discern and Advise, **YO**- You are One of US, and **N**- Nurturing Homes, Where Hearts Are. This framework contains four key concepts, namely;

Paying the Future Forward- focuses on giving financially struggling students assistance to encourage them to continue their education.

Direct, Discern, and Advise- addresses academic advising in terms of mentoring that will guide students' academic assessment so that they will succeed in their chosen program.

You are One of Us- organizing inclusive events and activities for students that nurture a sense of belongingness. Empowered by this program, they are motivated to persist through obstacles, knowing that someone believes in their ability to succeed.

Nurturing Homes, Where Hearts Are- focuses on creating avenues for students to connect with their families. These aim to help students bounce back from setbacks, believe in themselves, and speak up for their needs. Strive to make students more resilient, self-assured, and able to navigate challenges effectively in their academic and personal lives.

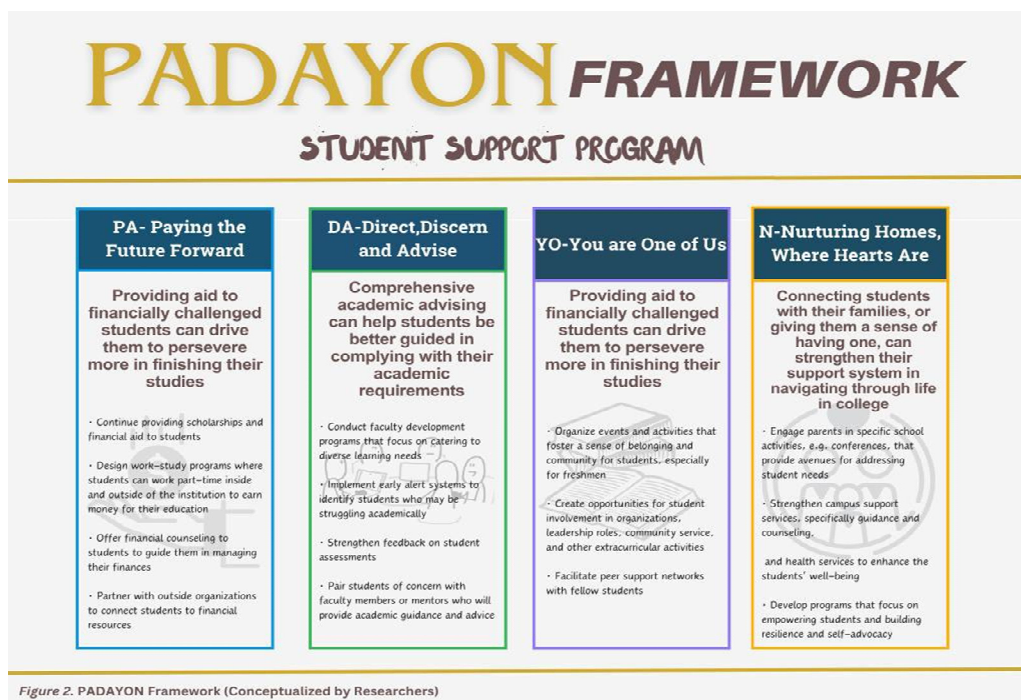


Figure 2. PADAYON Framework (Conceptualized by Researchers)

CONCLUSION

1. BSHM Batch 2020-2024 obtained a higher cohort survival rate because they already made adjustments due to enhanced teaching strategies implemented in an online setting. Batch 2019-2023 acquired a lower average cohort survival rate due to the sudden shift to online learning. Meanwhile, BSTM Batch 2019-2023 obtained a higher cohort rate, as students from batch 2019 are more resilient than those from Batch 2020-2024, who experienced a lot of uncertainties.
2. The researchers observed that both programs of the two batches had the highest retention rates in higher years, indicating that students in higher years consider the time and effort they invested in their studies as a motivational driver to graduate. However, lower-year or first-year students may need help adjusting to college.
3. Researchers found significant differences in cohort survival rates between BSHM Batch 2019- 2023 and Batch 2020-2024 due to adjustments that have been made during a pandemic. However, no significant differences were found in retention rates due to consistent student support services. The BSTM cohort survival rate for both batches was similar due to shared population, academic characteristics, and equal educational experiences. At the same time, the BSTM for the two batches has significant differences due to the students' considerable time and effort invested in their studies and their indecisiveness in their chosen college program.
4. The educational programs are influenced by various factors such as financial difficulties, academic pressure, peer pressure, lack of family support, and other external life events. These factors can lead to

dropouts, delayed progression, and a lack of clear goals, requiring effective strategies to improve student retention and success in educational institutions.

RECOMMENDATIONS

1. Implementing the PADAYON Student Support Program may help students from the College of International Tourism and Hospitality Management have more interaction with others. Educators can help lessen students' peer pressure by promoting a culture that embraces diversity and inclusivity and open discussions with students who have similar experiences, which can lead to building resilience;
2. Institutions, as well as the parents of students, may have the proper support for them, especially in terms of financial obligations and emotional support. The institution may also offer more opportunities for students in terms of scholarship programs and work-study opportunities both inside and outside of campus;
3. Parents may be kept updated on their child's progress and be informed about the various support services available in college through teacher and parent conferences. Counseling for various reasons may be offered as well.
4. Providing students with a certain level of feedback from professors may improve students' academic performance. In that way, teachers can give them the right amount of support and guidance, as well as prevent students from feeling academic pressure. Early interventions may also occur.
5. Future researchers may assess the efficacy of particular interventions (e.g., academic assistance programs, mentorship activities, and financial help) in boosting survival and retention rates, which is also a great help to shape the development of evidence-based approaches for targeted assistance.

