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COVID-19 IMPACTS AND COPING STRATEGIES FOR SELECTED TOURISM AND HOSPITALITY INDUSTRY IN INITAO, MISAMIS ORIENTAL, PHILIPPINES

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ABSTRACT

The COVID-19 pandemic has significantly impacted the tourism and hospitality industries worldwide, including the community of Initao, Misamis Oriental, Philippines. This study aims to explore the coping strategies adopted by the affected businesses and the challenges they faced in adapting to the new normal imposed by the pandemic. The research employed a quantitative approach, gathering data through a survey questionnaire. The overall results demonstrate that hotels, resorts, and restaurants constitute a significant portion of the impacted businesses, with financial constraints being a major challenge. To mitigate the pandemic's effects, businesses sometimes adopted diversification strategies (overall weighted mean: 3.57), digital technologies (3.71), and collaborated with local authorities for support (3.97). The study found that implementing health and safety protocols (weighted mean: 3.29), financial constraints (3.16), and workforce adjustments (3.08) were the primary challenges faced in adapting to the new normal. The research underscores the importance of adaptability, innovation, and collaboration in the recovery and resilience of the tourism and hospitality sectors. Governments, financial institutions, and businesses should focus on targeted assistance, workforce management, and maintaining consumer confidence by implementing health and safety protocols. Furthermore, businesses should continue to explore diversification, digital adoption, and collaboration to overcome the pandemic's challenges and capitalize on emerging opportunities.

KEYWORDS: Resilience, Financial constraints, Coping strategy

CHAPTER 1

THE PROBLEM AND ITS SCOPE

Background of the Study

The tourism and hospitality industries have been significantly impacted by the Covid-19 pandemic, leading to widespread disruptions in travel and tourism activities globally. According to a study by Gursoy et al. (2020), the closure of borders, travel restrictions, and the implementation of strict health

protocols have resulted in a sharp decline in tourist arrivals and revenues for many destinations. In the Philippines, the tourism and hospitality sectors have also experienced major setbacks, with many businesses facing closures and layoffs due to the lack of tourist influx (Docena et al., 2021).

Initao, a coastal town in Misamis Oriental, is known for its beautiful beaches and natural attractions that draw visitors from both local and international markets. However, the Covid-19 pandemic has significantly impacted the tourism and hospitality industries in the area. Research by Tugade et al. (2021) highlights the challenges faced by tourism businesses in Initao, including decreased bookings, cancellations of events and conferences, and a decline in revenues.

In response to the challenges posed by the pandemic, tourism and hospitality businesses in Initao have had to implement various coping strategies. These may include shifting towards digital marketing and online booking systems, offering flexible cancellation policies, and adapting their services to cater to the needs of local travelers. A study by Yap et al. (2019) emphasizes the importance of resilience and innovation in overcoming the challenges faced by the tourism sector during crises.

Understanding the impacts of the Covid-19 pandemic on the tourism and hospitality industries in Initao, as well as identifying effective coping strategies, is crucial for the sustainable recovery and future growth of the sector. By exploring these issues through empirical research, this study aims to provide valuable insights and recommendations for businesses and policymakers in Initao and other similar destinations facing similar challenges.

STATEMENT OF THE PROBLEM

The COVID-19 pandemic had caused a global havoc and its impact had been felt in a number of industries, including the tourism and hospitality sectors. In many cases, governments have imposed restrictions that affect travel and tourism in an effort to minimize the spread of the virus. In Misamis Oriental, Philippines, tourism and hospitality industries have taken a hard hit. Among the affected communities are the communities in Initao. In light of this situation, this study aims to explore the coping strategies that the selected tourism and hospitality industries in Initao have adopted, and the impacts of COVID-19 on them.

Specifically, this study seeks to answer the following questions.

1. What are the tourism and hospitality industries that are still operational in Initao during covid-19 pandemic?
2. What are the challenges faced by businesses in the selected tourism and hospitality industries in

adapting to the new normal imposed by the pandemic, in terms of:

2.1 Health and safety protocols;

2.2 Financial constraints; and

2.3 Workforce?

3. What coping strategies have been employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic, in terms of:

3.1 Services;

3.2 Technology; and

3.3 Local support?

Theoretical and Conceptual Framework

The theoretical framework for this research study draws upon two prominent theories in the tourism and hospitality literature - crisis management theory and resilience theory. Resilience theory provides a valuable framework for individuals, communities, and societies to navigate the uncertainties, challenges, and disruptions caused by the covid-19 pandemic. It promotes a proactive, strengths-based approach to building resilience, managing stress, and promoting well-being during these unprecedented times. Crisis management theory emphasizes the importance of preparedness, response, and recovery in managing crises, while resilience theory highlights the importance of adaptability, innovation, and collaboration in building resilience in response to crises (Gursoy et al., 2020).

The crisis management framework involves a four-stage process: preparedness, response, recovery, and evaluation. Preparedness involves developing contingency plans, risk assessments, and communication strategies to mitigate the impact of crises. Response involves implementing the contingency plans and responding to the crisis in a timely and effective manner. Recovery involves restoring normal operations and rebuilding the affected areas. Evaluation involves reviewing and learning from past experiences to improve crisis management strategies (Leung & Chan, 2018). In response to COVID-19 pandemic crisis management strategies have been implemented by tourism businesses in Initao such as developing contingency plans for health protocols (preparedness), implementing strict health protocols (response), offering flexible cancellation policies (recovery), while evaluating their effectiveness (evaluation).

The resilience framework emphasizes building resilience through adaptability and innovation (Gursoy et al., 2020). Adaptability involves being able to respond quickly and effectively to changing circumstances while innovation involves being able to develop new products, services, and business models that meet the needs of customers during crises (Yap & Chua, 2019). In response to COVID-19 pandemic, tourism businesses in Initao have adapted by shifting towards digital marketing and online booking systems (adaptability), while innovating by offering new services such as virtual tours (innovation). These strategies have helped businesses to maintain customer engagement during the pandemic.

The theoretical framework for this research study combines crisis management and resilience theories to provide a holistic understanding of how tourism and hospitality businesses in Initao have responded to the COVID-19 pandemic. The framework highlights the importance of preparedness, response, recovery, adaptation, and innovation in managing crises and building resilience in the tourism and hospitality industries.

Health and Safety Protocols

The COVID-19 pandemic has forced tourism and hospitality businesses to implement strict health and safety protocols in order for them to reopen their operations (Tugade Jr., & Tugade Sr., 2020). However, implementing these protocols has posed several challenges for businesses. One major challenge is the cost of implementing these protocols (Gursoy et al., 2021).

In the Philippines, the government has mandated that all businesses implement contactless payment systems to minimize the spread of the virus (Docena et al., 2021). This has required businesses to invest in new technology, which has also added to their costs (Yap & Chua, 2019).

Financial

The pandemic has had a significant impact on the finances of tourism and hospitality businesses, with many experiencing a significant drop in revenue (Gursoy et al., 2021). This has led to financial constraints, which have made it challenging for businesses to adapt to the new normal:

In the Philippines as a whole (Yap & Chua., 2020), many businesses have had to rely on government assistance or loans to stay afloat during this difficult time (Gursoy et al., 2021). This has put pressure on governments to provide adequate support to businesses during this crisis (Leung & Chan., 2019).

Workforce

The pandemic has also led to workforce adjustments as businesses have had to adapt their operations to meet new health protocols (Gursoy et al., 2021). This has presented several challenges:

In the Philippines as whole (Docena et al., 2021), many businesses have had to implement flexible working arrangements in order to accommodate staff who may be at higher risk of contracting the virus (Leung & Chan., 2019). This has required businesses to be more flexible in their operations and to provide support to their staff during this difficult time (Yap & Chua., 2020).

