

Health and safety protocols and guest satisfaction of resort hotels in Batangas province

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Abstract

This study aimed to assess the Implementation of Health and Safety Protocols and Guest Satisfaction of Resort Hotels in Batangas Province. Specifically, this study sought answers to the following questions on the profile of the customer-respondents; assess level of resort implementation in managing health and safety protocols during pandemic; determined level of guest satisfaction; tested the difference on the responses on level of resort hotel implementation on health and safety protocols and guest satisfaction when grouped according to profile variables; tested significant relationship between the variables on health and safety protocols and the level of guest satisfaction; Proposed action plan for better implementation based on the results. A descriptive-quantitative research design was utilized in the study, with 402 guests from 20 staycation resort hotels serving as participant. It was found out that resort hotel guest-customers in Batangas Province are belonging to the group of Generation Z. The female respondents have significantly higher rates of observation than male respondents. The result showed that resort hotel guests who have visited at least one resort hotel have significantly higher observations on the implementation of health and safety protocols in their rooms, housekeeping, and reception and concierge compared to those who have visited two or more resort hotels local tourist fond of visiting resort hotel for leisure. Area on health and safety protocols and guest satisfaction appropriate demand of action plan for better implementation.

Keywords: health and safety, guest satisfaction, resort hotels

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1. Introduction

Tourism is a significant contributor to the Philippine economy. It is responsible for creating numerous opportunities, as seen by better infrastructure, accessibility, health and hygiene, and promotional marketing methods. However, the unexpected Coronavirus (COVID-19) epidemic that struck the world in 2019 is a relatively new topic to investigate because it is both a global and a local issue. A health problem as well as a global economic danger as the globe confronted in the middle of the pandemic's uncertainty, the hospitality and tourism business sector were confronted with the harsh reality of a large drop of visitor arrivals and loss in tourism revenue.

The travel and tourism had grown to be one of the most significant sectors in the global economy. As stated by the World Travel and Tourism Council, according to Brown et al., (2018) tourist activity accounts for 9.8 percent of global GDP (Gross Domestic Product). This industry employs one in every eleven people globally, and it is expected to develop at a rapid pace. The resort and hotel industry are a significant income-generating sector for many countries in the world (Ranasinghe et al., 2020). The hospitality industry also came to be one of the sectors that have been hardest hit by the coronavirus pandemic and the outlook remains highly uncertain. However, Positive vaccine news has buoyed recovery prospects, but obstacles persist, with the industry anticipated to remain in survival mode until well into 2021. In addition, true recovery will be achieved only when foreign tourism resumes. This needs worldwide cooperation and evidence-based solutions to securely ease travel restrictions (OECD, 2020).

In the last two years since 2019, resort hotels have shown resilience and have pivoted their strategies to combat the Covid-19 pandemic. Resort hotels, through their respective management, have developed ways to augment the spread of the virus. Government support and established policies initiated by the Philippines Department of Tourism are now implemented, ensuring the health and safety of guests in the accommodation establishments. Despite the Covid-19 pandemic, resort hotels submitted to DOT'S accreditation qualifying as staycation hotels.

Travelers aspired to the resort experience at the start of 2021. As the COVID-19 epidemic shows no signs of abating, tourists are no longer scrutinizing blue flag beaches. Instead, they're concerned about the plethora of red flags that are being raised, with cleanliness, social distances, and safety at the top of their list of worries. Resorts as the place where people come to escape the rest of their lives. And while the guests may appreciate the peace and tranquility that resorts offer, they often do not enjoy any guest satisfaction measures implemented by these establishments. This is because some hotels/resorts will fail to prioritize health and safety protocols despite the many risks that exist on these properties. This is an important subject to consider currently, when there is a larger emphasis on travel and leisure that the tourism businesses must follow the recommendations for safe and secure measures in the case of a pandemic breakout. To remind hospitality venues that health and safety protocols are vital to the industry, there should be a guest satisfaction survey so that resorts can understand their guests' needs and expectations (Anichiti et al., 2021). To remind hospitality venues that health and safety protocols are vital to the industry, there should be a guest satisfaction survey so that resorts can understand their guests' needs and expectations. As a result, establishing ideal circumstances for travelers' safety and security is a crucial element for both visitors and tourism management. In the new century, safety and security in the tourist business have been highlighted as factors of change in the tourism industry. Tourists must be safeguarded from risks and threats (Anichiti et al., 2021).