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THE WORK-RELATED STRESSORS, STRESS MANAGEMENT, AND LEVEL OF WORK COMMITMENT OF LONG-TERM EMPLOYEES FROM SELECTED CALL CENTER COMPANIES IN CAVITE

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ABSTRACT

This study aimed at determining the work-related stressors, stress management, and level of work commitment of long-term employees from selected call center companies in Cavite. This study employed a descriptive-correlational research design to describe the level and correlate the said variables of the study.

A sample size of 80 respondents was selected through random sampling from the total number of 100 came from the long term-employees of selected call center companies from Cavite.. A survey instrument that was modified and adopted from prior studies was employed after being validated by the experts and was tested for its reliability using Cronbach's alpha measure of internal consistency.

The findings revealed that the work-related stressors experienced by the respondents include monotonous and repetitive tasks that can lead to feelings of boredom and lack of motivation, contributing to heightened stress levels. Additionally, the pressure to meet performance targets, such as call handling time, customer satisfaction ratings, or sales quotas, adds to the stressors. Furthermore, challenging interactions with upset, angry, or demanding customers contribute to the overall stress levels in their work environment. The respondents highly value social support as the most effective stress management strategy, followed closely by self-care and recreation. Although stress buffering is recognized, it ranks lower. The overall consensus with a high weighted mean of 3.05 highlights agreement on the efficacy of these stress management approaches, emphasizing the significance of social support and self-care in alleviating stress among respondents. The respondents exhibit a strong commitment to work, emphasizing performance, dedication, and satisfaction as key factors. While loyalty remains high, it holds a slightly lower position. This highlights the multifaceted nature of work commitment among the surveyed individuals. Respondents aged 31 and above, married, serving for 11 years and above, and holding the position of customer service director, exhibited a higher level of work commitment compared to those aged 30 and below, divorced, serving for 5 years and below, and working as call center agents, respectively. However, there was no significant difference observed in work commitment based on gender, indicating that regardless of gender, respondents demonstrated a similar level of work commitment. The more the respondents encounter work-related stressors, the more they demonstrate stress management mechanisms to overcome them. The more the respondents encounter work-related stressors, the higher the level of their work commitment.

Keywords: stress management, work-related stressors, work commitment

INTRODUCTION

Work-related stress (professional stress) is a problem of employees in different companies and organizations around the world (Petković & Nikolić, 2020). According to Felman (2020), stress is a natural feeling of not being able to cope with specific demands and events that leads to a chronic condition if a person does not take steps to manage it. It also affects the behavior of employees in organizations and it has a far-reaching impact on the motivation and satisfaction of employees (Patro & Kumar, 2019).

The commonly reported work stressors were no pay, repetitive work, transportation challenges, different supervisor requirements, and long working hours. (Mensah et al., 2020). The study of Wong et al. (2021) also identified the existence of three domains of occupational stressors: traditional work stressors, unstable and more demanding work-environment stressors, and unethical labor-practices-borne stressors. Relatively, Carleton et al. (2020) enumerated some operational stressors associated with the highest mean levels of stress were fatigue, finding time to stay in good physical condition, occupation-related health issues, not having enough time available to spend with friends and family, negative comments from the public, eating healthy at work, and traumatic events.

However, in the context of contact center agents in the Philippines, Villanueva et al. (2020) found that resilience, household income, and awareness of urban green spaces are significant contributors to the participants' stress levels. Daniels (2023) argue in contrast that stressors among call center agents are the need to meet increasingly higher expectations, more complicated customer interactions, and lack of proper training and inadequate technology tools to efficiently resolve many customer issues or request.

Companies on the other hand are implementing measures to mitigate the potential damages of stress on employees. The study conducted by Zakaria, Ahmad, & Ahmad (2020) found that workplace social support particularly, organizational support and supervisor support are significant contributors which contribute to enhancing service employee performance of call center employees. Although coworker support is not significantly correlated to the employee's service recovery performance, however, the composite effect of workplace social support indicated that the proper implementation of workplace social support practices helps service organizations to get more desirable employee outcomes such as effective service recovery performance.

Moreover, Verma (2022) suggests that training on coping strategies may be arranged for specific groups of employees who are older or have higher qualifications because they not only differ in their perception of stressors but also of their coping strategies. She observed that stress could be proactively reduced by making them recognize the appropriate coping strategies. Moreover, researchers believe the benefits of mindfulness are related to its ability to dial down the body's response to stress (Creswell & Khoury, 2019). Howbeit, Puyod & Charoensukmongkol's (2020) analysis revealed that the moderating effect found that the negative effect of mindfulness on emotional exhaustion was particularly strong for call center agents who: experienced high job demands; held a supervisory positions were single, and were younger.

