

CHALLENGES FOR BUSINESS OWNERS IN THE TOURISM CRISIS: THE NEW NORMAL SETTING IN MARINDUQUE'S TOWN OF MOGPOG

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During the coronavirus pandemic, the tourism industry is fighting for its life. Pandemics have a negative impact on tourist behavior and mental health (Aman et al., 2019; Bauer et al., 2021; Park et al., 2019). As a result, they cancel their planned tour plans out of fear of illness transmission, as it appears difficult to avoid viral transmission while traveling (Mamirkulova et al., 2020; Avery, 2017; Meadows et al., 2019). Tourism is an important strategic pillar of the economy's GDP in many towns, regions, and countries. The recent outbreak of the COVID-19 pandemic, which has disrupted economic activities globally, constitutes a significant shock to tourism development globally and in the sub-region (Jelilov et al., 2020).

Those involved in the travel and tourist industry, such as hotels and resorts, tour operators, restaurants, spas, and entertainment venues, are also suffering losses. The government's assistance was little, consisting of longer credit periods for licenses, a few tax incentives, and financial assistance for small and medium-sized businesses. More than 11% of tourism businesses have declared bankruptcy, with more to follow until tourism and travel improve.

Mogpog has different types of tourism enterprises, such as food businesses, hotel housing, restaurants, bars, and cafés, where they provide service and delicious meals to their guests and consumers. During the pre-Covid time, their operations were good, revenues were up, and they did not anticipate the impacts of the epidemic. Pandemic had a significant impact on their operations, such as the introduction and adaptation of point of sale (POS) the system that they use to monitor their sales and products, as well as a skeletal workforce in which they arrange the bare minimum of employees to work in a day.

The main objective of this study is to provide an in-depth description and comprehension of the tourist crisis through the challenges and coping strategies of businesses in the new normal setting. Specifically, this Qualitative Inquiry answered two central questions: 1) What are the challenges that business owners face in the new normal setting? 2) How do business owners deal with these challenges in the new normal?

This study was conducted utilizing Qualitative Research Methods. The descriptive design collects information about the New Normal Challenges for Owners of Tourism Businesses. This research was conducted out in the municipality of Town of Mogpog in the province of Marinduque, where tourism businesses are located. The researchers employed ten (10) business owners by telephone/video call interviews as primary methods. The questions are asked in response to the problem statement. After evaluating and interpreting the data, the researcher will describe their findings using narrative analysis. When addressing the study questions, it concentrate mainly on the interviewees' statements and experiences. In terms of respondent's privacy and Data Privacy Act compliance, the researcher ensures the security and safety of respondents' personal information

Based from the findings that was derived from the gathered data, the following conclusions are made:

Findings 1: Mogpog, Marinduque, is well-known for its tourism businesses such as accommodation and food companies, cafés, bars, and restaurants. where they provide services and serve tasty dishes and beverages to their guests and customers in order to suit their needs and desires

Findings 2: The repercussions of the pandemic on business owners were unexpected. Their operations are good, and their sales are better, but when the pandemic strikes, they will need to adjust their operations in order to embrace and adapt to the system's new ways. Some of them were in the process of preparing to accommodate people when the pandemic struck. Regulations had been enforced by the IATF, the Provincial government, and, in particular, the Department of Tourism.

Findings 3: Tourism business owners had hurdles during this epidemic, such as issues adapting to the government's established rules or protocols. In order to function and accommodate guests, businesses must follow the specified rules. As a result, these issues had a significant impact on their firm in terms of Business Regulations/ Protocols, Online Services, Payment Mode/ Method, and Products/ Services offered.

Findings 4: This pandemic has had a significant impact on the tourism industry in Mogpog; their operations have changed significantly. To counteract these consequences, they must manage and adhere to the prescribed routines. It's been difficult for them because they've had no money for the previous two years due to the pandemic. As a result, they have found it difficult to acclimatize because they are not in a completely typical setting.

Findings 5: Mogpog is one of the most restrictive municipalities in Marinduque, thus tourism business owners must adhere to the regulations in order to operate. They design a master strategy for dealing with the pandemic; they renovate all of their buildings; they devise a new system for their employees to follow, assigning each employee a day of the week; and they equip each tourist with a health kit. Before they may begin to receive visitors, the Department of Tourism must inspect and accredit them.