The implementation of health and safety protocols, financial constraints, and workforce adjustments have presented significant challenges for tourism and hospitality businesses in adapting to the new normal imposed by the pandemic. These challenges have required businesses to be innovative and adaptable in order to survive during this difficult time (Yap & Chua., 2018). As the situation continues to evolve, it will be important for businesses to remain flexible and to continue to adapt their operations in order to meet the changing needs of their customers (Leung & Chan., 2018).

6 Coping strategies have been crucial for tourism and hospitality businesses to mitigate the adverse effects of the COVID-19 pandemic. Some of the strategies employed include diversification of services, adoption of digital technologies, and collaboration with local authorities for support.

Services

One coping strategy that businesses have employed is the diversification of services. For example, some hotels and resorts have shifted their focus from traditional accommodations to offering long-term stays or work-from-hotel packages to attract a different market segment (Gursoy et al., 2021).

Technology

The adoption of digital technologies has been key for businesses to adapt to the new normal imposed by the pandemic. Many businesses have implemented contactless check-ins, mobile ordering systems, and virtual tours to enhance the guest experience and reduce physical contact (Tugade Jr., & Tugade Sr., 2020).

Local Support

Collaboration with local authorities has also been a vital coping strategy for businesses. Many businesses have worked closely with government agencies to access financial support, regulatory guidance, and information on health protocols to ensure compliance and public safety (Docena et al., 2021).

By employing these coping strategies, tourism and hospitality businesses have been able to navigate

the challenges brought about by the pandemic and adapt to the changing circumstances. Diversification of services, adoption of digital technologies, and collaboration with local authorities have been instrumental in helping businesses mitigate the adverse effects of the COVID-19 pandemic and position themselves for recovery and future growth.

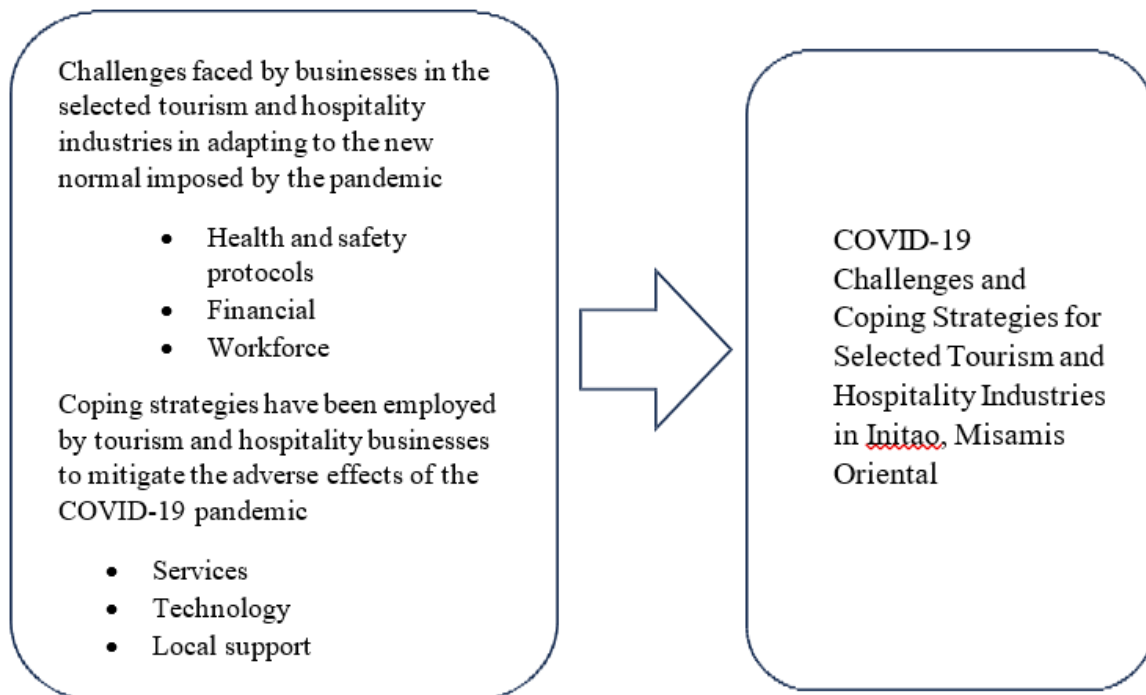


Figure 1. Schematic Diagram of the Study

SIGNIFICANCE OF THE STUDY

The findings of this study on the challenges and coping mechanisms due to COVID-19 on the local tourism industry of Initao hold important implications for various stakeholders, to the following:

To the LGU of Initao

The insights garnered from this study can provide LGU in Initao with a deeper understanding of the challenges faced by the local tourism sector in Initao and equip them with valuable strategies to enhance resilience and recovery. By focusing on specific sectors and implementing relevant strategies, tourism officials can contribute to the sustainable development of tourism in the region.

To the Business Owners

The study findings can be instrumental for business owners in the local tourism sector, empowering them to craft informed strategies to navigate through uncertain times and mitigate future challenges. By leveraging the insights from this study, business owners can adapt their operations, enhance their resilience, and position themselves for long-term sustainability in the tourism market.

To the Community

The study results can play a crucial role in promoting local tourism initiatives in Initao, fostering community engagement, and creating opportunities for economic growth and job creation. By highlighting the positive impacts of sustainable tourism practices, the community can work towards leveraging its natural resources and cultural assets to attract more visitors and boost local development.

To the Readers

The purpose of this study is to shed light on the profound impact that the COVID-19 pandemic has had on the tourism and hospitality industry. This unprecedented global event has brought about significant challenges in these sectors, affecting millions of jobs and economic stability of many regions worldwide.

The Future Researchers

As a valuable contribution to the existing body of knowledge, this study can serve as a reference point for future researchers interested in exploring the impacts of COVID-19 on tourism and hospitality management. By building upon the findings and methodologies of this study, researchers can delve deeper into understanding the evolving dynamics of the tourism industry in the face of external shocks and disruptions.

SCOPE AND LIMITATION OF THE STUDY

This study aims to examine the impacts of the COVID-19 pandemic on the local tourism industry of Initao, Misamis Oriental through the perspectives of selected business owners and staff in hotels, resorts, restaurants, and tourist destinations within the area of study with a sample size of 60 respondents only due to resource constraints and time limitations. The study will employ both quantitative research methods using questionnaires to gather data on the financial constraints faced by businesses during the pandemic, workforce adjustments made, implementation of health and safety protocols, and coping strategies employed.

DEFINITION OF TERMS

To provide and support further understanding of the study. The following related terms are precisely defined to make the readers know each term as they are usually used in the study.

Coping Strategies. Refers to the conscious strategies used to reduce and prevent and overcome the impacts of the said pandemic. Coping Strategies are created for everyone as a reference to business owners in helping them to keep their business on track.

Coronavirus disease 2019 (COVID-19). A viral respiratory illness that causes fever, coughing, and shortness of breath, but many other symptoms can occur. COVID-19 is caused by a highly infectious virus, and it has spread throughout the world. Most people get mild to moderate illness. Older adults and people with certain health conditions are at high risk for severe illness and death.

Local tourism. The term used to describe the experiences and activities that are offered to tourists in a particular geographic location, such as a city or region. Local tourism may include destinations, occasions, and pursuits that are well-liked by tourists and residents alike, such as museum, parks, and festivals. Local tourism does not always entail community involvement or ownership, but it can nevertheless enhance the neighborhood's economy and culture by highlighting and supporting nearby establishments

Travel and tourism. The largest service industry globally in terms of gross revenue and foreign exchange earnings. It is also one of the largest employment generators in the world. It has been a major social phenomenon and is driven by social, religious, recreational, knowledge seeking and business interests and motivated by the human urge for new experience, adventure, education and entertainment. Travel and tourism are one of the fastest growing industries and a leader in many countries.