On the other hand, despite work struggles and challenges Jabutay & Rungruang (2021) pointed out that task interdependence and leader-member exchange are positive antecedents of affective commitment and negative predictors of turnover intent. Ahmad & Schroeder cited in Jawaad et al. (2019) explain that commitment toward the organization is an intangible outcome and is important in retaining employees and exploiting their potential to the fullest extent over time. However, Ceblano, Ofalia & Quinto (2019) posited that among inbound call center workers in the Philippines showed that job control, salary, and burnout predicted turnover intention. It can be inferred that the high likelihood of turnover intention among inbound call center workers can be attributed to uncompetitive salaries, increased feelings of burnout, and poor job control. Hence, satisfaction level further lever up employees' commitment level and urge them to develop long-term commitment toward the organization (Jawaad et al., 2019).

Considering the above-mentioned studies that provide an overview of the subject of research, a recent study should be conducted to facilitate a more matching relationship between stressors and stress responses to develop better employee commitment in an increasingly digitalized work environment. Updated data should establish to develop a program in the factors that are the subject of research.

However, despite these numerous studies that investigated about entrepreneurial venture performance, no study yet has been conducted particularly in the Cavite which talks about workplace stressors, stress management practices, and work commitment of long-term employees from selected call center companies in Cavite.

Thus, this study determine the workplace stressors, stress management practices, and work commitment of long-term employees from selected call center companies in Cavite and eventually serve as a basis for a proposed action plan to address the workplace stressors, improve stress management practices, and work commitment of long-term employees of call center companies.

OBJECTIVES

This study aimed at determining the work-related stressors, stress management, and level of work commitment of long-term employees from selected call center companies in Cavite.

Specifically, this study sought answers the following sub-problems:

1. What is the demographic profile of the participants in terms of;
 - 1.1. gender;
 - 1.2. age;
 - 1.3. civil status;
 - 1.4. years of service
 - 1.5. position?
2. What are the work-related stressors faced by the long-term employees from selected call center companies in Cavite?
3. What are the stress management of the long-term employees from selected call center companies in Cavite in terms of:
 - 3.1. social support

- 3.2 stress buffering
- 3.2. self-care
- 3.3. recreation
- 4. What is the level of work commitment of the long-term employees from selected call center companies in Cavite as seen through;
 - 4.1 satisfaction
 - 4.2 work dedication
 - 4.3 loyalty
 - 4.4 performance
- 5. Is there a significant difference in the level of work commitment of the long-term employees from selected call center companies when grouped according to their profile variables?
- 6. Is there a significant relationship between:
 - 6.1. work-related stressors and the stress management mechanisms of the long-term employees from selected call center companies in Cavite
 - 6.2. the work-related stressors and the level of work commitment of the long-term employees from selected call center companies in Cavite? and
 - 6.3. the stress management mechanisms and the level of commitment of the long-term employees from selected call center companies in Cavite??
- 7. Based on the findings of the study, what action plan can be proposed to improve the work-related stressors, stress management, and level of work commitment of long-term employees from selected call center companies in Cavite?

METHODS AND MATERIALS

The researcher utilized descriptive-correlational method of research with the help of survey questionnaire as the main source of data. Copeland (2022) stated that the aim of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Correlational research refers to a non-experimental research method which studies the relationship between two variables with the help of statistical analysis. Correlational research does not study the effects of extraneous variables on the variables under study. In particular, this study the determines the work-related stressors, stress management, and level of work commitment of long-term employees from selected call center companies.

The total population of 100 came from the long term-employees of selected call center companies from Cavite. The actual sample of 80 was computed using the Raosoft Calculator and was chosen through the random sampling method (Rahi, 2019) with a confidence level of 95% and a margin of error of 5%. A stratified sampling technique will be used in the study.

Table 1
Profile of the Respondents

Profile Variables	Frequency	Percentage
Gender		
Male	19	23.8
Female	61	76.3
Age		
30 years old and below	45	56.3
31-40 years old	27	33.8
41 years old and above	8	10.0
Civil Status		
Single	40	50.0
Married	39	48.8
Divorced	1	1.3
Years of Service		
5 years and below	18	22.5
6-10 years	53	66.3
11 years and above	9	11.3
Position		
Call center agent	38	47.5
Call center manager	23	28.8
Customer service director	18	22.5
Quality analyst	1	1.3
N=80		

Table 1 presents the profile of the respondents. As seen in the table the majority of respondents are female (76.3%), indicating a notable gender imbalance in the sample. The age distribution reveals a significant representation of individuals aged 30 and below (56.3%), while those between 31-40 years old constitute 33.8%.

In terms of civil status, the respondents are predominantly single (50.0%) or married (48.8%), with a minimal percentage identifying as divorced (1.3%). Regarding years of service, a substantial proportion (66.3%) has been in service for 6-10 years, showcasing a seasoned workforce. Call center agents form the largest occupational group (47.5%), followed by call center managers (28.8%) and customer service directors (22.5%), while quality analysts represent a smaller segment (1.3%). This comprehensive profile provides a foundation for future analyses exploring potential correlations between these demographic variables and the study's main focus.