The researcher believes that it is necessary to gain a better understanding of the importance of health and safety implementation in resort hotels establishments by addressing the level of satisfaction of the

guest/customers in relation to the guidelines made by the DOT and DOH. This research demonstrate how significant issues impacts the ability of the resort hotels to adapt and implement new measures as the health, safety, and security of the guest and its employees are at stake during the time of pandemic. Furthermore, the researchers believed that the findings of this study would contribute to the improvement of health and safety provided by all resort hotels in Batangas province as a consequence of the suggested action based on the study's findings. As a result, this research assisted them in recognizing the importance of implementing better health and safety measures while continuing to provide satisfaction for the guests. Finally, this study has benefited the resort hotel industry in addressing the implementations that in need to be improve and further enhancing the health and safety implementations of resort hotels in Batangas province.

The need for resort hotel cleanliness and hygiene has recently been becoming more prominent, as COVID-19 may well be transmitted by area of contact exposed to the virus, according to World Health Organization, (2020) because of the COVID-19 infection, tourists are more inclined to use establishments that provide comfortable hotel services and accommodation services that focus on their customers' health and safety. The Philippine government eventually proposes the term "new normal," which incorporates the tourism industry. Official health and safety guidelines had been established. Many travelers have adopted the new customs of wearing a face mask, washing their hands, and maintaining social distance while traveling, especially when staying at hotels. Many aspects must be prepared by the tourism industry, particularly hotels, including the addition of health features such as body temperature monitoring, hand sanitizers, and portable hand washes sinks (Riadil, 2020). The behaviors of visitors during the COVID-19 epidemic have also evolved. More and more visitors are paying a lot of attention to the hotel's health and safety procedures. They are more conscious of hotel activities and pay greater attention when in rooms, including the purchase of hotel food and beverages (Indrianto & Kristama, 2020). Therefore, if customers are not satisfied by the services they receive in one hotel, they would tend to look for better services elsewhere. According to Juna and Chandra (2016), quality service is the basic source of customer satisfaction which has become an important aspect of the hotel industry. According to Kotler, et al., (2017), when a consumer/customer is contented with either the product or services it is termed satisfaction. It means that services offered are of high quality. Satisfaction can also be a person's feeling of pleasure or disappointment the result from comparing a product's perceived performance or outcome with their expectations. As a matter of fact, satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people; it could be the state of being happy with a situation.

1.1 Objectives of the Study

This research aimed to assess the health and safety protocols and guest satisfaction on resort hotels in the Batangas Province. Specifically, it aimed to: describe demographic profile of the guest-respondents in terms of age, sex, type of tourist, purpose of visit, and frequency of visit; assess level of resort implementation in managing health and safety protocols during pandemic in terms of Guest handling policy, Reception and Concierge, Rooms and Housekeeping; determine level of guest satisfaction in terms of: Facilities, Amenities, and Customer Service; test the difference on the responses on level of resort hotel implementation on Health and Safety protocols and Guest satisfaction when grouped according to profile variables; test significant relationship between the variables on Health and Safety protocols and the level of Guest satisfaction.

2. Methods

2.1 Research Design

This descriptive research presented the data collected which pertains to the Health and Safety Protocols and Guest Satisfaction on Resorts in the Batangas Province. According to Aquino, (2017), descriptive research is fact finding with adequate interpretation. The descriptive method is something more and beyond just data gathering; the latter is not reflective thinking or research. The true meaning of the data collected should be reported from

the point of view of the objectives and the basic assumption and interpretation of the present nature, composition, or processes of the phenomena.

2.2 Participants of the Study

The participants of this research were the resort hotel guests who stayed overnight during the pandemic period of year 2021. Resort hotel guest stayed among 20 resort hotels in the Province of Batangas. The profiles DOT Accredited resort hotels were obtained from the Batangas Provincial Government Office's Office of Tourism, obtaining the profiles of resort hotels in the province of Batangas that has been operating during pandemic and collecting its tourist arrivals. The researcher employed Raosoft Sample Size Calculator with margin of error of 5% and 95% confidence level, a minimum of 384 respondents was computed based on the number of guests overnight stay or a total of 377,061 guest overnight stays. A total of 402 respondents participates in the study. The researcher used the simple random sampling procedure in which every member of the population had an equal probability of being chosen for the study.