Findings 6: The COVID-19 experience of business owners pushes them to work hard. For the medium and long-term aims, they need to develop more, create franchises, and develop additional products that they can give to Marinduqueños.

Based on the findings and conclusions, the researcher would like to recommend the following: 1) Business owners may concentrate on handling their operations in more creative methods, such as improving the usage of POS, systematic online reservations, and other services; 2) the tourism industry must prioritize appropriate orientation on the principles and regulations that firms must follow in order to implement them effectively and efficiently; 3) tourism officers must routinely verify whether the protocols are being followed correctly and in a timely manner; 4) online providers and IT specialists may consider providing free orientation skills to business owners in order for them to effectively use the system for this new normal setting; and 5) future researchers may assess sustainability in terms of the effectiveness of the system used by business owners.

Keywords: Challenges, Tourism Crisis, New Normal Setting, Marinduque

INVITED SI KORONA?: ASSESSING STAKEHOLDERS' ENGAGEMENT IN EVENTS MANAGEMENT DURING THE COVID-19 PANDEMIC - THE CASE OF THE QUINCENTENNIAL COMMEMORATION IN THE PHILIPPINES IN GUIUAN, EASTERN SAMAR

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In events and festival management, some negative implications or effects are experienced by the tourism and hospitality industry due to the COVID-19 Pandemic. However, among all the negative implications, cancellation or postponement of events is normally experienced by different establishments and events firms (Madray, 2020). Stakeholders' decision to cancel or postpone events is based on their capacity to secure and assure the safety and health security of the guests and organizers (Disimulacion, 2020). The events industry is implementing other approaches to overcome the problem. It can resolve the existing booking by re-scheduling, changing the venue, or using virtual environments and platforms (CIMERT, 2020). In the Philippines, several actions and guidelines are being issued by the IATF-EID on the re-opening and allowing of events and MICE (Meetings, Incentive, Conventions, and Exposition). The Department of Tourism (DOT) (2020) issued Administrative Order No. 2020-003 or the Guidelines on the operations of MICE organizers and venues or facilities under a Modified General Community Quarantine (MGCQ). The guidelines highlight that the events firm and its associated facilities can execute and operate events and MICE and implement the minimum health standards and strict limitations on the number of accepted capacity (50%).

The open course material developed by Olson (2020), which concentrated on "Cultivating Stakeholders for Special Events: The Case of the Community Festival," highlights that in a community-based event, there are several stakeholders' categories, such as "owners, customers, suppliers, employees, the industry, local community, the environment, and the government" (p. 15). Moreover, there is also a four-stage process for involving stakeholders in an event and these are "identification, classifying, assessing, and maintaining stakeholders" (p. 15). The suggested process will determine who the needed people are in developing plans and strategies for events management. Also, it emphasizes how to determine it in a systematic context. In the convergence of organizing, implementing, and monitoring an event, it needs to have different people or stakeholders contributing their efforts and responsibilities to succeed. Some multiple tasks and assignments must be accentuated in a rural-based setting, resulting in differences, risk, and competing agendas (Reid, 2011). Because of this, there must be significant strategies for collaboration and coordination mechanisms in delivering instructions, guidelines, assignments, and responsibilities during the preparation, implementation, and monitoring phases (Reid, 2011; Reid & Arcodia, 2002). It assures that there must be a systematic mechanism for operating and collaborating with different stakeholders in events management. Based on the current situation of the COVID-19 pandemic, Sigala (2020) recommended resetting the tourism industry as well as the concept of research integration that must be based on how the major tourism stakeholders handle the attributes during the COVID-19 pandemic stages, focusing on "response, recovery, and reset." It only shows that the contribution of the stakeholders must be based on the current state of the destination where events are being held.

Likewise, it is also anchored on the perspectives provided by Abbas et al. (2021), which underlines the significance of determining the changes implemented in the normal tourism concept during the pandemic. It was also underscored that the stakeholders who are concerned in any tourism activity, must be able to apply innovation and acceptance of the new protocols and guidelines.