Table 2
Work-Related Stressors Faced by the Respondents

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. have to handle a high volume of calls on a daily basis	3.04	Agree	6
2. have performance targets that employees are expected to meet, such as call handling time, customer satisfaction ratings, or sales quotas.	3.86	Strongly Agree	2
3. face challenging interactions with customers who are upset, angry, or demanding	3.80	Strongly Agree	3
4. Monotonous and repetitive tasks that can contribute to feelings of boredom and lack of motivation, leading to increased stress levels.	3.97	Strongly Agree	1
5. have to adjust to irregular schedules, which can disrupt their sleep patterns and personal lives, leading to increased stress and fatigue.	3.49	Strongly Agree	5
6. feel stuck in the positions, with limited opportunities for career growth or advancement	2.88	Agree	8
7. feel constantly monitored and scrutinized.	3.01	Strongly Agree	7
8. required to display empathy and patience with customers, even in challenging situations.	3.58	Strongly Agree	4
Overall Weighted Mean	3.46	Strongly Agree	

As seen in the table, indicator 1 " Monotonous and repetitive tasks that can contribute to feelings of boredom and lack of motivation, leading to increased stress levels." was ranked 1 with a weighted mean of 3.97, verbally interpreted as "Strongly Agree"; indicator 2 " have performance targets that employees are expected to meet, such as call handling time, customer satisfaction ratings, or sales quotas." was ranked 2 with a weighted mean of 3.86, verbally interpreted as "Strongly Agree"; indicator 3 " face challenging interactions with customers who are upset, angry, or demanding" was ranked 3 with a weighted mean of 3.80, verbally interpreted as "Strongly Agree,"

On the other hand, indicator 8 "required to display empathy and patience with customers, even in challenging situations." was ranked 4 with a weighted mean of 3.58, verbally interpreted as "Strongly Agree"; indicator 5 " have to adjust to irregular schedules, which can disrupt their sleep patterns and personal lives, leading to increased stress and fatigue." was ranked 5 with a weighted mean of 3.49, verbally interpreted as "strongly Agree," indicator 1 " have to handle a high volume of calls on a daily basis" was ranked 6 with a weighted mean of 3.04, verbally interpreted as "Agree,". Indicator 7 " feel constantly monitored and scrutinized." was ranked 7 with a weighted mean of 3.01, verbally interpreted as "Agree,". Lastly indicator 6 " feel stuck in the positions, with limited opportunities for career growth or advancement" was ranked 8, with a weighted mean of 2.88 with a weighted mean of 2.88

To sum up, the average weighted mean of 3.46 revealed a strong consensus among respondents, indicating that they strongly agreed when confronted with work-related stressors. This implies that monotonous and repetitive tasks that can contribute to feelings of boredom and lack of motivation, leading to increased stress levels, have performance targets that employees are expected to meet, such as call handling time, customer satisfaction ratings, or sales quotas, and face challenging interactions with customers who are upset, angry, or demanding.

Table 3
Stress Management Mechanisms by the Respondents: Social Support

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I enjoy team building activities	3.40	Strongly Agree	4
2. I create a supportive work environment.	3.40	Strongly Agree	4
3. I can share my experiences, vent their frustrations, and seek advice from colleagues who understand the unique challenges of the call center environment	3.99	Strongly Agree	1
4. I can help build rapport, strengthen relationships, and create a supportive work environment	3.40	Strongly Agree	4
5. I help organize social events outside of work.	3.08	Agree	6
6. I recognize the value of social support	3.84	Strongly Agree	2
Overall Weighted Mean	3.52	Strongly Agree	

As seen in the table, indicator 1 "I can share my experiences, vent their frustrations, and seek advice from colleagues who understand the unique challenges of the call center environment." was ranked 1 with a weighted mean of 3.97, verbally interpreted as "Strongly Agree"; indicator 6 "I recognize the value of social support." was ranked 2 with a weighted mean of 3.84, verbally interpreted as "Strongly Agree"; indicator 1, 2 and 6 "I enjoy team building activities" "I create a supportive work environment" and "I can help build rapport, strengthen relationships, and create a supportive work environment" was ranked 4 with a weighted mean of 3.40, verbally interpreted as "Strongly Agree." Lastly, indicator 5 "I help organize social events outside of work" with a weighted mean of 3.08, verbally interpreted as "Agree"

To sum up, the average weighted mean of 3.52 revealed a strong consensus among respondents, indicating that they strongly agree when confronted with work-related stressors along social support. This implies that they can share my experiences, vent their frustrations, and seek advice from colleagues who understand the unique challenges of the call center environment, recognize the value of social support, enjoy team building activities, and create a supportive work environment.

