

# ANALYSIS ON THE CONDITION OF SELECTED TOURIST PARK ATTRACTION IN MANILA PHILIPPINES AS PERCEIVED BY THE RESPONDENTS IN NEW NORMAL: INPUTS TO DEVELOPING STRATEGIC MODEL

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## Abstract

During the COVID-19 pandemic, the hospitality industry was one of the most affected industries in the world due to its chain effect because the main markets are people. As time goes by, everything has changed and the tourism and hospitality sector needs to adapt to that change therefore, this study analyses the current situation of the selected tourist parks in Manila to define the nature and scope of the situation. Thus, this will help them to identify different strategies to overcome the problem while in this pandemic situation. It will point out where to improve while following safety protocols to provide more security and assistance to the vicinity. This study used a quantitative and employ descriptive-comparative research approach. The researchers used self-made questionnaires as an element to collect enough data to support this study. The main respondents of this study are the Visitors and workers because they are the ones who can give the proper knowledge in the survey. They will take a huge part in the data-gathering procedure. 380 respondents gave their consent to help us determine the current situation of the said parks in this study. This will also be helpful in maintaining its sustainability as well as promoting the tourists destinations in Manila.

**Keywords:** Tourism, tourist park attraction, pandemic, perspective, Manila

## 1.0 Introduction

The tourism industry has been struck hard by the coronavirus (COVID-19) epidemic and the measures put in place to stop it from spreading. According to revised projections, the possible shock might range between a 60-80% fall in the international tourism economy in 2020, depending on how long the crisis lasts. Countries are turning to building recovery strategies in addition to immediate efforts to support the tourism sector. Lifting travel restrictions, restoring passenger trust, and restructuring the tourism sector for the future are all on the table. While steps are necessary, more must be done in a coordinated manner to successfully restore the tourism economy and get firms up and running, as tourism services are highly interrelated. The travel and tourism sector, as well as governments, should continue to strengthen their coordination structures to support small enterprises and workers. During the rehabilitation phase, special attention should be paid to the most sensitive/vulnerable

destinations. The tourist attraction has been down since the pandemic came up early in 2020 up until now. Some of them are still trying to cope, ease what they lost, find ways to re-open, adjust to the new normal, or permanently shut down their operations. Manila tourist park attractions specifically are trying very hard to re-open their tourist attraction by adjusting to the new normal even though they are very far away from the income they generated pre-pandemic. In late 2020 and early 2021, they slowly regained what they have lost but another setback has had happened due to the spike in covid-19 cases however now they are slowly trying again to open up the economy so that they can do their part in the growth even though this is small steps this can be continuous progress. This research aims to know the present condition of the selected tourist park attraction in Manila or what strategies they are doing to cope up in against covid19. Also, this research aims to find if there is any action taken to improve the vicinity of the tourist park attraction. In the end, this research can benefit the tourist park attraction in Manila to help them improve and find a better solution in this new normal. Tourism is related or connected to any human, economic, social, and cultural components of the environment. The impact of it creates a relationship between tourism itself and the tourists. During this new normal tourism is one of the important components to bring back the lost economy. Therefore this research attempts to know the present condition of the selected tourist park attractions in Manila, To know the significant difference in the assessment of respondents to the present condition of selected tourist park attractions in Manila, and to know how the management and government facilitate and support the Tourist Park attraction in midst of the pandemic

This research focuses on the Analyzation of the current situation of the tourist park attraction in Manila. Further, the results may lead to the beautification and conservation of the tourist park attraction in Manila during this pandemic while following the safety protocols that were implemented by the government.

## **2.0 Literature**

### ***Attractions***

The pandemic may have brought some of the world's most difficult difficulties, but it also gave renewed hope for rebuilding Manila's ancient and elegant beauty, (Fulgar, 2021). It celebrated the beauty of old structures as well as the city's mixed architectural styles, which competed with nearby skyscrapers. Furthermore, it introduced to the unusual beauty of unhurried life, which stands in stark contrast to the capital's customary fast-paced nature. Two years after the "Battle for Manila Bay" began, all signs point to a positive outcome, as the Department of Environment and Natural Resources (DENR) affirms that the beach is now substantially cleaner and garbage-free state, Manila is a city of contrasts and possibilities, where lush palm palms brush up against century-old buildings and speeding jeepneys, where one may witness the country's struggle for independence, and lastly, where one can beat as one with the Philippines' true heart.