In 2021, the National Community of the Philippines was celebrating the 500th Anniversary of the Victory at Mactan, which is part of the First Circumnavigation of the World (National Quincentennial Committee Philippines, 2021). The celebration is legally strengthened through the issuance of Executive Order No. 55 or “Constituting a Steering Committee for the Commemoration of the Quincentennial of the Arrival of Ferdinand Magellan in the Philippines, the Victory of Lapu-Lapu in the Battle of Mactan, and Other Historic Events that Happened from 1519-1522” (Malacañan Palace, 2018). It underlines the development of the National Quincentennial Committee Philippines as the lead organizing body in celebrating the Quincentennial Commemoration in the Philippines (QCP). In 2020, the Executive Order No. 103, or the “Reconstituting and Strengthening the National Quincentennial Committee, and Amending Executive Order No. 55 (s. 2018) for the Purpose,” was implemented, which stresses the commemorative celebration under the QCP (Malacañan Palace, 2020). The commemoration emphasized the 500th Anniversary of the Victory at Mactan (April 27, 2021) and the 500th Anniversary of the Philippines' part in the First Circumnavigation of the World (March 16 – October 28, 2021). As a show of support, the Catholic Bishops Conference of the Philippines (CBCP) led the celebration of the 500th Anniversary of Christianity in the Philippines (National Quincentennial Committee Philippines, 2021). Various activities and programs were organized and implemented, such as unveiling the commemorative markers, virtual events (webinars, national and international conferences), the inauguration of new infrastructure, monumental projects, and other related activities. Although the commemoration is historically anchored on Spanish colonization, the activities were organized based on their Filipino-centric, multi-disciplinary, communicative, and transformative aspects (National Quincentennial Commission Philippines, 2021).

The research's objective is to assess the stakeholders' engagement in events management during the COVID-19 Pandemic, specifically in the case of the Quincentennial Commemoration in the Philippines in Guiuan, Eastern Samar. Specifically, the research intends to dwell on the new COVID-19 event protocols and guidelines mandated and implemented by the stakeholders, evaluate the perspectives of the stakeholders on their engagement during the preparation, implementation, and evaluation phase of the events, and develop an events management and stakeholders monitoring and evaluation tool during the COVID-19 Pandemic.

COVID-19 impacts society's lifestyle and culture (Hu, Lin, Kaminga & Xu, 2020). Practices, protocols, and guidelines are reviewed, adjusted, and affected due to physical distancing and quarantine implications. Because of this context, small, medium, or large-scale events management and implementation are greatly affected. This research will highlight significant measurements and practices of the Municipality of Guiuan, Eastern Samar, to prepare, implement, and evaluate different events, especially during the Quincentennial Commemoration of the Philippines' COVID-19 Pandemic situation. This study will also provide significant recommendations on organizing and implementing future events and activities, either on a small, medium or large scale, by conceptualizing an Events Management Protocol during the COVID-19 Pandemic. It could benefit meeting planners and organizers, national and local governments, private businesses, tourism and hospitality sectors, non-government organizations, and community leaders.

The research will be using the Qualitative design, specifically the Phenomenological approach. As a research approach, Phenomenology understands the current phenomena that are being experienced by the subject within a particular study site limitation (Groenewald, 2004). It emphasized the subject's current situation and practices in the study site and the stakeholders' perspectives (or the key informants) through documentary and oral evidence. Data and information collection must undergo a specific systematic procedure, providing a technical approach to coordination and collaboration for ethical standards and concerns.

The researcher analyzed the information gathered and developed the Five (5) Aspects of Stakeholders' Engagement in Events Management and Pandemic Framework. The framework emphasizes the engagement of different stakeholders in the basic phases of Events Management during COVID-19.

The framework is divided into three basic phases of Events management (Preparation, Implementation, and Evaluation) with the inclusion of the five aspects of stakeholders' engagement (Collaborators, Expedient, Channels, Quandaries, Erudition). During the Preparation Phase, the significance of the Collaborators and Expedient or the available resources were highly considered as basic needs and participation of the stakeholders. In the Implementation Phase, different channels or strategic processes and associated quandaries or problems are encountered that affect the practices, activities, and programs in the desired event. Lastly, under the Evaluation phase, erudition or lifelong learning of the stakeholders was recognized as a possible basis for potential assessment and development of the implemented event.