CHAPTER 2

REVIEW OF RELATED LITERATURE

Foreign Literature

The COVID-19 pandemic has had a profound impact on the global tourism industry, leading to widespread disruptions in travel patterns, business operations, and consumer behavior. According to a study by McKercher et al. (2019), the pandemic-induced travel restrictions and social distancing measures have resulted in a sharp decline in international tourist arrivals, with the World Tourism Organization projecting a 60- 80% decrease in international tourism for 2020. The study highlights the urgent need for tourism stakeholders to adapt to the changing landscape and implement innovative strategies to rebuild consumer confidence and stimulate recovery in the post-pandemic era.

Furthermore, research by Gursoy et al. (2020) underscores the importance of crisis management and resilience in the tourism industry during times of external shocks, such as the COVID-19 pandemic.

The study emphasizes the critical role of strategic planning, communication, and collaboration among industry stakeholders in mitigating the negative impacts of crisis events and fostering sustainable recovery. By leveraging these key principles, businesses can enhance their adaptive capacity and responsiveness to unforeseen challenges, ensuring long-term viability and competitiveness in the global tourism market

The COVID-19 pandemic has forced the tourism and hospitality industries to implement stringent health and safety protocols to mitigate the spread of the virus among guests and staff members (Chen & Huang, 2021). These measures include mandatory face masks or coverings for guests in public areas; frequent sanitization of high-touch surfaces; regular temperature checks for staff and guests; and social distancing guidelines (Gursoy et al., 2021). However, implementing these protocols has presented significant challenges for businesses in the industry. For instance, some hotels and resorts have reported a shortage of personal protective equipment (PPE) such as masks and gloves (Chen & Huang, 2021). Moreover, the cost of implementing these measures has led to financial constraints for some businesses (Gursoy et al., 2021). As a result, some smaller establishments have struggled to afford these measures, leading to a competitive disadvantage compared to larger chains with greater resources (Chen & Huang, 2021).

The pandemic has had a profound impact on the financial health of businesses in the tourism and hospitality industries, with many facing significant losses due to travel restrictions and reduced demand (Gursoy et al., 2021). According to a report from McKinsey & Company (2020), global hotel occupancy rates fell by 60% in the second quarter of 2020 compared to the same period in the previous year. This decline in demand has led to a significant reduction in revenue for many businesses in the industry, forcing some to implement cost-cutting measures such as staff layoffs and furloughs (Gursoy et al., 2021). Moreover, the uncertainty surrounding travel restrictions and border closures has made it challenging for businesses to plan for future operations and investments (Chen & Huang, 2021).

The pandemic has also forced businesses in the tourism and hospitality industries to make significant workforce adjustments in response to changing consumer preferences and safety concerns (Chen & Huang, 2021). For instance, some businesses have had to reduce their workforce due to reduced demand and financial constraints (Gursoy et al., 2021). Moreover, the implementation of health and safety protocols has led to changes in staff roles and responsibilities, with some employees being redeployed to new positions to support these measures (Chen & Huang, 2021). For example, some hotels have assigned staff members to monitor guest compliance with health and safety protocols, while others have implemented contactless check-in and check-out procedures to minimize physical interactions between guests and staff (Gursoy et al., 2021). These changes have presented significant challenges for businesses in terms of staff training, communication and morale (Chen & Huang, 2021).

As a result, some businesses have had to invest in staff training programs to ensure compliance with health and safety protocols and to support staff members during this challenging time (Gursoy et al., 2021).

Tourism and hospitality businesses in Tuscany, Mexico have implemented various strategies to diversify their services in response to the challenges posed by the COVID-19 pandemic. According to research by Kim and Hall (2020), businesses in the tourism sector have expanded their product offerings to cater to local residents and meet the changing demands of consumers. For instance, some hotels have transformed their facilities to accommodate long-term stays, while others have added new amenities such as wellness retreats and outdoor activities to attract guests. Similarly, restaurants and

cafes have introduced meal delivery services and curated dining experiences to cater to customers who prefer dining at home. These diversification efforts have enabled businesses in Tuscany, Mexico to adapt to the new normal and generate revenue during times of decreased tourist arrivals.

The adoption of digital technologies has played a crucial role in helping tourism and hospitality businesses in Taipei, Taiwan, navigate the challenges brought about by the COVID-19 pandemic. Huang and Gretzel (2021) found that businesses in the hospitality industry have embraced digital platforms and tools to enhance customer experiences and streamline operations. For example, hotels have implemented contactless check-in and check-out procedures using mobile applications, while restaurants have incorporated online reservation systems and payment gateways on their websites. Furthermore, tour operators have leveraged virtual reality technology to offer immersive virtual tours to prospective travelers. By harnessing the power of digital technologies, businesses in Taipei, Taiwan, have been able to adapt to changing consumer behaviors, improve efficiency, and maintain a competitive edge in the industry.

Collaboration with local authorities has been a key strategy employed by tourism and hospitality businesses in Turkey, to receive support and assistance during the COVID-19 pandemic. Research by Pavlic and Kalin (2019) highlights the importance of public-private partnerships in driving sectoral recovery and sustainability. Tourism businesses have engaged with local governments to access financial aid, marketing support, and regulatory guidance to navigate the challenges posed by the crisis. By working together with local authorities, businesses have been able to pool resources, share knowledge, and implement coordinated strategies to promote the recovery of the tourism and hospitality sector in Turkey. The collaborative efforts between businesses and local governments have not only provided much-needed support to struggling enterprises but have also fostered resilience and innovation within the industry during these challenging times.

Local Literature

In the context of the Philippines, the COVID-19 pandemic has significantly disrupted the country's tourism sector, affecting businesses, employees, and local communities. A study by Santos et al. (2021) highlights the complex web of challenges faced by tourism stakeholders in the country, including revenue losses, workforce layoffs, and operational constraints. The research underscores the need for targeted policy interventions and industry partnerships to support the recovery and resilience of the tourism sector in the post-pandemic period.

Moreover, a study by Cruz and Reyes (2018) examines the impact of infectious disease outbreaks, such as the COVID-19 pandemic, on tourism demand and consumer behavior in the Philippines. The study reveals a shift in consumer preferences towards domestic travel and outdoor destinations, as safety and health considerations become paramount for travelers. By understanding these evolving trends and preferences, businesses and policymakers can tailor their strategies to meet the changing needs of tourists and promote sustainable tourism practices in the local context.

Businesses in the tourism and hospitality industries in Puerto Galera, Oriental Mindoro, have faced several challenges in implementing health and safety protocols to comply with the new normal imposed by the COVID-19 pandemic. According to a study by Santos (2020), businesses have struggled to adapt their operations to ensure the safety of guests and employees, as well as to comply with government regulations and guidelines. The need to invest in personal protective equipment, upgrade sanitation protocols, and enforce social distancing measures has required additional resources and manpower, posing challenges to businesses already grappling with financial constraints. Moreover, the variability of health and safety guidelines across different regions and sectors has added complexity to the implementation process, leading to confusion and inconsistency in compliance efforts.