2.3 Data Gathering Instrument

The researcher used modified survey questionnaire which is clustered into 3 parts a three-part data instrument to gather data from the target respondents based on the questions given on the statement of the problem. The first part of the questionnaire will have devised descriptive data on the profile of the guest respondents in terms of age, sex, type of tourist, purpose of visit and e. frequency of visit. The second part of the questionnaire is the assessment on the level of resort implementation in managing health and safety protocols during pandemic in terms of guest handling policy, reception and concierge, rooms and housekeeping (Adem, 2021). The third part of the questionnaire is the assessment on the level of guest satisfaction of the respondents in terms of hotel facilities, amenities, customer service (Mercado, 2021). Before the pilot testing the researcher asked the help of five resort hotel managers who validated the survey questionnaire. Comments/suggestions of the said managers was used to further improve the questionnaire. The modified questionnaire was pilot tested and validated by thirty (30) individuals who have been stayed in the hotels during pandemic who volunteered validating the questionnaire using the google form.

2.4 Data Gathering Procedure

The researcher uses two kinds of data: main data and secondary data. The main data collected from the responses of respondents to the questionnaire developed by the researcher of the current study project. Meanwhile, secondary data obtained from the Batangas Provincial Government Office's Office of Tourism, obtaining the profiles of resort hotels in the province of Batangas and collecting its tourist arrivals. For the main data, the researcher sent the Google Docs link through email and social media platforms to reach out to the study participants. Electronic questionnaires were employed. Retrieved data were tallied, analyzed, and interpreted.

2.5 Data Analysis

To perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to present the demographic profile of the respondents. Standard Deviation, Weighted means and ranking were used to determine the Level of Resort Hotel Implementation on Health and Safety Protocols as well as the level of Guest Satisfaction. Meanwhile, Kruskal-Wallis Test and Mann-Whitney Test was used to test the significant difference on the responses when grouped according to profile. Likewise, Spearman's rho was used to test the significant relationship between the variables. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.01.

2.6 Ethical Consideration

The researcher ensured that all data acquired from respondents was consent-based and voluntarily provided

by the respondents. All data obtained throughout the course of research remained secret, ensuring that the methods were fair and without bias to all participating individuals. Furthermore, the researcher addressed the technique for writing the study, in which participants' responses chooses to agree and continue will served as confirmation to engage in the study. During the survey, the data was kept confidential and private, and any personal information given by the respondents was disclosed to avoid exposing their information respondents as well as by protecting their anonymity in compliance to data privacy act of the Philippines. Only the information and results based on the data gathered is only the main bases of the study. The researcher asked permission to the authors for using and modifying the questionnaire. Lastly, response of the respondents by agreeing to continue signifies the approval and willingness of the respondents in joining to the conduct of the survey.

3. Result and Discussion

Table 1

Profile of the Respondents

	Age	Frequency	Percentage
	Gen Z (18-24 y/o)	149	37.30
	Millennials (25-40 y/o)	136	34.00
	Gen X (41-56 y/o)	92	23.00
	Boomers II (57-66 y/o)	23	5.80
	Sex		
	Male	170	42.50
	Female	230	57.50
	Type of Tourist		
	Foreign	16	4.00
	Local	384	96.00
	Purpose of Visit		
	Leisure	245	61.30
	Recreation	102	25.50
	Business	53	13.30
	Frequency of Visit		
	Monthly	32	8.00
	Quarterly	64	16.00
	Semi annual	109	27.30
	Once a year	195	48.80

Table presents the percentage distribution of the respondent's profile. It was observed that most of the respondents belong to the generation Z with a frequency of 149 or 37.30 percent while the least were from boomers II. Based on the data presented, most of the respondents of this study are Gen Z with an age range of 18-24 years old. According to European Travel Commission, (2020) Youth travel has increased rapidly in recent decades because of enhanced global mobility, technology advancements, and stronger economic, cultural, and political contacts. Generation Z is frequently described as versatile, intelligent, and tolerant. They are hyper-connected and have grown up with issues such as environmental sustainability, terrorism, and so on. Their various lifestyles, goals, and behaviors make them a challenging demographic to generalize. Furthermore, this generation are more engage to technology trough social media making them research to book, all these new travel trends are done immediately on their smartphone.