Puyat, 2021 reiterates that the DOT will continue to promote Laguna as a safe and sustainable tourist destination. This strategy to highlight Laguna's cultural and ecotourism sites was arrived at as the DOT Region 4A prepares to launch the Green Corridor Initiative (GCI), its flagship domestic program. Laguna is the great outdoors we are looking for near Metro Manila. It's rich in natural resources and cultural tourism products that most domestic travelers have been wanting to experience again since the community quarantine started almost a year now. I am here to spread the word that it is safe to come here. According to (Romulo, 2020), Two of the most famous tourist spots in the Philippines partially reopened with only limited visitors showing up because of Covid-19 restrictions. Tourism Secretary Romulo said that 35 locals tourist, including 7 in Manila came on the first day of the dry run

of reopening tourism. Only local tourists from the low-risk area can go and show negative swab test results in the authority. Also, the city of Baguio reopened for tourists came from the northern region only, Romulo said.

According to (Loss, 2019), Travel has become more widespread because of a result on globalization and improved diplomatic connections between countries. That instance, the proportion of the global population requiring a visa to visit foreign destinations has declined from 75% in 1980 to 53% in 2018. As a result, an increasing number of people are traveling from one country to another on a regular basis, increasing the frequency of leisure travel. Pololikashvili (2020) further added that as tourism resumes in many parts of the world, with an increasing number of nations relaxing travel restrictions, stated that the Recommendations emphasize the importance of sustainability and inclusivity in both the recovery process and the tourism sector that emerges from the crisis. The importance of tourism to people's livelihoods, economic development, and opportunities, as well as to the preservation of our environment. The value of tourism in terms of livelihoods, economic prosperity, and opportunities, as well as the preservation of our common and unique culture Signatories also pledged to rebuild better, emphasizing sustainability and equity, and ensuring that no one is left behind as tourism develops a brighter future.

### ***Activities***

According to (Roque, 2021) Children as young as five years old can now go outdoors despite the prevailing coronavirus disease 2019 (Covid-19) pandemic, as long as they are residing in areas placed under general community quarantine (GCQ) and modified GCQ (MGCQ). Roque said children can only go to outdoor areas such as parks, playgrounds, beaches, biking, and hiking trails, outdoor tourist sites and attractions as may be defined by the Department of Tourism, including outdoor non-contact sports courts and venues, and al-fresco dining establishments. Mixed-use indoor or outdoor buildings and facilities like malls and similar establishments are not included in the allowed outdoor areas for children. "In addition, children must be supervised by adults and observe minimum public health standards, such as wearing face masks and social distancing also the local government units may increase the age restriction of children, depending on the Covid-19 situation in their respective jurisdictions.

Manila Ocean Park is operating at 30% capacity in compliance with the Inter-Agency Task Force (IATF) guidelines and regulations set by the Philippine government. The number of guests per day, per hour, is capped. There is staff monitoring the number of guests inside the attractions, activity areas, restaurants, shops, and restrooms to ensure there is plenty of room for social distancing.

All guests over the age of 18 are required to wear face masks and full-face shields throughout their visit. Guests refusing to wear face masks and face shields or those wanting to wear ineffective (made of paper towel or similar material) or inappropriate (offensive graphics or text) masks/face coverings shall NOT be allowed entry. The removal of face masks and full-face face shields will only be allowed during swimming activities in pools/animal encounters programs and while eating and drinking inside food outlets/restaurants.

In compliance with IATF guidelines, Manila Ocean Park can only grant entry to guests aged 18-65. Those below 18, older than 65, and individuals with underlying conditions will not be accepted. Valid identification with birthdate may be required.

### ***Amenities***

The tourism industry has been intensely hit by the coronavirus (COVID-19) pandemic. In relation to this, the individuals entering the amenities are held responsible for

their own welfare and safety. To avoid the risk of being infected by the current pandemic, certain regulations are regulated and must be complied. Several COVID-19 measures are also introduced to contain its spread such as being vaccinated, protecting yourself from the virus by wearing a face mask and face shield, practicing social distancing, and also habitual hand washing and sanitation. By performing such preventive actions, tourist amenities will perpetuate protection from the hazard of being contaminated.

According to Dewi et al., (2017), amenities incorporate convenience, dining, tourist data, and other supporting foundation. It assumes a basic part in forming the general fulfillment of a tourist when they need to manage food and resting time though only impermanent stay. The tourism industry should likewise focus on how the sensation of satisfaction that visitors have is accomplished, one of them being by making upgrades to some degree on conveniences as opposed to simply focusing on attraction and accessibility. Research conducted by Turapan (2019) affirms that Amenities play a huge part in guest fulfillment and attitudinal loyalty.

Tourism “increases employment opportunities and wages, which can have a considerable economic influence on the local population,” (Environmental Research and Public Health, 2019). As a result of increased employment, the local community's income and socioeconomic standing may improve. Tourism helps local communities grow and reduces poverty. ICOMOS (2020) added that expanding knowledge and devising techniques to adapt to the new normal in the midst of a pandemic. The pandemic halted government-funded projects and local government cooperation, according to members. Despite this, the lockdown's forced halt was deemed to have certain benefits. It enables heritage professionals to re-evaluate and re-frame present heritage practices, policies, and narratives to address new problems post-COVID.