The research provides an in-depth assessment of the stakeholders' engagement in Events Management during the COVID-19 pandemic based on the celebration of the Quincentennial Commemoration of the Philippines in Guiuan, Eastern Samar. It identifies the strategic points and aspects on how to understand the engagements of the stakeholders based on the Five Aspects, namely, Collaborators or the identified stakeholders, Expedient or the resources available both tangible and intangible in nature, Channels or the processes and procedures conducted by the stakeholders, Quandaries or the experienced problems and negative circumstances during the implementation of the event, and Erudition of the stakeholders' lifelong learning. The study concludes that stakeholders' engagement is vital in planning, implementing, and evaluating the events, especially during the pandemic. Significant aspects are being experienced during the pre-pandemic situation, but an added value to the current situation through its restrictions, problems, and associated adjustments. The study also discussed the stakeholders' perspective on the needed aspects to concentrate on Events Management and organizing during the pandemic. Based on the findings and discussion, the researcher highlights a need to develop a Monitoring and Evaluation Tool for assessing the conduct of an event based on the Five Stakeholders' Engagement Aspects Framework. It will provide significant information and data on the delivery of the event during the different phases of organizing it and assessing the engagement of the stakeholders throughout the process. It will also be a good basis for developing strategic management protocols and guidelines for future events.

Keywords: COVID-19, Events Management, Philippines, Quincentennial Celebration, Stakeholders' Engagement

REALIGNING COMMUNITY-BASED TOURISM FOR SUSTAINABLE BAGUIO

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Community-based tourism is a "creative way of tourism," which observes and incorporates the culture and the community's way of life in the process stage of local tourism development. It is a form of tourism-driven by community participants, stakeholders, and the youth, an approach to satisfying the current and future tourism market (Koščak et al., 2019).

This form of tourism could lead to improvements in how the community manages its natural and cultural resources. Resources conservation, socio-economic development, community empowerment, and high-quality visiting experience are the four objectives of CBT (Lo & Janta, 2020).

Post-covid, domestic travel is the start of the revival of the Philippine travel industry. The Department of Tourism (DOT, 2020) found out that 74% of travelers expect a decrease in their overall money and 44% of them anticipate a decreased travel budget. However, domestic travel can still be affordable to them if we offer travel within our community or destinations closer to home. 77% of respondents still wanted to travel locally even without the vaccine. In contrast, others said they would consider going on tours once they received a dependable anti-COVID-19 vaccine ("Domestic travel to drive recovery of the tourism industry," 2020).

The drastic change from international travel to local travel resulted in a shift from international to local tourists. Hence, more attention must be given to promoting tourism within our community. Consulting the community- the adults and the youth- about tourism developments in their town is an important factor of sustainable and responsible tourism. How the community wants their place to be positioned in tourism and their views and opinions about their place's tourism activities are essential questions that need to be answered.

The study will concentrate on local travels and community-based tourism development, showcasing new activities and destinations with unique features. Thus, the study aims to answer the following objectives: 1) Survey the current travel demand, travel motivations, and travel behaviors of locals. 2) Determine what is needed/desired by the locals and their views in terms of tourism activities. 3) Determine the role of the locals in enhancing community-based tourism.

The members of the community should be consulted and supported to become key players in tourism development and management (Koščak et al., 2019). The findings of this study will significantly provide information about the locals' views and perceptions, which may be used to enhance community-based tourism in Baguio City. It will help create new strategies that would increase both local and tourist satisfaction.

The study offers a great opportunity for Baguio City to shift towards more genuine and authentic corporate social responsibility and contribute to addressing urgent global social, environmental and ethical consumption challenges (He & Harris, 2020).

The study's conceptual framework shows the process of enhancing community-based tourism in the locality of Baguio City. The study's inputs are the travel demands, motivations, and behaviors of the locals, their preferences, their views and perceptions, and their identified roles as stakeholders of the community. The research will utilize a quantitative research design by data gathering and disseminating questionnaires by using social media platforms and technology functions. Lastly, the output will provide information about the locals to create resilient and community-based tourism.

To determine the current travel behavior, motivation, and preferences of locals towards tourism during the covid pandemic, the study will utilize quantitative methods. The study will have the Baguio locals or residents as the respondents to understand their views and perspectives. The data collected from the respondents will further help design a development plan for tourism that would cater to the preferences of the locals, which could help boost the local tourism of Baguio City. The respondents will be chosen using convenience sampling, considering the online limitations brought by the pandemic. Survey was conducted from April to May 2022.