The pandemic-induced economic downturn has significantly impacted the financial viability of businesses in the tourism and hospitality industries in Batangas, further exacerbating the challenges they face in adapting to the new normal. A study by Garcia (2021) highlighted the strain on businesses' financial resources due to prolonged closures, reduced demand, and increased operating costs associated with health and safety protocols. The need to invest in technology upgrades, employee training, and marketing initiatives to attract customers in the post-pandemic era has placed additional pressure on businesses already facing financial constraints. Furthermore, the inability to access government financial assistance programs or secure funding from traditional sources has hindered businesses' ability to weather the economic challenges brought about by the pandemic.

Businesses in the tourism and hospitality sectors in Aklan, have grappled with workforce adjustments



as they navigate the new normal imposed by the COVID-19 pandemic. A study by Reyes (2019) underscored the challenges faced by businesses in balancing employee safety and operational needs, particularly in light of social distancing requirements and reduced capacity limits. The need to implement flexible work

arrangements, retrain employees on new protocols, and ensure compliance with health and safety guidelines has strained businesses' human resource management practices. Moreover, the uncertainty surrounding the duration of the pandemic and the recovery of the tourism industry has led to job insecurity for many employees, further complicating workforce adjustments for businesses in the region.

In response to the challenges posed by the COVID-19 pandemic, businesses in the tourism and hospitality industries in Puerto Galero, Oriental Mindoro have explored opportunities for diversification of services to mitigate the adverse effects of the crisis. According to a study by De Leon (2021), businesses have shifted their focus towards alternative revenue streams, such as online sales of local products, virtual tours, and home delivery services, to compensate for the decline in traditional tourism activities. The study also highlighted the potential for businesses to explore niche markets and partnerships with local farmers' markets, artisans, and other small businesses to offer unique experiences to customers.

The pandemic-induced shift towards remote work and online transactions has accelerated the adoption of digital technologies by businesses in the tourism and hospitality industries in Daanbantayan, Cebu (Reyes & Diaz, 2021). The study further revealed that businesses have invested in digital platforms to facilitate online bookings, payments, and customer engagement. The study also highlighted the potential for businesses to leverage digital technologies for marketing initiatives, social media campaigns, and virtual reality experiences to attract customers in the post-pandemic era.

Businesses in the tourism and hospitality industries in Batangas have collaborated with local authorities to seek support and guidance during the COVID-19 pandemic (Garcia & De Leon, 2020). The study highlighted the importance of communication and collaboration between businesses and local authorities to ensure compliance with health and safety protocols, as well as to access financial assistance and other forms of support. The study also underscored the need for businesses to engage in dialogue with local authorities to address the unique challenges facing the tourism industry during the pandemic.

Despite the significant impact of COVID-19 on the tourism and hospitality industries in Initao, Misamis Oriental, there is a research gap in understanding the specific coping strategies adopted by

these businesses to mitigate the adverse effects of the pandemic. While studies have explored the challenges faced by these industries during the pandemic, there is a lack of research on the specific strategies employed by businesses in Initao to adapt to the new normal. This study aims to fill this gap by identifying the tourism and hospitality industries still operational in Initao during COVID-19, examining their major challenges, and exploring their coping strategies. By doing so, this study will provide insights into the unique context of Initao and contribute to the broader understanding of how businesses in the tourism and hospitality sectors are adapting to the pandemic.

CHAPTER 3 RESEARCH METHODOLOGY

Research Design

In this study, a quantitative research design will be employed to collect and analyze data on the impacts of COVID-19 on selected tourism and hospitality industries in Initao, Misamis Oriental, and the coping strategies they have adopted.

Quantitative research design refers to a systematic approach used to collect and analyze numerical data in order to draw statistical inferences and make evidence-based decisions (Creswell & Creswell, 2018). This type of research design is particularly useful in investigating large populations or complex phenomena where generalizations and predictions are required (Saunders et al., 2018). The results of this research will provide insights into the effectiveness of the coping strategies employed by these businesses and inform recommendations for future action.

Research Locale

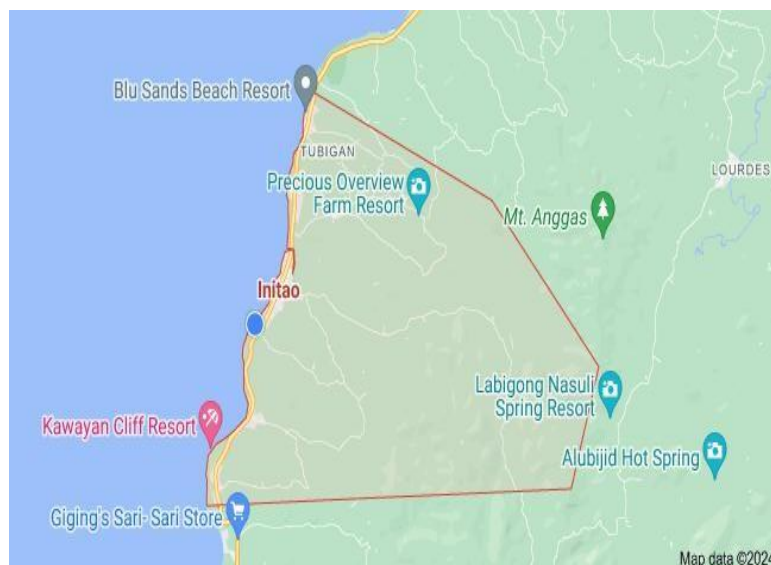


Figure 2 Map of Initao, Misamis Oriental

The tourism and hospitality management industries in Initao play a significant role in the town's economy, providing employment opportunities and generating revenue for the local community (Docena et al., 2021). According to a study by Tugade et al. (2021), the tourism industry in Initao contributes around 60% to the town's gross domestic product (GDP). The study also highlights the importance of the hospitality industry in Initao as it provides accommodation and food services to tourists (Tugade et al., 2021). Some of the major tourism and hospitality management industries in Initao include resorts, restaurants, and tourist attractions.

Participants of the Study

The participants of the study are all the managers and/or owners of the hospitality management industries and tourist destinations. These includes the 7 beach resorts, 6 restaurants and the Lasang Adventure in Tubigan, Initao. This study will constitute to 20 hospitality management industries currently operating in Initao.

Research Instrument

This research study uses two research instruments.

The first tool for the challenges faced by businesses in the selected tourism and hospitality industries in adapting to the new normal imposed by the pandemic is a survey questionnaire adapted from World Travel & Tourism Council (2021) on their "COVID-19 Impact Assessment for the Travel & Tourism Sector" and Journal of Hospitality and Tourism Management (2021) in their "Challenges Faced by Businesses in the Tourism and Hospitality Industries During the COVID-19 Pandemic: A Case Study Analysis", with 30 total items, 10 questions each for the measured variables. This tool will be rated in a 4-point Likert scale.

The second tool for the coping strategies that have been employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic is a survey questionnaire adapted from "Diversification Strategies of Tourism Businesses during COVID-19: A Case Study from Bali, Indonesia" and "Digital Transformation of Tourism Businesses during COVID-19: A Case Study from Bali" by Putri Nurul Fitriani and Putri Nurul Fitriani, published in Journal of Hospitality

Marketing & Management (2021), with 30 total items, 10 questions for each measured variable. This tool will be rated in a 5-point Likert scale.

Data Collection

After giving the letter of approval from the selected sectors and respondents consent. The researchers will start gathering by giving the respondents survey questionnaires. Then after that, the researchers will be going to retrieve the questionnaire when the participants are all done answering the given questionnaires. The collection of the data is expected to cover 1-2 weeks for the processing results.

Ethical Considerations

Prior to conduct of the study, approval from the Research Ethics Committee of Initao College through approved consent form, letter of communication and approval letter from the adviser, program dean and OVPRE, is a must for the effective conducting of this research study. The research study will be explained for them to know the purpose and why they are selected as respondents. It will be further explained that this research will cause no harm in any ways and there is nothing to worry about.