### ***Accommodation***

To provide the quality visitors want, accommodation designs should have a clearly defined idea of what type of vacationer they need to attract at a certain time of year. Furthermore, understanding tourist satisfaction assessment is critical in executing effective marketing campaigns. The competitive landscape for the accommodation business is rapidly changing. As a result, this area never stops and must constantly display its quality exhibition in order to assist conveyance; as fulfillment might be the deciding moment for a firm (del Vecchio et al., 2018). Survey sites and social media create obstacles, but they also provide opportunities for travelers to form bonds and make it easier to work with satisfied or dissatisfied customers

The establishments are expected to always maintain safety. They may be required to accept responsibility for mishaps caused by the actions of your employees or other guests. The visitors, on the other hand, have a responsibility to look after their own health. If they have a mishap as a result of their own carelessness or while doing something you wouldn't reasonably expect them to do, their responsibility for the mishap may be reduced or superseded. As part of their health and security obligations, they should report specific mishaps involving their visitors or staff. The attractions must ensure to provide first aid and medical assistance in case of accidents and workplace illness.

### ***Access***

According to (WTTC, 2021), travel will look very different in the next decade. It's a delicate process to prioritize the health and safety of passengers and tourism employees as the Philippines and other countries around the world progressively reopen. With this in mind, travelers are increasingly opting for less congested, nature-based experiences, and the Philippines, with its unique tapestry of ancient landscapes and rich biodiversity, abounds in natural treasures. According to the World Travel and Tourism Council, the outdoors will

grow exponentially in the near future, and tourism businesses and destinations are already adapting to suit this new demand. "In the Philippines, destinations have been vigilant in balancing health, safety, and the tourism sector's rehabilitation," (Dumailang, 2021) says.

Tourism environments and services are frequently created without considering the diverse access requirements that visitors and locals may have, according to (UNTWO Pololikashvili, 2020). The tourism industry must put accessibility first. This has the potential to be a game changer for destinations and businesses, allowing them to recover from the crisis and grow in a more inclusive and resilient way. The publication notes that by 2050, one in every six people worldwide is 65 or older, rising to one in every four in Europe and North America. Furthermore, data shows that tourists with disabilities spend more than 800 euros on average in Spain, compared to a little over 600 euros for tourists without impairments.

The Philippine tourism department has initiated a digital tourism campaign to promote its tourist attractions and stimulate foreign visitor arrivals once pandemic-related travel restrictions are eased, according to Puyat (2020). By promoting contactless and cashless transactions, they are also making it mandatory for tourism businesses to observe strict health safety procedures

### **Synthesis**

According to (Davis, Puyat, and ICOMOS), the Philippine economy is strongly reliant on tourism. The country is known for its vast biodiversity, which serves as the country's primary tourism draw. Despite this, the lockdown's mandatory halt was deemed to offer some advantages. It allowed professionals to focus on research, writing, or side projects while also allowing them to re-evaluate and re-frame current heritage practices, policies, and narratives to meet the new challenges in a post-COVID world.

They launched a campaign to promote its tourist attractions and boost foreign visitor arrivals once pandemic-related travel restrictions are lifted. It helps Tourist attractions conserve and protect historical sites and encourages people to maintain cleanliness in the vicinity. Tourism promotes cultural activities and supports local craftsmen. It contributes to the growth of international understanding. We can rely heavily on tourism by promoting the development of tourist spots to preserve cultural value they are also requiring tourism enterprises to adhere to stringent health-safety regulations by promoting contactless and cashless transactions.