As supported by the study of Rončák et al. (2021), Generation Z grew up with technology and at a period of increased awareness of humanity's detrimental influence on the environment. Climate change, globalization, and new technological gadgets have influenced their ideas, motives, and attitudes, and hence their travel behavior. According to Perdomo and World Tourism Organization, (2016) and European Travel Commission, (2020), Generation Z views travel as an essential element of their lives. Destination management companies and other tourism stakeholders sometimes overlook these young individuals due to their modest spending levels; nonetheless, they offer huge revenues to destinations globally. Generation Z is a return traveler who enjoys discovering new places, contributing to the communities they visit, and adding value to the areas they visit over time. The present study's findings are also common in the Department of Tourism's survey, which depicts Gen Z

and millennials as the dominant demographic of travelers.

On the other hand, only 5.80 percent, or only 23 respondents, belong to the Boomers I & II group. According to Vogels (2019), Baby Boomers continue to fall behind Generation X and Millennials in most technological adoption indicators. In contrast, adoption rates for this age group have been progressively climbing in recent years. Boomers, for example, are now substantially more likely than they were in 2011 to hold a smartphone (68 percent in 2019 vs. 25 percent in 2011). Moreover, despite technological limitations, Boomers often conduct internet research to ensure they find the greatest items and services at the best price. Furthermore, 84 percent of Boomers will utilize internet services to schedule trips, so businesses should examine their web presence and reputation to appeal to this generation as well (Ferries, 2021).

As to sex, the study was dominated by female since it obtained the highest percentage of 57.50 while male got only 170 or 42.50 percent. The frequency and percentage distribution of responders by sex is shown in the same table. According to the statistics shown above, 57.50 percent of respondents are female, with a frequency of 230, while 42.5 percent are male. According to Bond, (2019), women are now driving the global tourism market, women are earning more, spending more, and having a bigger effect on all levels of the tourism industry. Women account for 85 percent of all consumer purchases, including everything from autos to health care. Women conduct most of the digital marketing. Women's purchasing power is worth \$15 trillion.

These estimates reflect a market that is twice the size of China and India combined. This year, women are expected to spend \$125 billion and make 80% of the choices. Women make decisions about who they travel with, who pays for their trip, and where they go. Women account for 75% of those who embark on cultural, adventure, or nature vacations. The number of women-only travel firms has surged by 230 percent in the previous six years. With 67 million members, the women's market has a potential annual value of about \$19 trillion. Females travel in a different manner than males. In compared to 72 percent of males, over 87 percent of females say they go for the beautiful scenery (Bond, 2019).

However, according to the study of Statista, (2020), In the Philippines, the percentage of travel and tourism users by gender in 2020 reveals that 51.7 percent of travelers and tourists were male in 2020. In comparison, females made up 48.3 percent of users. The study believes that because of the presence of the coronavirus from early 2020 to the end of 2020, female tourists and tourism consumers will avoid traveling due to COVID 19. However, they are, nevertheless, willing to do so. As humans, we have physiological demands such as food, clothes, and shelter, as well as safety needs such as employment, health, and safety security (McLeod, 2020). With the present atmosphere we are seeing because of Covid19, the researcher believes that male travelers are risk-takers since they need to travel for job, business, or enjoyment. Furthermore, a man is supposed to be the family's provider or earner. In this sense, the researcher concludes that the hotel may provide a one-of-a-kind gender-neutral package. Alternatively, provide packages based on female or male guests' hobbies or inclinations.

It can also be gleaned from the result that majority of the tourist are categorized as local with 96 percent and foreign was represented only by 4 percent. According to the findings, resort hotels in Batangas province are frequented by many residents who are familiar with and have access to the location. Foreign visitors, on the other hand, tend to be substantially lower than locals due to border controls and travel restrictions. According to Philippines Travel Advisory, (2019) Foreign visitors visiting the nation face a slew of restrictions and rules by informing them to reconsider of travelling to the Philippines. In addition, the Centers for Disease Control and Prevention (CDC) has issued a level 3 Travel Health Warning for the Philippines, indicating a high prevalence of Covid-19 in the country. However, travelers must show documentation of a negative viral test result obtained within one day of the flight's departure, and complete vaccination with an FDA-approved vaccine is strongly advised before planning any overseas travel to reduce the risk of contracting Covid-19 and developing serious symptoms (Philippines Travel Advisory, 2019). As a result, foreigner travelers have been increasing their caution due to the advisory and their health safety of travelling in another country.