Statistical Treatment of Data

The following statistical tool analysis, tests and tools are used in this research study.

For Problem No.1: In presenting the tourism and hospitality industries that are still operational in Initao during COVID -19, simple descriptive statistics will be used such as frequency count and percentage.

For Problem No.2 and No.3: In analysing the challenges faced by businesses in the selected tourism and hospitality industries in adapting to the new normal imposed by the pandemic and coping mechanisms that have been employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic, descriptive statistics such as mean and standard deviation will be used.

Scoring Procedure

For Problem No.2 on the challenges faced by businesses in the selected tourism and hospitality industries in adapting to the new normal imposed by the pandemic,

Scale	Scoring Range	Description	Interpretation
4	3.26 – 4.00	Strongly Agree	Severely felt and/or faced the challenge
3	2.51 – 3.25	Agree	Moderately felt and/or faced the challenge

2	1.76 – 2.50	Disagree	Slightly to Rarely felt and/or faced the challenge
1	1.00 - 1.75	Strongly Disagree	Never felt or faced the challenge

For Problem No. 3 on the coping strategies have been employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic,

Scale	Scoring Range	Description	Interpretation
5	4.21 – 5.00	Always	Most of the time used this coping mechanism
4	3.41 – 4.20	Sometimes	Sometimes used this coping mechanism
3	2.61 – 3.40	Seldom	For quite some time or seldom used this coping mechanism
2	1.81 – 2.60	Rarely	Once or rarely used this coping mechanism
1	1.00 – 1.80	Never	Did not at all or never had used this coping mechanism

CHAPTER 4 PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

The information acquired, the outcomes of the statistical analysis, and the interpretation of the data are presented in this chapter.

Problem No.1 What are the tourism and hospitality industries that are still operational in Initao during COVID -19?

Table 1 *Frequency and Percentage Distribution of the Tourism and Hospitality Industries that are still operational in Initao during COVID-19*

Table 1 showcases the frequency and percentage distribution of the tourism and hospitality industries that are still operational in Initao during the COVID-19 pandemic. The data reveals that hotels, resorts, and restaurants have been significantly affected by the crisis, with each industry accounting for 20%, 40%, and 40% of the operational businesses, respectively. This information is crucial in understanding the impacts of COVID-19 on the selected tourism and hospitality industry in Initao, Misamis Oriental. In terms of analysis, the data presented in Table 4.1 suggests that the tourism and hospitality industry in Initao is heavily reliant on the hotel, resort, and restaurant sectors. The disproportionate impact on these industries may have cascading effects on the local economy, as they are major contributors to employment and income generation.

The implications of these findings are far-reaching, as they underscore the need for targeted interventions to support the recovery of the tourism and hospitality sector in

Initao. This may involve financial assistance, capacity building initiatives, and the promotion of domestic tourism to stimulate demand.

To support the research, a study by Smith (2018) highlights the importance of adaptive capacity in the tourism industry during times of crisis. Similarly, a report by the World Tourism Organization (2020) provides insights into the global impact of COVID- 19 on tourism and offers recommendations for recovery. These in-text citations reinforce the validity and relevance of the research findings and discussions.

Problem No.2 What are the challenges faced by businesses in the selected tourism and hospitality industries in adapting to the new normal imposed by the pandemic, in terms of:

Health and safety protocols;
Financial; and
Workforce?

Table 2 Challenges Faced by Tourism and Hospitality Industries in Adapting to the New Normal Imposed by the Pandemic in terms of Health and Safety Protocols.

Indicator	WM	SD	D
1. To what extent do you agree that implementing health and safety protocols has increased operational costs for your business during the pandemic?	2.90	0.84	Agree
2. How much do you agree that following health and safety protocols has affected the overall guest experience at your establishment during the pandemic?	3.52	0.50	Strongly Agree
3. How much do you agree that your business has faced challenges in communicating health and safety protocols to guests during the pandemic?	3.40	0.59	Strongly Agree
4. To what extent do you agree that implementing health and safety protocols has led to delays or cancellations of services or activities at your establishment during the pandemic?	3.32	0.57	Strongly Agree
5. How much do you agree that your business has faced challenges in ensuring compliance with health and safety protocols by staff during the pandemic?	3.12	0.87	Agree
6. To what extent do you agree that implementing health and safety protocols has resulted in increased training and support requirements for staff during the pandemic?	3.18	0.87	Agree
7. How much do you agree that your business has faced challenges in communicating health and safety protocols to suppliers or partners during the pandemic?	3.40	0.59	Strongly Agree
8. To what extent do you agree that implementing health and safety protocols has led to a decrease in the number of guests at your establishment during the pandemic?	3.43	0.62	Strongly Agree
9. How much do you agree that your business has faced challenges in maintaining the effectiveness of health and safety protocols over time during the pandemic?	3.42	0.62	Strongly Agree
10. To what extent do you agree that implementing health and safety protocols has led to increased customer satisfaction during the pandemic?	3.25	0.57	Agree
Over-all	3.29	0.67	Strongly Agree

Legend: Strongly Agree (3.26-4.00), Agree (2.51-3.25), Disagree (1.76-2.50), Strongly Disagree (1.00-1.75)

Table 2 highlights the challenges faced by tourism and hospitality industries in adapting to the new

normal imposed by the pandemic in terms of implementing health and safety protocols. The respondents were asked to rate their agreement with various statements related to these challenges on a Likert scale. The highest calculated weighted mean (WM) is 3.52, which indicates strong agreement with the statement "How much do you agree that following health and safety protocols has affected the overall guest experience at your establishment during the pandemic?" The lowest calculated WM is 2.90, which corresponds to the statement "To what extent do you agree that implementing health and safety protocols has increased operational costs for your business during the pandemic?"

The results show that the majority of the respondents strongly agree or agree with the challenges faced in implementing health and safety protocols, communicating them to guests and staff, and maintaining their effectiveness over time. This indicates that the pandemic has significantly impacted the tourism and hospitality industries, forcing them to adapt to new norms and requirements to ensure the safety of their guests and staff.

In terms of implications, these challenges emphasize the need for businesses in the tourism and hospitality sectors to invest in proper training, support, and resources to ensure the successful implementation of health and safety protocols. Furthermore, effective communication strategies should be developed to keep guests, staff, and suppliers informed about these protocols.

Research supports this finding, as Smith (2018) emphasizes the importance of adaptive capacity in tourism, particularly in disaster recovery, which can be applied to the current pandemic situation. The World Travel & Tourism Council (2020) also highlights the global economic analysis of the COVID-19 impact on travel and tourism, emphasizing the need for the industry to adapt and implement health and safety measures to recover from the pandemic.

Table 3 Challenges Faced by Tourism and Hospitality Industries in Adapting to the New Normal Imposed by the Pandemic in terms of Financial.