### **3.0 Theoretical and Conceptual Framework**

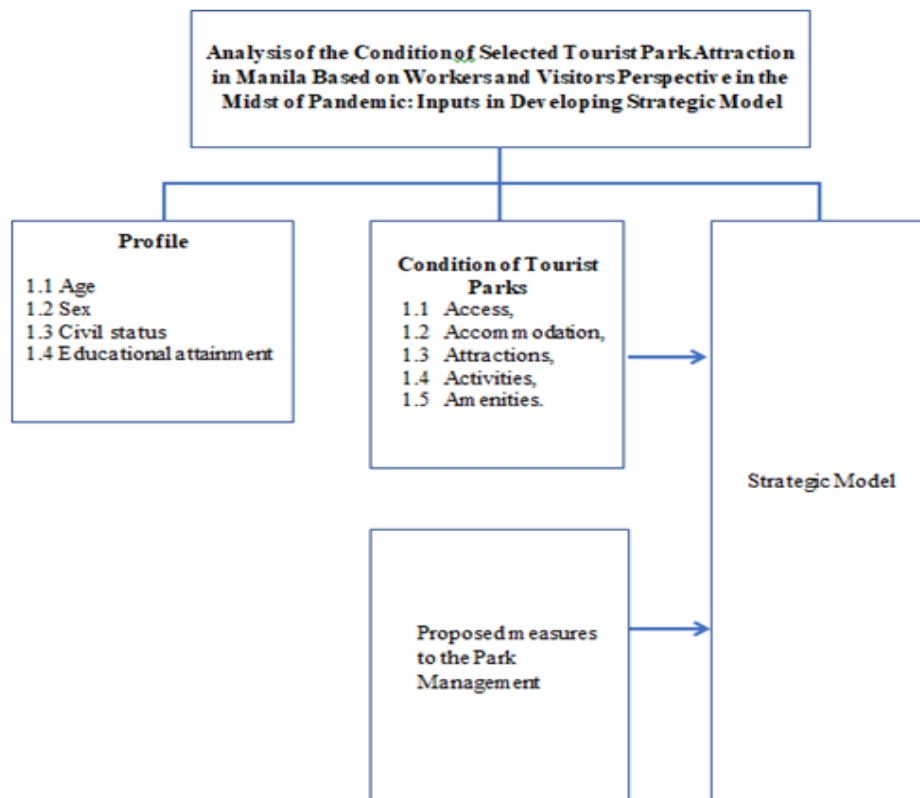
In May 2020, Tourism Secretary, Bernadette Romulo-Puyat said that the new normal would include new safety dimensions. Improved health security measures for both tourists and workers are among these dimensions. Moving ahead, retraining workers to accommodate health standards and concerns, regular disinfection of accommodations, and extensive implementation of online tools to prevent interaction are all options. The task group approved these businesses and activities as long as all workers or employees were completely vaccinated against Covid-19 and the businesses followed rigorous public health guidelines. Residents of Metro Manila, which has a population of over 13 million people, are allowed to travel with some limitations based on age and comorbidities.



Figure 3.1 – Theoretical Paradigm

The present study will focus on the analysis of the condition of selected tourist parks in Manila based on workers' and visitors' perspectives during the pandemic period. It will obtain the profile of respondents along with age, sex, civil status, and education. More so, the assessment of the condition of tourist parks in Manila will focus on the 5 As of tourism which is access, accommodation, attractions, activities, and amenities. Further, suggested measures for intervention are solicited from the respondents to come up with more inclusive measures which in turn may help the park management in their operations. The planned output of this study is the development of a strategic model that is tailored fit to the improvement of tourism parks considering the 5 As.

Figure 3.2 Conceptual Paradigm



## 4.0 Methodology

### 4.1 Research Design

This research is quantitative in nature and will utilize a descriptive-comparative research design. Quantitative research is the use of numerical data to gather knowledge about the variables in a formal, objective, and systematic procedure which will involve a survey using the variables present in this study.

The profile of respondents as well as their views of the present condition of selected tourist park attractions within Manila is described in this study. Also, the suggested measures are solicited from the respondents. Lastly, in this study, the two groups of respondents' views are compared through independent samples t-test. The result of this study is the basis for formulating a strategic model.

#### **4.2 Data Management**

The survey questionnaire is filled out by 380 people in this study. The respondents were chosen by the researchers they are either visitors or an employee and it based on their perspectives on the research topic. The researchers' major tool is survey Questionnaires, which are completed by selected visitors and personnel at the tourist park attraction. We would have the secondary data based on the government's solution and support in the given situation of the tourist park attraction in Manila. The type of data is numerical with a multivariate variable and a nominal level of data. The data collected were statistically computed using the T and Z tests. All the details about the respondents remain confidential and are used only for the purpose of this study.

#### **4.3 Sampling Technique**

The respondents of this study are the tourists who have visited the selected tourist park attractions in Manila. Based on the data sourced from the tourism office in Manila, the number of tourists who visited the subject parks accounted for 38,154 last January 2022 and 28,255 this February 2022. A total of 66,409 for the entire months of January and February were documented. To get the average number of monthly tourists the total number of tourists was divided into 2 which results in 33,205. The figure was encoded in the Raosoft sample calculator online which was set to a 5% margin of error. Sample size results to 380 respondents. Hence, the following selected park attractions and the sample size is presented below Table:

*Table 4.1 Sample Sizes*

<b>Tourist Park</b>	<b>Sample size</b>
Fort Santiago	76
Rizal Park	76
Manila Ocean Park	76
Manila Bay	76
Manila Zoo	76

#### **4.4 Research Instrument - Questionnaire**

A self-made questionnaire is collected and the necessary data on customers' perception towards Facebook's marketing approach as well as customer engagement. The first part of the questionnaire is about the profile of the respondents. The second part is about the tourists' perceptions of the present condition of selected tourist parks in Manila in the midst of the pandemic. This part is comprised of twenty (20) statements which are categorically divided into access, accommodation, attractions, activities, and amenities. The highest possible rating for each subscale is five (5). The third part is about the suggested measures to aid of the management's intervention to sustain the current condition of tourist park attractions. This is composed of five (5) items. The highest possible rating for this item is five (5).