Table 4
Stress Management Mechanisms by the Respondents: Stress Buffering

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I attend training programs or workshops that focus on stress management techniques.	2.66	Agree	4
2. I create a work culture that promotes support and understanding among colleagues.	3.40	Strongly agree	1
3. I attend training programs or workshops that focus on stress management techniques.	1.83	Disagree	5
4. I break up monotonous tasks	1.75	Strongly disagree	6
5. I step away from the workstations, stretch, or engage in brief relaxation exercises during break	3.34	Strongly agree	2
6. I celebrate my accomplishments.	2.89	Agree	3
Overall Weighted Mean	2.65	Agree	

As seen in the table, indicator 2 "I create a work culture that promotes support and understanding among colleagues.." was ranked 1 with a weighted mean of 3.40, verbally interpreted as "Strongly Agree"; indicator 5 "I step away from the workstations, stretch, or engage in brief relaxation exercises during break." was ranked 2 with a weighted mean of 3.34, verbally interpreted as "Strongly Agree"; indicator 6 "I celebrate my accomplishments." was ranked 3 with a weighted mean of 2.89, verbally interpreted as "Agree," indicator 1 "I attend training programs or workshops that focus on stress management techniques." was ranked 4, with a weighted mean of 2.66, verbally interpreted as "Agree" Next indicator 3 "I attend training programs or workshops that focus on stress management techniques." was ranked 5 with a weighted mean of 1.83 verbally interpreted as "disagree" and lastly indicator 4 "I break up monotonous tasks" was ranked 6, with a weighted mean of 1.75 verbally interpreted as "Strongly disagree"

To sum up, the average weighted mean of 2.65 revealed a consensus among respondents, indicating that they agree when confronted with work-related stressors along buffering. This implies that they create a work culture

that promotes support and understanding among colleagues, they step away from the workstations, stretch, or engage in brief relaxation exercises during break and they celebrate their accomplishments.

Table 5
Stress Management Mechanisms by the Respondents: Self-Care

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I allocate time for activities i enjoy outside of work, such as hobbies, exercise, spending time with family and friends	3.56	Strongly Agree	2
2. I engage in regular physical exercise and practice healthy eating habits	2.11	Disagree	5
3. I use my vacation days and paid time off to take extended breaks and rejuvenate.	3.53	Strongly Agree	3
4. I prioritize my mental well-being and seek assistance when I experience high levels of stress or emotional challenges.	3.99	Strongly Agree	1
5. I practice work-life balance, take breaks, and engage in stress management techniques.	3.51	Strongly Agree	4
6. I take periodic breaks from screens and digital devices to reduce eye strain and mental fatigue.	2.01	Disagree	6
Overall Weighted Mean	3.12	Agree	

As seen in the table, indicator 4” I prioritize my mental well-being and seek assistance when I experience high levels of stress or emotional challenges.” was ranked 1with a weighted mean of 3.99, verbally interpreted as “Strongly Agree”; indicator 1” I prioritize my mental well-being and seek assistance when I experience high levels of stress or emotional challenges..” was ranked 2 with a weighted mean of 3.56, verbally interpreted as “Strongly Agree”; indicator 3 ” I use my vacation days and paid time off to take extended breaks and rejuvenate.” was ranked 3 with a weighted mean of 3.53, verbally interpreted as “ Strongly Agree,” indicator 5” I practice work-life balance, take breaks, and engage in stress management techniques.”. was ranked 4, with a weighted mean of 3.51, verbally interpreted as “ Strongly Agree” . I engage in regular physical exercise and practice healthy eating habits.” was ranked 5 with a weighted mean of 2.11 verbally interpreted as disagree” and lastly indicator 6“I take periodic breaks from screens and digital devices to reduce eye strain and mental fatigue.” was ranked 6, with a weighted mean of 2.01 verbally interpreted as :” Disagree”

To sum up, the average weighted mean of 3.12 revealed a consensus among respondents, indicating that they agree when confronted with work-related stressors along self care. This implies that they prioritize their mental well-being and seek assistance when I experience high levels of stress or emotional challenges. they allocate time for activities i enjoy outside of work, such as hobbies, exercise, spending time with family and friends and they use their vacation days and paid time off to take extended breaks and rejuvenate.

Table 6
Stress Management Mechanisms by the Respondents: Recreation

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I explore activities that they find enjoyable and fulfilling	3.76	Strongly Agree	1
2. I prioritize recreation and find a balance between work and leisure	2.86	Agree	3
3. I actively involved myself in recreational events or activities for employees during or outside of work hours	2.59	Agree	4
4. I take regular breaks throughout the workday to engage in recreational activities	2.33	Disagree	5
5. I promote a better work-life balance and stress reduction.	3.06	Agree	2
Overall Weighted Mean	2.92	Agree	

As seen in the table, indicator 1” I explore activities that they find enjoyable and fulfilling.” was ranked 1 with a weighted mean of 3.06, verbally interpreted as “Agree”; indicator 5” I promote a better work-life balance and stress reduction.” was ranked 2 with a weighted mean of 3.06, verbally interpreted as “Agree”; indicator 2 ” I prioritize recreation and find a balance between work and leisure.” was ranked 3 with a weighted mean of 2.86,

verbally interpreted as “Agree,” indicator 3” I actively involved myself in recreational events or activities for employees during or outside of work hours.”. was ranked 4, with a weighted mean of 2.59, verbally interpreted as “Agree” .Last is indicator 4” I take regular breaks throughout the workday to engage in recreational activities” was ranked 5, with a weighted mean of 2.33, verbally interpreted as “Disagree”

To sum up, the average weighted mean of 2.92 revealed a consensus among respondents, indicating that they agree when confronted with work-related stressors along recreation. This implies that they explore activities that they find enjoyable and fulfilling, promote a better work-life balance and stress reduction and prioritize recreation and find a balance between work and leisure.