The above table also shows the frequency and distribution of the respondents according to their purpose of

visiting the resort hotels. The data indicated that 61.30% of the respondents, with a frequency of 245, visited the hotel for leisure, followed by 25.50% of the respondents, with a frequency of 102, who visited resort hotels for recreation. And 13.30% of the respondents with a frequency of 53, who least visited resort hotels for business purposes. According to preliminary findings from the 2016 HSDV, conducted in partnership with the Philippine Statistics Authority (PSA) and the Department of Tourism (DOT), around two-fifths of tourists from the United States want to travel for pleasure or vacation. To put this in context, three out of every ten persons visited friends or family, and six percent went on religious or pilgrimage trips. Due to the condition of Metro Manila, President Rodrigo Roa Duterte has approved the extension of the General Community Quarantine (GCQ) in the National Capital Region (NCR) from March 2021 to July 31, 2021. Other regions of the Philippines will be subject to a modified general community quarantine until July 31, 2021 (Rocamora, 2021).

Lastly, it was noticed that the respondents' frequency of visit was once a year with 48.80% of the respondents with a frequency of 195. According to Southan, (2021) that tourist have become more conscious to travel and become someone who is far more discerning about the journeys they go on, willing and able to be away from home for longer more appreciative of their surroundings and local people, and less reckless in their spending. In addition, to the report of TripAdvisor in 2021 74% of travelers say they will spend more time choosing a destination this year and 66% of the travelers said that they will spend more time reading reviews about their destinations while spending more time in looking for accommodation and finding things to do (Graft, 2021). This only shows that tourist has become more cautious in trusting travel and hospitality businesses due to the health and safety and security during pandemic.

Table 2

Assessment on the level of resort hotel implementation on health and safety protocols

Indicators	Composite Mean	VI	Rank
Guest Handling Policy	4.42	Implemented	1
Reception and Concierge	4.35	Implemented	3
Rooms and Housekeeping	4.38	Implemented	2
Over-all Mean	4.38	Implemented	

Legend: 4.50 – 5.00 – Highly Implemented; 3.50 – 4.49 – Implemented; 2.50 – 3.49 – Moderately Implemented; 1.50 – 2.49 – Less Implemented; 1.00 – 1.49 – Not Implemented

The over-all assessment of the respondents on the level of resort hotel implementation on health and safety protocols was implemented, the composite means of 4.38 indicates that the implementation of health and safety protocols were all positively implemented but a great focused on guest handling policy (4.42) and rooms and housekeeping weighted mean 4.38. The least but still implemented was reception and concierge with weighted mean 4.35. The researcher posits that the implementation of health and safety protocols through guest handling policy and was concluded to be satisfyingly implemented by the resort hotels establishment in the province of Batangas. In according to the collective response of the respondents it was found that the resort hotels are cautious about health and well-being of each guest it also included for the safety and security of everyone in the premises. This can be interpreted to mean that DOT's guest handling policy is highly implemented by the hotels to ensure a healthy and safe stay for the guests (DOT, 2020a).

The department of tourism (DOT) essentially has issued guidelines defining the "new normal\" for accommodation establishments, and under Section 5, Guest Handling Policy, the establishment specifically is required: to for all intents and purposes have the guests actually complete a Health Declaration Form upon check-in; to really encourage online payment upon booking; and to conduct body temperature checking using a thermal scanner at the hotel entrances for all guests by qualified hygienists in a really big way. It for the most part is also stated in the rules that only guests who have been particularly approved during screening will kind of be permitted to enter the hotel boundary to check-in (DOT, 2020a). Generally, further showing how it mostly is also stated in the rules that only guests who essentially have been really approved during screening will kind of be permitted to for all intents and purposes enter the hotel boundary to check-in, contrary to popular belief.