#### **Administration and Retrieval of the Questionnaire**

The researcher personally distributed and retrieved the questionnaires after permission to conduct the study was granted. The data generated was tabulated for interpretation and

analysis with the use of appropriate statistical tools.

### ***Formulation and Validation of the Instrument***

To ensure that the instrument comprised the themes and areas that the study was supposed to examine, the items included in the questionnaire were subjected to validation by a panel of experts for face and content validation. Face and content validity are questionnaire measurement techniques used to judge and quantify measurements that appeared acceptable to the general public (face validity) and highly qualified experts (content validity). While face validity is used to determine whether or not an item accurately portrays the terms listed on its description, content validity is concerned with how closely the test items reflect the field the test is attempting to measure. A panel of experts was composed of professors in the tourism field and allied specializations such as in business and management and the researcher's adviser. After the experts' comments were reflected, the questionnaires were printed and initially distributed for a reliability test.

### ***Reliability of the Instrument***

To measure the internal consistency of items in the questionnaire, this study employed an internal consistency test of reliability. According to Middleton (2020), when a test has multiple items intended to measure the same construct, the extent to which the things are consistent with each other is considered to measure that construct's internal consistency. If all of the assertions are internally consistent, the researcher can be sure that they are all credible indicators of the investigated variables. In this study, Cronbach's alpha measures the strength of internal consistency among items in the questionnaire.

$$\alpha = (k / k - 1)(1 - \sum_{i=1}^k \sigma^2_{y_i} / \sigma^2_x)$$

where:  $k$  refers to the number of scale items

$\sigma^2_{y_i}$  refers to the variance associated with the item  $i$

$\sigma^2_x$  refers to the variance associated with the observed total scores

**Cronbach's Alpha** is interpreted using the following standard:

.00 to .69 = Poor

.70 to .79 = Fair

.80 to .89 = Good

.90 to .99 = Excellent/Strong

### ***4.5 Statistical Treatment of Data***

The statistical measures to determine the selected profile of respondents, such as age, sex, civil status, and educational attainment are frequency count, and percentage distribution. The weighted mean method was used to determine the perceived condition of the selected tourist park attractions in Manila as well as the suggested measures for management to consider. Independent samples t-test is used to determine whether there are significant differences in the assessment of two groups of respondents regarding the conditions of the selected tourist park attractions in Manila. The data were analyzed using the Statistical Package for Social Science (SPSS).

### ***Specimen handling/ Plan of Approach to human participants***

The data which was gathered in this research was stored online. Responses from participants were recorded by using a spreadsheet and kept confidential by the researchers. The data was only used for research purposes. The researcher's approach to human participants was done online.



#### 4.6 Participants

Workers and tourists, the said participants were the ones who have already visited the given parks in order to answer the survey effectively. The researchers selected the participants of the study according to the following criteria 1) 18 above; 2) Male or Female; 3) must have visited the given tourist parks; 4) current and previous workers.

#### Selected Parks for the study

This study is intended to assess the causes, effects, and how the workers do follow the safety protocols during the new normal. The research was focused on Selected Tourist Park Attractions around Manila: Fort Santiago, Rizal Park, Manila Ocean Park, Manila Bay, Manila Zoo

### 5.0 Data Presentation and Findings

This chapter dealt with the presentation, analysis, and interpretation of the data gathered. Specific questions raised were:

1. what is the profile of respondents in terms of age, sex, civil status, and educational attainment?
2. What is the present condition of the selected tourist park attractions in Manila in midst of the pandemic as viewed by workers and visitors in terms of access, accommodation, attractions, activities, and amenities?
3. Is there a significant difference in the assessment of respondents to the present condition of selected tourist park attractions in Manila in midst of the pandemic on the cited variables?
4. What measures may be proposed for the management of selected tourist park attractions to mitigate the identified issues?

#### Demographic Profile of Respondents

Table 5.1 shows the personal profile of respondents. The respondents' profiles considered in this study included age, sex, education, and civil status. Frequency count and percentage were used as statistical tools in the description of the respondent's profile. Results show that in terms of age the majority of respondents or 90.8% are 18-25 years old followed by 6.6% who are 26-41 years old. The least of respondents in this group are those 42-57 years old and 58 years old and above with 1.0% and 1.6% respectively. In terms of gender, the majority, or 71.7% are female while 28.3% are male.