Table 7
Level of Work Commitment of the Respondents: Satisfaction

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I enjoy my work	3.12	High	5
2. I am satisfied with the work I do.	3.75	Very High	1
3. I am appreciated when I do well at work	3.63	Very High	3
4. The level of responsibility given to me is acceptable	3.15	High	4
5. I have a great team to work in	3.70	Very High	2
Overall Weighted Mean	3.47	VeryHigh	

As seen in the table, indicator 2” I am satisfied with the work I do.” was ranked 1 with a weighted mean of 3.75, verbally interpreted as “Very High”; indicator 5” I have a great team to work in.” was ranked 2 with a weighted mean of 3.70, verbally interpreted as “Very High”; indicator 3 ” I am appreciated when I do well at work.” was ranked 3 with a weighted mean of 3.63, verbally interpreted as “Very High,” indicator 4” The level of responsibility given to me is acceptable.”. was ranked 4, with a weighted mean of 3.15, verbally interpreted as “High” .Last is indicator 1” I enjoy my work” was ranked 5, with a weighted mean of 3.12, verbally interpreted as “High”

To sum up, the average weighted mean of 3.47 revealed that the level of work commitment of the respondents was “very High”. This implies that they are satisfied with their work, they have a great team to work in and they were appreciated when they do well at work.

Table 8
Level of Work Commitment of the Respondents: Work Dedication

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I work regularly and consistently deliver high-quality results	3.72	Very High	4
2. I accumulate valuable experience and develop a deep understanding of their work domain	4.00	Very High	1
3. I have a deep understanding of the organization's culture, processes, and systems	3.86	Very High	3
4. I’m willing to support their colleagues contributes to a positive work environment and fosters teamwork.	3.90	Very High	2
5. I suggest innovative ideas, and take on additional responsibilities	2.69	High	5
Overall Weighted Mean	3.63	Very High	

Table 8 present the Level of Work Commitment of the Respondents: Work Dedication As seen in the table, indicator 2” I accumulate valuable experience and develop a deep understanding of their work domain.” was ranked 1 with a weighted mean of 4.00, verbally interpreted as “Very High”; indicator 4” . I’m willing to support their colleagues contributes to a positive work environment and fosters teamwork.” was ranked 2 with a weighted mean of 3.90, verbally interpreted as “Very High”; indicator 3” I have a deep understanding of the organization's culture, processes, and systems.” was ranked 3 with a weighted mean of 3.86, verbally interpreted as “Very High,” indicator 1” work regularly and consistently deliver high-quality results.”. was ranked 4, with a weighted mean of 3.72,

verbally interpreted as “ Very High” .Last is indicator 5” I suggest innovative ideas, and take on additional responsibilities” was ranked 5, with a weighted mean of 2.69, verbally interpreted as “ High”

To sum up, the average weighted mean of 3.63 revealed that the level of work commitment of the respondents along with work dedication was “very High”. This implies that they accumulate valuable experience and develop a deep understanding of their work domain, they are willing to support their colleagues contributes to a positive work environment and they have a deep understanding of the organization's culture, processes, and systems.

Table 9
Level of Work Commitment of the Respondents: Loyalty

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I would strongly recommend my profession as a career	3.22	High	3.5
2. I don't think I want to work anywhere except here	2.89	High	5
3. I would strongly recommend my profession as a career	3.22	High	3.5
4. My career goals are important to my organization	3.53	Very High	2
5. My organization inspires me to give my best shot at work	3.77	Very High	1
Overall Weighted Mean	3.33	Very High	

As seen in the table, indicator 5” My organization inspires me to give my best shot at work.” was ranked 1 with a weighted mean of 3.77, verbally interpreted as “ Very High”; indicator 4” My career goals are important to my organization.” was ranked 2 with a weighted mean of 3.93, verbally interpreted as “Very High”; indicator 1 and 3” . I would strongly recommend my profession as a career.” And “. I would strongly recommend my profession as a career was ranked 3.5 with a weighted mean of 3.22, verbally interpreted as “High,” indicator 2” I don't think I want to work anywhere except here.”. was ranked 5, with a weighted mean of .2.89, verbally interpreted as “ High”

To sum up, the average weighted mean of 3.33 revealed that the level of work commitment of the respondents along with loyalty was “Very High”. This implies that the organization inspires them to give their best shot at work, their career goals are important to the organization and they strongly recommend their profession as a career.

Table 10
Level of Work Commitment of the Respondents: Performance

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I am motivated to excel in my roles, meet or exceed targets, and deliver exceptional customer service.	3.81	Very High	2
2. I maintain a steady level of performance that meets the required standards of the call center	3.80	Very High	3
3. I actively seek opportunities to learn new skills, attend training programs, and stay updated on industry trends	3.43	Very High	4
4. I emotionally invested in my roles and show enthusiasm for my responsibilities.	3.39	Very High	5
5. I display a higher level of work commitment due to my tenure and experience	3.95	Very High	1
Overall Weighted Mean	3.68	Very High	

As seen in the table, indicator 5” I display a higher level of work commitment due to my tenure and experience.” was ranked 1 with a weighted mean of 3.95, verbally interpreted as “ Very High”; indicator 1” I am motivated to excel in my roles, meet or exceed targets, and deliver exceptional customer service..” was ranked 2 with a weighted mean of 3.81, verbally interpreted as “Very High”; indicator 3” . I maintain a steady level of

performance that meets the required standards of the call center was ranked 3. with a weighted mean of 3.80, verbally interpreted as “ Very High,” indicator 3” I actively seek opportunities to learn new skills, attend training programs, and stay updated on industry trends.” was ranked 4, with a weighted mean of 3.43, verbally interpreted as “ Very High” Indicator 4” I emotionally invested in my roles and show enthusiasm for my responsibilities. was ranked 4, with a weighted mean of 3.39, verbally interpreted as “ Very High.