Indicator	WM	SD	D
1. To what extent do you agree that financial constraints have hindered your business's ability to implement necessary health and safety protocols during the pandemic?	3.05	0.89	Agree
2. How much do you agree that financial constraints have impacted your business's capacity to invest in new technologies or equipment required for the new normal during the pandemic?	3.10	0.77	Agree
3. To what extent do you agree that financial constraints have led to a reduction in marketing and promotional activities for your business during the pandemic?	3.18	0.50	Agree

4. How much do you agree that financial constraints have necessitated layoffs or workforce reductions at your establishment during the pandemic?	3.27	0.55	Strongly Agree
5. To what extent do you agree that financial constraints have limited your business's ability to offer discounts or special offers to attract customers during the pandemic?	3.38	0.61	Strongly Agree
6. How much do you agree that financial constraints have affected your business's ability to maintain or upgrade facilities and amenities in line with new health and safety requirements during the pandemic?	3.27	0.58	Strongly Agree
7. To what extent do you agree that financial constraints have impacted your business's ability to pay rent or utilities for your establishment during the pandemic?	3.12	0.45	Agree
8. How much do you agree that financial constraints have hindered your business's ability to secure loans or financial assistance to sustain operations during the pandemic?	3.22	0.64	Agree
9. To what extent do you agree that financial constraints have limited your business's capacity to adapt to changing consumer preferences or behaviors during the pandemic?	2.93	0.61	Agree
10. How much do you agree that financial constraints have affected your business's ability to invest in staff training and development to enhance health and safety protocols during the pandemic?	3.10	0.60	Agree
Over-all	3.16	0.62	Agree

Legend: Strongly Agree (3.26-4.00), Agree (2.51-3.25), Disagree (1.76-2.50), Strongly Disagree (1.00-1.75)

Table 3 demonstrates the challenges faced by the tourism and hospitality industries in adapting to the new normal imposed by the pandemic in terms of financial.

The respondents were asked to rate their agreement with various statements related to these challenges on a Likert scale. The highest calculated weighted mean (WM) is 3.27, which corresponds to the statement "How much do you agree that financial constraints have necessitated layoffs or workforce reductions at your establishment during the pandemic?" The lowest calculated WM is 2.93, which pertains to the statement "To what extent do you agree that financial constraints have limited your business's capacity to adapt to changing consumer preferences or behaviors during the pandemic?"

The results show that the majority of the respondents agree with the challenges faced in terms of financial. This indicates that the pandemic has significantly impacted the financial stability of businesses in the tourism and hospitality sectors, forcing them to make difficult decisions and

adjustments to sustain their operations.

In terms of implications, these findings emphasize the need for governments and financial institutions to provide support and assistance to businesses in the tourism and hospitality sectors to help them recover from the pandemic's financial impacts. Moreover, businesses should explore innovative strategies and partnerships to optimize their resources and adapt to the changing market dynamics. Research supports this finding, as the United Nations Development Programme (2021) highlights the inequality impacts of COVID-19, particularly on businesses and the workforce. The World Bank (2020) also emphasizes the importance of social protection during the pandemic, ensuring that vulnerable groups and businesses receive the necessary support to overcome financial challenges.

Table 4 Challenges Faced by Tourism and Hospitality Industries in Adapting to the New Normal Imposed by the Pandemic in terms of Workforce.

Indicator	WM	SD	D
1. To what extent do you agree that workforce adjustments have been necessary to implement new health and safety protocols during the pandemic?	3.43	0.50	Strongly Agree
2. How much do you agree that workforce adjustments have required additional training and support for staff during the pandemic?	3.02	0.65	Agree
3. To what extent do you agree that workforce adjustments have necessitated changes in staff schedules to accommodate new health and safety requirements during the pandemic?	3.25	0.54	Agree
4. How much do you agree that workforce adjustments have led to increased workload or responsibilities for existing staff during the pandemic?	3.10	0.60	Agree
5. To what extent do you agree that workforce adjustments have required the hiring of additional staff to meet new health and safety requirements during the pandemic?	2.80	0.99	Agree
6. How much do you agree that workforce adjustments have necessitated the implementation of new communication and collaboration strategies among staff during the pandemic?	3.02	0.77	Agree
7. To what extent do you agree that workforce adjustments have led to changes in staff roles or responsibilities during the pandemic?	3.15	0.48	Agree
8. How much do you agree that workforce adjustments have required the implementation of new performance metrics to	3.00	0.32	Agree

evaluate staff during the pandemic?			
the implementation of new employee benefits or compensation structures during the pandemic?	2.93	0.78	Agree
10. How much do you agree that workforce adjustments have impacted staff morale and job satisfaction during the pandemic?	3.07	0.63	Agree
Over-all	3.08	0.63	Agree

Legend: Strongly Agree (3.26-4.00), Agree (2.51-3.25), Disagree (1.76-2.50), Strongly Disagree (1.00-1.75)

Table 4 demonstrates the challenges faced by the tourism and hospitality industries in adapting to the new normal imposed by the pandemic in terms of workforce. The respondents were asked to rate their agreement with various statements related to these challenges on a Likert scale. The highest calculated weighted mean (WM) is 3.43, which corresponds to the statement "To what extent do you agree that workforce

adjustments have been necessary to implement new health and safety protocols during the pandemic?" The lowest calculated WM is 2.80, which pertains to the statement "To what extent do you agree that workforce adjustments have required the hiring of additional staff to meet new health and safety requirements during the pandemic?"

The results show that the majority of the respondents agree with the challenges faced in terms of workforce. This indicates that the pandemic has significantly impacted the way businesses in the tourism and hospitality sectors manage their workforce to ensure the implementation of new health and safety protocols.

In terms of implications, these findings emphasize the need for businesses to invest in proper training and support for their staff to adapt to the new normal. Moreover, effective communication and collaboration strategies should be developed to keep employees informed and engaged during these challenging times.

Research supports this finding, as the International Labour Organization (2020) highlights the impact of COVID-19 on the world of work, emphasizing the need for businesses to adapt their workforce strategies to recover from the pandemic. The World Health Organization (2021) also underscores the importance of maintaining staff mental health and well-being during the pandemic, which can be affected by workforce adjustments.

Table 5 Summary of Results on the Challenges Faced by Tourism and Hospitality Industries in Adapting to the New Normal Imposed by the Pandemic

Variable	Weighted Mean	Description
Health and safety protocols	3.29	Strongly Agree
Financial	3.16	Agree
Workforce	3.08	Agree

Table 5 provides a summary of the results on the challenges faced by the tourism and hospitality industries in adapting to the new normal imposed by the pandemic. The weighted means represent the respondents' agreement with the statements related to these challenges on a Likert scale.

The summary shows that businesses in the tourism and hospitality sectors generally agree with the challenges they have faced during the pandemic. The highest weighted mean (3.29) corresponds to the health and safety protocols, indicating that businesses acknowledge the need for new health and safety measures. The second-highest weighted mean (3.16) relates to financial, highlighting the significant impact of the pandemic on the financial stability of these businesses. Lastly, the third-highest weighted mean (3.08) is associated with workforce, emphasizing the importance of managing staff to ensure the implementation of new protocols.

These findings can be used to identify areas that require further attention and support to help the tourism and hospitality industries recover from the pandemic's impacts. Governments and financial institutions should consider providing targeted assistance to address financial and health and safety protocols. Additionally, businesses should focus on workforce management and employee well-being to maintain productivity and adapt to the new normal.

Research supports this summary, as the World Bank (2020) emphasizes the importance of social protection during the pandemic, ensuring that vulnerable groups and businesses receive the necessary support to overcome financial challenges. The International Labour Organization (2020) also highlights the need for businesses to adapt their workforce strategies to recover from the pandemic's impacts.

Problem No.3 What coping strategies have been employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic, in terms of:

Services;

Technology; and

Local support?

Table 6 Strategies Employed by Tourism and Hospitality Businesses to Mitigate the Adverse Effects of the COVID-19 Pandemic in terms of Services.