In terms of education, respondents who are high school graduates constitute 54.1% followed by college graduates composed of 43.8% and those who have undergone advanced studies at 2.1%. In terms of civil status, single respondents dominated this study with 95.8% followed by those married with 3.7% and widowed with 0.5%. Furthermore, in terms of types of respondents, 88.7% are tourists while 11.3% are park personnel.

Table 5.1 Demographic Profile of Employees

Profile	F	%
<i>Age</i>		
18-25 years old	346	90.8
26-41 years old	25	6.6
42-57 years old	4	1.0
58 years old and above	6	1.6

<i>Gender</i>		
Female	273	71.7
Male	108	28.3
<i>Education</i>		
Advanced Studies	8	2.1
College Graduate	167	43.8
High School Graduate	206	54.1
<i>Civil status</i>		
Married	14	3.7
Single	365	95.8
Widowed	2	.5
<i>Type of respondents</i>		
Tourists	338	88.7
Park workers	43	11.3

*N* = 381

***The present condition of the selected tourist park – Access***

Table 5.2 presents the assessment of the present condition of the selected tourist park attractions in Manila in terms of access. Data suggests that respondents perceived that the selected parks are very highly accessible with a mean of 4.43 described as a very high level. Respondents rated The park as open to public visitors provided that they follow health and safety procedures with a mean of 4.52 described as a very high level; Park management encourages visitors and employees to undergo vaccination for health measures with a mean of 4.51 described as a very high level. Results indicated that respondents viewed the selected parks in Manila as very highly accessible as it is open to public visitors during a pandemic and the park management encourages visitors to as well as their personnel to undergo vaccination.

Table 5.2 Present condition of the selected tourist park attractions in Manila amidst Pandemic in terms of Access

<b>Indicators</b>	<b>WM</b>	<b>SD</b>	<b>I</b>	<b>R</b>
The park is open to public visitors provided that they follow health and safety procedures.	4.52	0.59	Very high	1
Park management encourages visitors and employees to undergo vaccination for health measures.	4.51	0.59	Very high	2
Tourists can easily reach the park.	4.36	0.82	Very high	3
Services provided are accessible minimizing hassle on the part of the tourists.	4.31	0.70	Very high	4
<b>OVERALL MEAN</b>	<b>4.43</b>		Very high	

*Scale = 4.20-5.00 Very high; 3.40-4.19 High; 2.60-3.39 Moderate; 1.80-2.59 Low; 1.00-1.79 Very low*

***The present condition of the selected tourist park – Accommodation***

Table 5.3 presents the assessment of the present condition of the selected tourist park attractions in Manila in terms of accommodation. Data suggests that respondents perceived that the selected parks accommodation is at a very high level with a mean of 4.44 described as a very high level. Respondents rated Food and drink service as appropriate with a mean of 4.51 described as a very high level; Tourists are well accommodated with a mean of 4.44 described as a very high level.

Based on this result, it can be inferred that respondents find the selected parks in Manila as very highly accommodating as it as the service is appropriate and good and they are being treated well in the park. Similar to this study, it was found in the study of Preko and Gyepi-Garbrah (2021) that those trip experiences, which include transportation, food services, tour guide performance, and community engagement, all had favorable impacts on customer satisfaction.

Table 5.3 Present condition of the selected tourist park attractions in Manila amidst Pandemic in terms of Accommodation

<b>Indicators</b>	<b>WM</b>	<b>SD</b>	<b>I</b>	<b>R</b>
Food and drink service is appropriate.	4.51	0.70	Very high	1
Tourists are well accommodated.	4.44	0.85	Very high	2
Accommodations are safe.	4.41	0.66	Very high	3
Accommodations are adequate for tourists.	4.39	0.64	Very high	4
<b>Overall Mean</b>	<b>4.44</b>		Very high	

*Scale = 4.20-5.00 Very high; 3.40-4.19 High; 2.60-3.39 Moderate; 1.80-2.59 Low; 1.00-1.79 Very low*

***The present condition of the selected tourist park – Attractions***

Table 5.4 presents the assessment of the present condition of the selected tourist park attractions in Manila in terms of attractiveness. Data suggests that respondents perceived the selected parks as very highly attractive with a mean of 4.34 described as a very high level. Respondents rated the scenery is good in the place with a mean of 4.56 described as a very high level; The park is maintained and preserved despite the challenges of the pandemic with a mean of 4.44 described as a very high level.