To sum up, the average weighted mean of 3.39 revealed that the level of work commitment of the respondents along with Performance was “Very High”. This implies that they display a higher level of work commitment due to my tenure and experience, they were motivated to excel in their roles, meet or exceed targets, and deliver exceptional customer service and they maintain a steady level of performance that meets the required standards of the call center.

Table 11
Difference in the Respondents’ Level of Work Commitment When Grouped According to their Profile Variables

Profile Variables		Mean	Inferential Statistics (ANOVA)	p-value	Decision	Interpretation
Gender	Male	3.45			H_0 not rejected	Not Significant
	Female	3.55	$t=-1.531$.136		
Age	30 years old and below	3.33	$F=109.012$.000	H_0 rejected	Significant
	31-40 years old	3.79				
	41 years old and above	3.76				
Civil Status	Single	3.39	$F=21.031$.000	H_0 rejected	Significant
	Married	3.68				
	Divorced	3.05				
Years of Service	5 years and below	3.46	$F=5.451$.006	H_0 rejected	Significant
	6-10 years	3.51				
	11 years and above	3.78				
Position	Call center agent	3.33	$F=36.939$.000	H_0 rejected	Significant
	Call center manager	3.65				
	Customer service director	3.79				
	Quality analyst	3.60				

*Significant @ .05

Table 11 shows the difference in the respondents’ level of work commitment when grouped according to their age ($F=109.012$), civil status ($F=21.031$), years of service ($F=5.451$) and position ($F=36.939$), p-values of .000, .000, .006 and .000, were obtained respectively. All these probability values were lower than the test of significance at .05, suggesting that there is enough statistical evidence to reject the null hypothesis. This means that those aged 31 and above, were married, stayed in the organization for 11 years and above and were customer service director had higher level of work commitment than those aged 30 years old and below, were divorced, serving for 5 years and below and working as call center agents, respectively.

However, no significant difference was noted when the respondents were grouped according to their gender ($t=-1.531$) with the p-value of .136 which was higher than the test of significance at .05. This means that regardless of gender, the respondents have the same level of work commitment.

Table 12
Relationship Between the Respondents’ Work-Related Stressors and Stress Management Mechanisms

Work-Related Stressors	Statistical Treatment (Pearson r)	p-value	Decision	Interpretation
Social Support	.812 (very strong correlation)	.000	Null Hypothesis Rejected	Significant
Stress Buffering	.810 (very strong correlation)	.000	Null Hypothesis Rejected	Significant
Self-Care	.795 (strong correlation)	.000	Null Hypothesis Rejected	Significant
Recreation	.736 (strong correlation)	.000	Null Hypothesis Rejected	Significant

Significant @ 0.01

Table 12 shows the relationship between the respondents' work-related stressors and their stress management mechanisms in terms of social support ($r=.812$), stress buffering ($r=.810$), self-care ($r=.795$), and recreation ($r=.736$), all p-values obtained were .000 which was lower than the test of significance at .01, suggesting that there is enough statistical evidence to reject the null hypothesis. This means that the more the respondents encounter work-related stressors, the more they demonstrate stress management mechanisms to overcome them.

Table 13

Relationship Between the Respondents' Work-Related Stressors and Level of Work Commitment				
Work-Related Stressors	Statistical Treatment (Pearson r)	p-value	Decision	Interpretation
Satisfaction	.608 (strong correlation)	.000	Null Hypothesis Rejected	Significant
Work Dedication	.520 (moderate correlation)	.000	Null Hypothesis Rejected	Significant
Loyalty	.638 (strong correlation)	.000	Null Hypothesis Rejected	Significant
Performance	.739 (strong correlation)	.000	Null Hypothesis Rejected	Significant

Significant @ 0.01

Table 12 shows the relationship between the respondents' work-related stressors and their level of work commitment in terms of satisfaction ($r=.608$), work dedication ($r=.520$), loyalty ($r=.638$), and performance ($r=.739$), all p-values obtained were .000 which was lower than the test of significance at .01, suggesting that there is enough statistical evidence to reject the null hypothesis which indicates a significant relationship between the variables. This means that the more the respondents encounter work-related stressors, the higher the level of their work commitment. This implies that even the respondents encounter work-related stressors, their level of work commitment is still very high.