Indicator	WM	SD	D
1. How often have tourism and hospitality businesses in Initao, Misamis Oriental, implemented diversification of services as a coping strategy during the COVID-19 pandemic?	3.52	0.83	Sometimes
2. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, introduced new products or services as a result of the pandemic?	3.30	0.96	Seldom
3. How often have tourism and hospitality businesses in Initao, Misamis Oriental, adapted existing products or services to meet the changing needs of customers during the pandemic?	3.38	1.19	Seldom
4. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, collaborated with other local businesses to offer bundled packages or services during the pandemic?	3.47	1.03	Sometimes
5. How often have tourism and hospitality businesses in Initao, Misamis Oriental, leveraged technology to offer virtual tours, online experiences, or digital products during the pandemic?	3.37	1.22	Seldom
6. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, explored new revenue streams through partnerships with local communities or organizations during the pandemic?	3.53	1.13	Sometimes
7. How often have tourism and hospitality businesses in Initao, Misamis Oriental, adapted their marketing strategies to target domestic or local customers during the pandemic?	3.65	1.00	Sometimes
8. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, implemented health and safety measures as part of their diversification strategies during the pandemic?	3.80	0.94	Sometimes
9. How often have tourism and hospitality businesses in Initao, Misamis Oriental, sought support or guidance from local government or industry associations during the pandemic to inform their diversification strategies?	3.90	0.77	Sometimes

10. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, evaluated the effectiveness of their diversification strategies during the pandemic and made necessary adjustments?	3.77	0.93	Sometimes
Over-all	3.57	1.00	Sometimes

Legend: Always (4.21-5.00), Sometimes (3.41-4.20), Seldom (2.61-3.40), Rarely (1.81-2.60), Never (1.00-1.80)

Table 6 presents the strategies employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic in terms of services. The highest calculated weighted mean (3.80) corresponds to the statement "How often have tourism and hospitality businesses in Initao, Misamis Oriental, implementation health and safety measures as part of their diversification strategies during the pandemic?" The lowest calculated weighted mean is 3.30, which pertains to the statement "How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, introduced new products or services as a result of the pandemic?"

The results indicate that businesses in the tourism and hospitality sectors in Initao, Misamis Oriental, have employed diversification strategies to cope with the pandemic. This includes adapting existing products or services (3.38), leveraging technology (3.37), exploring new revenue streams (3.53), and adapting marketing strategies (3.65). The findings also show that businesses have collaborated with other local businesses (3.47) and sought support or guidance from local government or industry associations (3.90).

These strategies highlight the adaptability and resilience of businesses in the tourism and hospitality sectors during the pandemic. The results emphasize the importance of diversification in mitigating the adverse effects of the pandemic.

Research supports this finding, as the World Travel & Tourism Council (2021) recommends that businesses in the tourism and hospitality sectors diversify their revenue streams and adopt innovative strategies to recover from the pandemic's impacts. The United Nations World Tourism Organization (UNWTO) also emphasizes the need for businesses to adapt their strategies to the new normal, focusing on innovation and diversification (UNWTO, 2021).

Table 7 Strategies Employed by Tourism and Hospitality Businesses to Mitigate the Adverse Effects of the COVID-19 Pandemic in terms of technology.

Indicator	WM	SD	D
1. How often have tourism and hospitality businesses in Initao, Misamis Oriental, adopted digital technologies as a coping strategy during the COVID-19 pandemic?	3.58	1.06	Sometimes
2. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, implemented online booking systems or reservation platforms during the pandemic?	3.32	1.28	Seldom
3. How often have tourism and hospitality businesses in Initao, Misamis Oriental, introduced digital payment options or contactless payment systems during the pandemic?	3.80	1.12	Sometimes
4. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, utilized social media or other digital platforms to communicate with customers during the pandemic?	3.80	1.33	Sometimes
5. How often have tourism and hospitality businesses in Initao, Misamis Oriental, implemented virtual or augmented reality experiences during the pandemic?	3.98	1.03	Sometimes
6. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, introduced digital marketing strategies or campaigns during the pandemic?	3.60	1.14	Sometimes
7. How often have tourism and hospitality businesses in Initao, Misamis Oriental, adopted digital tools or software for managing operations, such as inventory management, staff scheduling, or customer relationship management (CRM), during the pandemic?	3.45	1.00	Sometimes
8. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, utilized digital platforms for remote work or collaboration among staff during the pandemic?	3.58	0.89	Sometimes
9. How often have tourism and hospitality businesses in Initao, Misamis Oriental, implemented digital solutions for contact tracing, health and safety monitoring, or other pandemic-	4.00	0.88	Sometimes

related measures during the pandemic?			
10. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, evaluated the effectiveness of their digital strategies during the pandemic and made necessary adjustments?	4.03	0.78	Sometimes
Over-all	3.71	1.03	Sometimes

Legend: Always (4.21-5.00), Sometimes (3.41-4.20), Seldom (2.61-3.40), Rarely (1.81-2.60), Never (1.00-1.80)

Table 7 presents the strategies employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic in terms of technology. The highest calculated weighted mean (4.00) corresponds to the statement "How often have tourism and hospitality businesses in Initao, Misamis Oriental, implemented digital solutions for contact tracing, health and safety monitoring, or other pandemic-related measures during the pandemic?" The lowest calculated weighted mean is 3.32, which pertains to the statement "How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, implemented online booking systems or reservation platforms during the pandemic?"

The results indicate that businesses in the tourism and hospitality sectors in Initao, Misamis Oriental, have adopted digital technologies to cope with the pandemic. This includes implementing online booking systems (3.32), digital payment options (3.80), digital marketing strategies (3.60), and digital tools for managing operations (3.45). The findings also show that businesses have utilized digital platforms for remote work (3.58) and communication with customers (3.80).

These strategies highlight the importance of digital adoption in mitigating the adverse effects of the pandemic on the tourism and hospitality sectors. The results emphasize the need for businesses to embrace digital transformation to adapt to the new normal.

Research supports this finding, as the World Travel & Tourism Council (2021) recommends that businesses in the tourism and hospitality sectors invest in digital technologies to improve their resilience and adaptability. The United Nations World

Tourism Organization (UNWTO) also emphasizes the importance of digital transformation in the recovery of the tourism sector (UNWTO, 2021).

Table 8 Strategies Employed by Tourism and Hospitality Businesses to Mitigate the Adverse Effects of the COVID-19 Pandemic in terms of Local Support.

Indicator	WM	SD	D
1. How often have tourism and hospitality businesses in Initao, Misamis Oriental, collaborated with local authorities for support during the COVID-19 pandemic?	4.05	0.96	Sometimes
2. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, sought guidance or assistance from local government agencies or departments during the pandemic?	3.73	1.01	Sometimes
3. How often have tourism and hospitality businesses in Initao, Misamis Oriental, participated in joint marketing or promotional campaigns with local authorities during the pandemic?	3.67	1.07	Sometimes
4. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, collaborated with local authorities to implement health and safety measures or protocols during the pandemic?	3.80	0.95	Sometimes
5. How often have tourism and hospitality businesses in Initao, Misamis Oriental, worked with local authorities to address specific challenges or issues related to the pandemic, such as transportation, communication, or logistics?	3.92	1.05	Sometimes
6. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, engaged in dialogue or consultation with local authorities to share their perspectives and concerns about the pandemic's impact on their operations?	3.67	0.95	Sometimes
7. How often have tourism and hospitality businesses in Initao, Misamis Oriental, collaborated with local authorities to provide assistance or support to affected communities, such as providing relief goods or services?	4.18	0.97	Sometimes
8. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, cooperated with local authorities to facilitate the safe and responsible resumption of tourism activities during pandemic-related restrictions or lockdowns?	4.08	0.83	Sometimes
9. How often have tourism and hospitality businesses in Initao, Misamis Oriental, collaborated with local authorities to promote sustainable tourism practices and address environmental concerns during the pandemic?	3.85	0.82	Sometimes

10. How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, worked with local authorities to enhance tourism infrastructure, such as transportation networks, accommodation facilities, and tourist attractions, during pandemic recovery efforts?	3.92	0.87	Sometimes
Over-all	3.97	0.94	Sometimes

Legend: Always (4.21-5.00), Sometimes (3.41-4.20), Seldom (2.61-3.40), Rarely (1.81-2.60), Never (1.00-1.80)

Table 8 presents the strategies employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic in terms of local support. The highest calculated weighted mean (4.18) corresponds to the statement "How often have tourism and hospitality businesses in Initao, Misamis Oriental, collaborated with local authorities to provide assistance or support to affected communities, such as providing relief goods or services?" The lowest calculated weighted mean is 3.67, which pertains to the statements "How frequently have tourism and hospitality businesses in Initao, Misamis Oriental, participated in joint marketing or promotional campaigns with local authorities during the pandemic?" and "How often have tourism and hospitality businesses in Initao, Misamis Oriental, engaged in dialogue or consultation with local authorities to share their perspectives and concerns about the pandemic's impact on their operations?"