Based on survey, respondents still perceive going around the city as their escape given that the city is their place of residence/work and at the same time, its role in maintaining their mental well-being. Likewise, travel with friends and family also gathered the highest mean. The results of the study have 53.5% student respondents and 40.4% employed and self-employed respondents leaving only 6.1% unemployed respondents. Thus, the majority of the respondents who are employed and students show great interest in business or leisure trips. Lastly, question number 5 shows a mean of 1.82, showing interest in moving around Baguio when they are with their friends or relatives. The respondents are motivated to travel within their community whether for business, leisure, or recreation. Price promotions and visiting with friends and relatives are also factors for their travels.

The respondents generally agree to visit heritage sites (museums, mansions, etc.), events, and staycation establishments. The findings of Almeida & Garrod (2021) states that festivals may attract visitors who are more likely to attend events to visit the place. The study of Far East Hospitality in 2019 also revealed that locals love staycations in hotel accommodations. Hence, if the respondents are willing to support staycations in their community, they are supporting domestic travel which will help in creating more sustainable tourism (Chan, 2021). Therefore, enterprises and operators must guarantee that their procedures and marketing measures are customer-centric.

58% of the respondents strongly agreed on engaging with outdoor activities and activities that can be pursued in natural settings. Tourists tend to shift and change their travel preferences from busy destinations to mountain destinations. The mountains are perceived as safer, very likely due to the open environment, the natural distance offered by the open space, and the clean and fresh air it gives (Bausch et al., 2019).

Baguio residents agreed that they usually go on food trips. Besides famous tourist sites, Baguio is also home to various restaurants and cafes. Furthermore, the result in question number 7 implies that most of the respondents prefer destinations near the city as it is hassle-free. Chan (2021) also showed a high percentage of its respondents who favor traveling domestically hence, heritage attractions, theme parks, events and festivals, staycations, food trips, and accessible destinations are preferred by the respondents. Moreover, outdoor activities, eco-tourism destinations, and activities in natural settings are highly preferred.

Locals prefer to be consulted when the tourism policies and development are made. And they should have a voice in the decision making process of tourism planning. According to the findings of Thetsane et al. (2019), when tourist regulations are being developed, local communities want to be included. Local engagement assists policymakers in creating policies that fulfill the needs and concerns of stakeholders. They also want to be involved in tourist development choices so that their demands are taken into account.

Data results show that the travel behavior, motivations, and preferences with the type of tourism activities or destinations of locals specify reasonable efforts, methods, and models to revamp tourism in the city by tourism partakers. It is significant to note as well that travel preference is geared towards nature/outdoor activities and food tourism. It is also seen that the majority of the locals showed that they will support the community-based tourism in the city when the tourism sector, the government, and the stakeholders provide safety and security in the city from the threat of the virus and other negative social disturbances in the city. Moreover, health concerns, convenience, and accessibility of destinations influence the locals' interest and ability to travel confidently in the city, which needs to be focused on by the authorities in controlling tourism practices in the city. The findings reveal that local behaviors and preferences choose community-based travel if the tourism industry partakers acknowledge its possibility as a tool to drive the economy and regain from the social consequences of the COVID-19 pandemic through developed community-based tourism. These efforts will boost the local economy and gain opportunities for locals' livelihood, limiting the funds that withdraw from the community and boosting local skills.

Keywords: community-based tourism

TOWARDS MEANING-MAKING OF ASIAN LUXURY TOURISM: A SYSTEMATIC REVIEW

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Luxury Tourism is a form of a special-interest tourism that has often been regarded as an exclusive, personalized, and high-value form of tourism activity. In the recent years, researchers in the field attempted to provide a clear definition of this adjectival type of special-interest tourism however, the attempts have only produced descriptions of the luxury tourists' behavior, their needs and wants, the luxury tourism suppliers and resources, the luxury tourist markets, and luxury tourism programs. In that sense, there is a need to consolidate the different ideologies contributed by the research contemporaries towards the need to develop the appropriate meaning of Luxury Tourism. Historically speaking, studies on luxury tourism has been existing since the early 2000's (Iloranta, 2022). Luxury tourism has been seen in different tourism-related journals as well as in the tangential academic journals in business, sustainability, marketing, psychology, and sociology. Luxury tourism is a research context that can be considered as multi-disciplinary, same as that of the researches in the broader academic sphere of tourism. This paper will examine the different narratives in the context of luxury tourism through a systematic literature review and attempt to develop a meaning of luxury tourism in an Asian academic perspective.