Table 13

Relationship Between the Respondents' Stress Management Mechanisms and Level of Work Commitment				
Variables	Statistical Treatment (Pearson r)	p-value	Decision	Interpretation
Stress management mechanisms and work commitment	.902 (very strong correlation)	.000	Null Hypothesis Rejected	Significant

Significant @ 0.01

Table 13 shows the relationship between the respondents' stress management mechanisms and their level of work commitment, a Pearson r value of .902 was obtained indicating a very strong correlation. Meanwhile, a probability value of .000 which was lower than the test of significance at .01 which suggests that there is enough statistical evidence to reject the null hypothesis, indicating a significant relationship between the variables. This means that the more the respondents demonstrate stress management mechanisms, the higher the level of their work commitment.

Proposed Action Plan based on the findings of the study

Rationale:

Based on the in-depth study of the data, the researcher has devised a plan of action to be considered in order to further improve the determine the work-related stressors, stress management, and level of work commitment of long-term employees from selected call center companies in Cavite.. Since the degree of the study variables are described at a very high level as established on the results, the researcher opted to offer an action plan based on the indicators that earned the least weighted mean. And, because the research variables are highly connected to one another, i.e., one is directly proportional to the other, a holistic strategy and/or activity that covers all areas was proposed.

KEY RESULT AREAS/AREAS OF CONCERN	OBJECTIVES	STRATEGY/ACTIVITY	TIME FRAME	PERSONS INVOLVED	SUCCESS INDICATOR
Work-Related Stressors	- Identify and mitigate specific stressors	- Conduct stressors assessment	6 months	HR Department, EAP Coordinator, External Consultant	95% decrease in reported stress levels through surveys
		- Implement targeted interventions based on findings			
Stress Management	- Strengthen stress management mechanisms	- Introduce employee wellness programs	Ongoing	HR Department, EAP Coordinator, Health and Wellness Committee	98% Increased participation in wellness programs and positive feedback
		- Provide access to counseling services			
Level of Work Commitment	- Foster a more committed and engaged workforce	- Implement recognition and reward programs	12 months	HR Department, Leadership Team, Employee Engagement Committee	98% Higher scores in employee commitment surveys and increased retention rates

CONCLUSIONS

1. The respondents in the study predominantly comprise females aged 30 and below, with a majority being single or married. A significant portion has 6-10 years of work experience, and diverse roles such as call center agents, managers, and directors are represented. These demographic characteristics offer valuable insights into the participant group, laying the groundwork for understanding their perspectives on stress management mechanisms and work commitment in the study.

2. The work-related stressors experienced by the respondents include monotonous and repetitive tasks that can lead to feelings of boredom and lack of motivation, contributing to heightened stress levels. Additionally, the pressure to meet performance targets, such as call handling time, customer satisfaction ratings, or sales quotas, adds to the stressors. Furthermore, challenging interactions with upset, angry, or demanding customers contribute to the overall stress levels in their work environment.

3. The respondents highly value social support as the most effective stress management strategy, followed closely by self-care and recreation. Although stress buffering is recognized, it ranks lower. The overall consensus with a high weighted mean of 3.05 highlights agreement on the efficacy of these stress management approaches, emphasizing the significance of social support and self-care in alleviating stress among respondents.

4. The respondents exhibit a strong commitment to work, emphasizing performance, dedication, and satisfaction as key factors. While loyalty remains high, it holds a slightly lower position. This highlights the multifaceted nature of work commitment among the surveyed individuals.

5. Respondents aged 31 and above, married, serving for 11 years and above, and holding the position of customer service director, exhibited a higher level of work commitment compared to those aged 30 and below, divorced, serving for 5 years and below, and working as call center agents, respectively. However, there was no significant difference observed in work commitment based on gender, indicating that regardless of gender, respondents demonstrated a similar level of work commitment.

6. The more the respondents encounter work-related stressors, the more they demonstrate stress management mechanisms to overcome them

7. The more the respondents encounter work-related stressors, the higher the level of their work commitment.

8. The proposed action plan may be implemented to improve the work-related stressors, stress management, and level of work commitment of long-term employees from selected call center companies in Cavite.

RECOMMENDATIONS

1. Call center administration should establish support programs, cultivating a positive work environment, and conducting periodic assessments to identify and address stressors.

2. Call center manager should foster an open communication channels and implement employee assistance programs that can significantly contribute to creating a healthier work atmosphere, ultimately enhancing the overall well-being and productivity of call center staff.

3. Call centers manager should conduct in-service training programs to enhance the skills and knowledge of their agents.

3. Call center team leaders should prioritize fostering a supportive team environment. Encouraging team-building, and self-care practices can enhance stress management. Providing resources for stress buffering techniques and regularly assessing team well-being will contribute to a positive work atmosphere, fostering resilience among team members.

4. Call center agents should prioritize and celebrate their achievements in their roles. It is also crucial to foster a positive and supportive work environment by maintaining open communication channels and actively seeking opportunities for skill development.

5. Call center agents should actively engage in stress management practices by participating in stress reduction programs, seeking support from colleagues and supervisors, and incorporating personal stress coping mechanisms.

6. Future researchers should focus on exploring specific stress management strategies employed in diverse work settings to understand their impact on work commitment. Investigating the effectiveness of coping mechanisms and the role of organizational support in mitigating stressors is crucial. Utilizing mixed-method approaches or longitudinal studies can provide a comprehensive understanding of the evolving dynamics between stress and work commitment over time.

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