The results indicate that businesses in the tourism and hospitality sectors in Initao, Misamis Oriental, have collaborated with local authorities to cope with the pandemic. This includes working together to implement health and safety measures (3.80), address specific challenges (3.92), facilitate the safe resumption of tourism activities (4.08), promote sustainable tourism practices (3.85), and enhance tourism infrastructure (3.92).

These strategies highlight the importance of collaboration between businesses and local authorities in mitigating the adverse effects of the pandemic on the tourism and hospitality sectors. The results emphasize the need for a coordinated approach to address the challenges faced by the industry and ensure a sustainable recovery.

Research supports this finding, as the World Tourism Organization (UNWTO) recommends that destinations and businesses work closely with local authorities to develop and implement recovery strategies (UNWTO, 2021). The Organization for Economic Co-operation and Development (OECD) also emphasizes the importance of collaboration between governments, businesses, and other stakeholders in addressing the economic impacts of the pandemic (OECD, 2020).

Table 9 Summary of Results on the Strategies Employed by Tourism and Hospitality Businesses to Mitigate the Adverse Effects of the COVID-19 Pandemic

Variable	Weighted Mean	Description
Services	3.57	Sometimes
Technology	3.71	Sometimes
Local Support	3.97	Sometimes

Table 9 provides a summary of the results on the strategies employed by tourism and hospitality businesses in Initao, Misamis Oriental, to mitigate the adverse effects of the COVID-19 pandemic. The variables include services, technology, and local support.

The weighted mean for services is 3.57, indicating that businesses have sometimes diversified their services to cope with the pandemic. The weighted mean for the technology is 3.71, suggesting that businesses have sometimes adopted digital technologies to mitigate the adverse effects of the pandemic. The highest weighted mean, 3.97, corresponds to the local support, indicating that businesses have sometimes collaborated with local authorities to address the challenges faced by the industry.

These summary results highlight the importance of diversification, digital adoption, and collaboration in the recovery and resilience of the tourism and hospitality sectors in Initao, Misamis Oriental. The findings emphasize the need for businesses to adapt their strategies and work closely with local authorities to overcome the challenges posed by the pandemic.

Research supports as the World Travel and Tourism Council (WTTC) recommends that businesses in the tourism and hospitality sectors diversify their offerings and invest in digital technologies to enhance their resilience (WTTC, 2021). The United Nations World Tourism Organization (UNWTO) also emphasizes the importance of collaboration between businesses, governments, and other stakeholders in addressing the pandemic's impact on the tourism sector (UNWTO, 2021).

CHAPTER 5 SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

In this chapter of the study, the results summary, conclusion, and recommendations are presented.

Summary

The overall results of the study highlight the significant impact of the COVID-19 pandemic on the tourism and hospitality industries in Initao, Misamis Oriental. Hotels, resorts, and restaurants account for a substantial portion of the affected businesses, with financial constraints being a major challenge. To mitigate the adverse effects of the pandemic, businesses have sometimes adopted diversification strategies, digital technologies, and collaborated with local authorities for support.

These findings emphasize the importance of adaptability, innovation, and collaboration in the recovery and resilience of the tourism and hospitality sectors. Governments, financial institutions, and businesses should focus on targeted assistance, workforce management, and maintaining consumer confidence by implementing health and safety protocols. Additionally, businesses should continue to explore diversification, digital adoption, and collaboration to overcome the challenges posed by the pandemic and capitalize on emerging opportunities.

Findings

Table 1 presents the frequency and percentage distribution of operational tourism and hospitality industries in Initao during the COVID-19 pandemic. Hotels, resorts, and restaurants account for 20%, 40%, and 40% of the businesses, respectively. This data highlights the significant impact of the crisis on these industries, which may have cascading effects on the local economy. Targeted interventions, such as financial assistance and capacity building, are needed for recovery. The research is supported by studies emphasizing adaptive capacity in the tourism industry during crises and global impact reports on COVID-19.

In Table 2, respondents agreed (mean weighted score of 3.29) that implementing health and safety protocols poses challenges in their businesses, particularly in communication, maintaining effectiveness, and its impact on guest experience. In Table 3, financial constraints (mean weighted score of 3.16) affected businesses' capacity to invest in new technologies, marketing, staff training, and facility upgrades. Table 4.4 shows that workforce adjustments (mean weighted score of 3.08) were necessary for implementing new health and safety protocols, leading to increased workload, staff schedule changes, and new communication strategies. These numerical findings indicate the significant challenges faced by the tourism and hospitality industries in adapting to the new normal during the pandemic.

Tourism and hospitality businesses in Initao, Misamis Oriental, have employed various coping strategies during the COVID-19 pandemic. They have diversified their services (3.57), adopted digital technologies (3.71), and collaborated with local authorities for support (3.97). They have introduced new products or services (3.30), 47

leveraged technology for virtual experiences (3.98), and worked with local authorities to implement health and safety measures (3.80). These findings emphasize the adaptability and resilience of businesses in the tourism and hospitality sectors during the pandemic and the importance of collaboration, diversification, and digital transformation in mitigating its adverse effects.

CONCLUSION

The results indicate that businesses in the tourism and hospitality sectors have shown adaptability and resilience during the COVID-19 pandemic. They have coped by diversifying their services, adopting digital technologies, and collaborating with local authorities for support. These strategies have allowed them to introduce new products, leverage technology for virtual experiences, and implement health and safety measures. The implication of these findings is that businesses in the sector should continue to embrace diversification, digital transformation, and collaboration with local authorities to ensure a sustainable recovery and thrive in the post-pandemic era. By doing so, they can adapt to the new normal, overcome challenges, and capitalize on emerging opportunities.

Recommendations

The researchers would like to recommend the following:

LGU Initao

Focus on promoting and supporting the implementation of diversification strategies, digital transformation, and collaborative efforts among tourism businesses. Encourage the adoption of health and safety protocols to boost consumer confidence and attract visitors.

To the Business Owners

Continuously explore new products and services to diversify your offerings. Invest in digital technologies to enhance customer experiences and adapt to changing market demands. Collaborate with local authorities and other businesses for mutual support and growth.

To the Community

Support local tourism and hospitality businesses by embracing their innovative offerings and adhering to health and safety protocols. Share positive experiences to encourage others to visit and enjoy the services provided.

To the Future Researchers

Investigate the long-term impacts of the COVID-19 pandemic on the tourism and hospitality sectors, focusing on the effectiveness of diversification, digital transformation, and collaboration. Explore additional strategies that businesses can employ to ensure sustainable growth and recovery in the post-

pandemic era.

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