The paper employed Qualitative Secondary research design through the use of Preferred Reporting Items of Systematic review and Meta Analysis or PRISMA 2020 check list (Liberati et al., 2009; Page et al., 2021; Pahlevan-Sharif et al., 2019). This 27-point checklist serves as the guide for the review of the qualified and included literatures. However, PRISMA 2020 has been widely used in the medical and allied health sciences studies, there is a need for the researcher to adopt the system and tweak few items to suit on tourism and business academics. With the help of Scientific Procedures and Rationales for Systematics Literature Reviews (SPAR-4-SLR) approach developed by Paul et al. (2021) as guiding reference, the researcher has created an updated systematic review protocol for this ad hoc project which focuses on Conceptual Review of 56 qualified peer-reviewed articles on luxury tourism. Conceptual Review is a type of systematic literature review that will focus on testable propositions used by the qualified and included literatures.

The findings of this study mentioned Luxury Tourism as viewed in an Asian perspective has been a budding area of tourism studies since the late 2000's. This discourse tackle the areas of luxury tourism research conducted in an Asian setting by Asian scholars. To date, Asian researches on luxury tourism revolves on tourism business reviews (Thirumaran et al., 2021; Thirumaran & Raghav, 2017), patterns of luxury tourism consumption (Ahmad, 2014; Chen & Peng, 2014; Heyes & Nadkarni, 2020; L-L. Liu & Chang, 2021; M. T. Liu et al., 2017; Mou et al., 2019; Peng et al., 2020; Peng & Chen, 2019a, 2019b), sustainability (Chia-Jung & Pei-Chun, 2014; Peng & Chen, 2019b), and specific luxury tourism activity like shopping and entertainment (Correia et al., 2018a; Hung et al., 2021; Li et al., 2021).

Looking at Luxury tourism in the context of business review, some themes have emerged in this discourse. One of which is the considerations of social media's role on luxury tourism businesses wherein luxury tourism businesses benefit mainly on the promotions done through social media sites and have garnered business sustainability over the course of a business cycle (Thirumaran et al., 2021). The study cited has opened doors of opportunities towards further understanding the promotion aspect of luxury businesses towards attaining sustainability. Also, the said study provided a proof of a large academic gap towards the area of luxury tourism discipline as there were only 16 qualified studies that have been reviewed qualitatively towards the relationship of luxury tourism, social media, and sustainability. Another review article from the same author has been previously published looking at emerging luxury tourism in developing destinations (Thirumaran & Raghav, 2017). The study has provided us a clear importance of luxury tourism, though inversely associated with developing destinations, may be a wellspring of tourism growth on the destination itself when the actions lead to prioritization of this area in tourism. The study also suggested that guest and host interactions in luxury tourism destinations would be more meaningful and somehow be significant if future studies will identify postcolonial challenges in the implementation of luxury tourism in developing destinations.

On the aspect of luxury tourist's pattern of consumption, one notable study is that of Ahmad (2014) where he has incorporated a sociological approach on the patterns of taste and habitus of Indian tourists using Bordieu's empirical paradigm. The study has classified tourism actors into three main categories; (1) Travelers, (2) Tourists, and (3) Virtuosos. In this discourse, the researcher dealt with the idea of virtuosos as luxury elitist type of tourists and are often consuming luxury tourism products and services with a dominant feature of authority and arrogance. The said study has contributed to describe the typical view of a luxury tourist's purchase behavior in an Asian setting. Another notable study on luxury tourism behavior falls in the luxury hotel staying behavior and consumption of Chinese tourists. The study which has utilized a modified value-attitude-behavior model stated that Chinese tourists' attitudes are influenced by the luxury value of the hotel hence, the attitude of the said tourists are pre-determined by how they viewed the luxury value of the hotel.