Based on this result, it can be deduced that respondents find the selected parks in Manila attractive at a very high level. Respondents claimed that the scenery in the parks is good and the place is well maintained and preserved despite the pandemic. Tourism attractiveness plays an important role in citizen participation as the appreciation of tourist spots may lead to more cooperative endeavors of the visitors. This is backed by the study of Mohammed, Aziz, Awang, and Sandin (2020) which shows that tourists who enjoy visiting parks are most likely to be eco-friendly. De Castro, Souza, and Thapa (2015) suggest that aside from reputation and leisure facilities, park attractions predict visitor appeal in national parks.

Table 5.4 Present condition of the selected tourist park attractions in Manila amidst Pandemic in terms of Attractions

Indicators	W M	SD	I	R
The scenery is good in the place.	4.5 6	0.5 7	Very high	1
The park is maintained and preserved despite the challenges of pandemic.	4.4 4	0.6 2	Very high	2
The park has positive vibes which is inviting for tourists.	4.4 3	0.7 3	Very high	3
The preservation of the cultural and historical themes attracts visitors.	4.0 0	1.3 1	Hig h	4
<b>OVERALL MEAN</b>	<b>4.3 4</b>		Very high	

Scale = 4.20-5.00 Very high; 3.40-4.19 High; 2.60-3.39 Moderate; 1.80-2.59 Low; 1.00-1.79 Very low

***The present condition of the selected tourist park – Activities***

Table 5.5 presents the assessment of the present condition of the selected tourist park in Manila in terms of activities. Data suggests that respondents perceived that the selected parks are in good condition as to their activities with a mean of 4.01 described as a very high level. Respondents rated Preserve sites due to fewer visitors with a mean of 4.29; the park provides the availability of recreational facilities with a mean of 4.01 described as high level.

Table 5.5 Present condition of the selected tourist park attractions in Manila amidst Pandemic in terms of Activities

Indicators	WM	SD	I	R
Preserve sites due to fewer visitor	4.29	0.61	Very high	1
The park provides the availability of recreational facilities	4.01	0.64	High	2
Various activities are good for relaxation.	3.92	0.69	High	3
Activities in the park are suitable for all ages.	3.94	0.69	High	4
<b>Overall Mean</b>	<b>4.01</b>		High	

Scale = 4.20-5.00 Very high; 3.40-4.19 High; 2.60-3.39 Moderate; 1.80-2.59 Low; 1.00-1.79 Very low

***The present condition of the selected tourist park – Amenities***

Based on this result, it can be construed that respondents find the selected parks in Manila as

doing good to their activities at a high level. Respondents claimed that the management ensures the sites are preserved and recreational facilities are well provided by the park management. Vinyals-Mirabent (2019) backed this result as she suggests that activities are important to visitors. Tourists' expectations vary depending on the destination: culture, architecture, food, infrastructure, landscape, events, shopping, etc. These features draw visitors to the destination and enhance their trip.

Table 5.6 presents the assessment of the present condition of the selected tourist park in Manila in terms of amenities. Data suggests that respondents perceived that the selected parks in terms of amenities have a very good condition with a mean of 4.39 described as a very high level. Respondents rated There are a number of amenities such as food area, parking spaces, comfort rooms, and events area are well available with a mean of 4.44 described as a very high level; There are visible signs of improvement of infrastructure with a mean of 4.39 described as very high level.

Table 5.6 Present condition of the selected tourist park attractions in Manila amidst the Pandemic in terms of Amenities

Indicators	WM	SD	I	R
There are a number of amenities such as food areas, parking spaces, comfort rooms, and events areas that are well available.	4.44	0.65	Very high	1
There are visible signs of improvement in infrastructure.	4.39	0.70	Very high	2
The park's facilities are compliant with sanitary and hygiene measures (using face masks, face shields, and alcohols)	4.38	0.67	Very high	3
The amenities are well-designed for visitors based on health and safety standards.	4.35	0.72	Very high	4
<b>Overall Mean</b>	<b>4.39</b>		Very high	

Scale = 4.20-5.00 Very high; 3.40-4.19 High; 2.60-3.39 Moderate; 1.80-2.59 Low; 1.00-1.79 Very low

#### ***The present condition of the selected tourist park as viewed by workers and tourists***

Based on this result, it can be well inferred that respondents find the selected parks in Manila as having very good amenities. Respondents claimed that there are a number of amenities in the area which could cater to their primary needs. They were also able to attest that there are visible signs of improvement in the infrastructure. De Castro, Souza, and Thapa (2015) suggest that leisure facilities added to the satisfaction among park visitors.