If they perceived that a hotel is luxurious on their end, they are more likely to choose it. The said study provided a gap in terms of generalization of luxury tourists whereas it is contradicting to the context of luxury tourist falls into a continuum (Iloranta, 2022) wherein there is a need for current scholars to classify and determine the typologies of luxury tourists. Another area in Asian luxury tourism consumption that has been focused on another study is Dubai in the United Arab Emirates wherein the study has examined if luxury tourism consumption can be viewed as progressive, maintained, or diluted (Heyes & Nadkarni, 2020). In the said study, they have mentioned that Dubai has retained its destination brand presence as a luxury destination in the Middle-east and have maintained this over the past years. However, there are challenges seen in the context of mass luxury tourism consumption in the said destination. This study has anchored the concept of mass luxury tourism consumption on Asian developed nations and thus this supported the argument on the typology of luxury tourists in a continuum. Another China-localized study has been conducted by Peng & Chen (2019a) which tackles on the repurchase intentions of luxury tourists in a luxury hotel brand. The said study validated that the perceived functional, hedonic, and symbolic value of the hotel affects the mediating variable which is the consumer's emotion that may resulted to a repurchase intention.

Another notable article in Asian Luxury Tourism has focused on tourism sustainability of the said tourism type. As luxury hotels now moves toward adoption of green initiatives, luxury tourists tend to be hesitant in availing such services from green luxury hotels as they may perceived those green initiatives will hinder them in the practice of conspicuous purchase and consumptions. The said study has provided us an information that the perceived risk in terms of functional, financial, hedonic, and self-image of the luxury hotels going green has a direct influence on guest hesitation to stay in the establishment (Peng & Chen, 2019b).

Finally, luxury tourism studies in Asia have also focused mainly in the type of tourism activities that luxury tourists are engaging with. For instance, Correia et al. (2018b) looked at mainland Chinese tourists in Hong Kong over their orientation towards luxury shopping. The study has looked at the behavior of the respondents in a way that purchasing luxury items is not the main motive of luxury tourism but also the need for these luxury tourists to be seen on places where luxury tourists would often purchase their items. The said study supported the prevalence of shopping as a component activity of luxury tourism. Being in the place where people would often see them conspicuously purchasing items tend to give the tourist a self-image and hedonic outlook. Another study of its type has supported luxury shopping as an activity of luxury tourism in a feministic paradigm wherein individuality has been incorporated in the luxury tourists' attitude towards conspicuous purchase and consumption (Li et al., 2021). The study also suggested that luxury tourists are often feeling the enjoyment of luxury shopping mainly because they are doing the activity in an unusual environment and the opportunity to score a better deal.

The implications of this research paper have been broken down into two aspects. First, the paper strongly pointed out the research trajectory of luxury tourism as an academic research topic through provision of clear pathways and gaps for further studies, and second, the paper strongly supported the context of luxury tourism as a form of special-interest tourism duly anchored on the client's existing hobbies, themes, destination choices, and description of the said niche tourist market.

Keywords: Luxury Tourism, Asian Tourism, Systematic Literature Review, PRISMA 2020

SAFETY AND SECURITY INITIATIVE OF TOURIST DESTINATIONS IN THE PROVINCE OF LAGUNA

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This research study was carried out to know the safety and security initiative of tourist destinations in the province of Laguna, Philippines from, the perspective of Management, employees, and Tourists by assessing the importance of taking initiatives in tourist destinations. The objective of the research was to identify the types of safety and security initiative prevalent in the 10 chosen tourism destinations in Laguna. The methodology of the research involved conducting a survey questionnaire to the management, employee, and tourist which was the primary source of information and consists of 200 respondents. The participants will be identified using the stratified sampling method. The instrument was distributed for pilot testing in order to validate and undergo for reliability test. The study used the descriptive-correlational research method in gathering data, describing the essential components or variables in order to establish the relevant evidence and to validate the tourist destinations initiative of identified tourist destinations in the Province of Laguna. Data were gathered and presented using various statistical tools percentage/frequency, weighted mean and Standard Deviation, Analysis of variance (ANOVAs), and Pearson r. The findings of the study revealed that with regard to the assessment of the respondents on Safety and Security Initiatives of Tourist Destinations in the Province of Laguna in terms of Crime, Terrorism, Health, Natural Disaster and Man-made Hazard "are interpreted as Moderately Agree"

Keywords: Safety and Security, Initiative, Tourist destination, Tourism, Crime, Terrorism, Health, Natural Disaster and Man-made Hazard.