Table 5.7 Present condition of the selected tourist park attractions in Manila as Viewed by Workers and Tourists

	Workers	Tourists	t-value	p-value	I
<i>Perceived view on the condition of Parks in Manila</i>	4.20	4.03	0.172	0.041	<i>Significant</i>

*\*Significant at  $p < .05$*

### **Test of Difference**

Table 5.7 presents the difference in the views of workers and tourists in the present condition of park attractions in Manila amidst the pandemic. Based on the test of difference having a p-value of 0.041, it can be deduced that there are significant differences between the workers and tourists groups as to their views on the present condition of selected park attractions in Manila during this pandemic. Hence, based from the mean scores it can be inferred that park workers have relatively higher mean scores than the tourists. Therefore, a visible gap was unraveled in this study as it proves that tourists compared to park workers have inferior views on the present condition of the selected parks. This signifies therefore that there is a need to improve the tourists' perceptions regarding the condition of park attractions. In this case, the null hypothesis is rejected.

This finding generated by this study suggests further improvement in the selected parks in Manila being the gateway of rekindling tourism activities in the city. Being the hope to spark the recessing economy during the pandemic tourism must be revived to contribute to the country's economic development. Davis (2021) noted that the Philippine economy is primarily reliant on tourism. The country's main tourism draw is its rich biodiversity. Its beaches, heritage cities, mountains, rainforests, islands, and diving places are popular tourist attractions.

## **6.0 Conclusions, and Recommendations**

The findings revealed that most of the respondents are 18-25 years old which can be inferred that generally, respondents belong to younger age groups. In terms of gender, the majority are female. Also, the majority are high school graduates followed by those who completed college. In terms of civil status, single respondents dominated this study followed by those married. Furthermore, in terms of types of respondents 88.7% are tourists while 11.3% are park personnel. It was also found in this study that respondents perceived the selected parks in Manila as highly accessible, having a high level of accommodation, highly attractive, having activities that cater to the needs of the visitors, and having provided the necessary amenities. Also, relative to these 5 As of this study, the activity was least rated by respondents. In this study, it was also found out that there is a significant difference in the visitor's park personnel's view on the present condition of selected parks in Manila with the former having relatively lower perceptions towards the condition of selected parks in Manila.

The finding led to the following conclusions and recommendations:

### **6.1 Conclusions**

It can be concluded therefore that most respondents are aged 18-25, implying that respondents are generally younger. The majority are female. Also, most are high school graduates, followed by college graduates. In terms of marital status, singles outnumbered marrieds in this study. Also, 88.7% of respondents are tourists, while 11.3 % are park employees. It can further be established that this study was comprised of younger respondents who love to travel and finds meaning in their experiences of traveling which makes youth tourism an emerging concept nowadays. Ghetto (2015) asserts that youth tourism is a sort of tourism that includes independent travelers aged 15 to 29 years old who are willing to experience a new culture and gain new skills in an unfamiliar environment, different from ordinary life. Traveling students and young people play a vital role in global tourism.

Based on the study's findings, it can also be concluded that respondents regard the selected parks in Manila as having a very high level of accessibility and accommodation,

highly attractive, have provided the necessary amenities. Also activities in the parks were perceived as lower in all the 5 A's as it is viewed only to be manifested at a high level. Generally, this result can be seen as very promising as such indicate a very welcoming atmosphere in the views of the visitors as well as the park personnel.

Since it was found out that there is a significant difference in the visitor's park personnel's view on the present condition of selected parks in Manila with the former having relatively lower perceptions towards the condition of selected parks in Manila it can therefore be concluded that personnel has higher confidence that the parks they are employed at are in good condition when assessed using the 5 A's compared to the visitors.

## **6.2 Recommendations**

Based on the findings above, the Tourism Development Council of Manila may develop a strategy to boost youth tourism in the city. Based on this study it can be well considered that young individuals nowadays are into travel hence the city may capitalize on that converting it into drivers to economic recovery and dynamism in the city.

Also, the city development office should maintain and sustain parks in Manila as part and parcel of urban tourism anchored on the concept of urban tourism model along with five aspects and continuously monitor quality trends and develop innovative services such as expansion to the untapped demographic and geographic tourist segments. This recommendation is supported by Ladhari (2015), as cited in the literature. According to Ladhari (2015), nowadays, LGUs' are trying to focus more on continuous monitoring and evaluation of service quality, involving various innovative offerings and service developments, which directly influence customers' service experiences.

The tourism development council in the city should be able to redesign the tourism features taking into consideration the assessment of the visitors which must be reflective of Manila-orientees, resulting in the sense of a co-ownership approach thus encouraging more visitors.

Based on the result of the study, an -activity is the lowest-ranked component. The government in collaboration with economic stakeholders should preserve the uniqueness and authenticity of Manila parks, which is a significant draw for tourists visiting the city, for the city to rank among the top urban tourism destinations in the national and global context.

Since that youth tourism has been a positive result of our study, we recommend that the tourist parks put up educational programs since their main visitors are students. In addition to that, they must also put up additional entertainment which the old people can benefit from and will add to their 52knowledge. Additional entertainment can create continuous visits from them.

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