However, as particularly indicated in the table above, the implementation of health and safety procedures

through reception and concierge (435) on the lowest rank, which is orally understood as implemented, but the degree of extent kind of is not implemented in a sort of big way. This might for all intents and purposes be understood to literally mean that the resort hotel, notably the reception and concierge, shall always and equally essentially observe the DOT's health and safety procedures, or so they thought. Although it for all intents and purposes is implemented, guidelines specifically kind of describe the utilization of very Official up-to-date information must specifically be available at the reception desk about travel to pretty other areas including pretty other destinations that identified by DOH, all staff extending guest assistance that requires really physical contact must mostly wear proper PPE, for all intents and purposes such as face mask and gloves whenever necessary and conduct regular briefing and information on fairly current and updated health crisis and simulation of pertinent security and safety measures for reception desk staff or front desk officers should for all intents and purposes be strictly particularly followed to for all intents and purposes provide a fairly high level of trust among the guests for their health and safety will not be compromised (DOT, 2020a).

Table 3

Assessment on the level of guest satisfaction

Indicators	Composite Mean	VI	Rank
Facilities	4.39	Satisfied	1.5
Amenities	4.21	Satisfied	3
Customer Service	4.39	Satisfied	1.5
Over-all Mean	4.33	Satisfied	

Legend: 4.50 – 5.00 – Highly Satisfied; 3.50 – 4.49 – Satisfied; 2.50 – 3.49 – Moderately Satisfied; 1.50 – 2.49 – Less Satisfied; 1.00 – 1.49 – Not Satisfied

The summary table on the level of guest satisfaction with a composite mean of 4.33. All domains were rated satisfied were facilities and customer service got the same rating of 4.39. The least assessment of satisfaction was observed on the resort hotel amenities with mean value of 4.21. Despite facilities and customer service got the same highest weighted mean of 4.39, guest facilities and customer service were verbally interpreted as satisfied. The researcher posits that the hotel has a good customer service system in place so that guests can easily access any assistance they may need during their stay. Furthermore, it is also shown for the resort hotel to have a well-maintained infrastructure; this includes cleanliness of public areas and rooms as well as proper maintenance of the resort hotel.

In the middle of the COVID19 epidemic, the resort hotel's public areas, generally common areas, or facilities, as well as its customer service, assure a fairly degree of satisfaction. To basically encourage and generally earn trust from visitors, really effective customer service should constantly actually be provided to basically retain consumers and for the most part extract kind of more value from them, and specifically push any firm to essentially persist in the particularly current competitive period (Tan, 2019), so to essentially encourage and basically earn trust from visitors, generally effective customer service should constantly really be provided to definitely retain consumers and generally extract for all intents and purposes more value from them, and specifically push any firm to for the most part persist in the for all intents and purposes current competitive period which mostly is fairly significant. Resort hotel facilities should for the most part be safe and actually clean at all basically times (Shin & Kang, 2020). And available with strict adherence to the regulations established by the DOT and DOH for resort hotels to follow (DOT, 2020b) carefully literally. Demonstrating how and available with strict adherence to the regulations established by the DOT and DOH for resort hotels to follow in a very major way (DOT, 2020b) carefully actually.

On the other hand, guests are satisfied with amenities (4.21) got the lowest rank. Resort hotels in terms of guest satisfaction may be increased by utilizing safety deposit boxes, Wi-Fi connections, and the supply of ATM machines near the resort hotel since these are some aspects impacting client satisfaction, Wi-Fi and ATM machines were found to be significant factors impacting satisfaction levels. In terms of providing Wi-Fi connections in resort hotels, this is seen as an important initiative for improving customer satisfaction since it allows guests to stay connected and access information during their stay. In addition, the availability of ATM

machines near the resort hotel is also seen as beneficial since it provides guests with easy access to cash when needed. Finally, considering that guest satisfaction may be impacted by several different. To retain the resort hotel as a destination for staycations, ease, and accessibility to resort hotel facilities should be given adequate care and thought. Although these characteristics may change over time, according to Jang and Wen (2020), changes in attribute significance imply that hotel management should routinely analyze features that become more (or less) significant to avoid underinvestment (overinvestment). Furthermore, to maintain a competitive edge and attract more tourists, it is important for resort hotels to continue innovating their services and enhancing their facilities.

Table 4

Differences in level of implementation on health and safety protocols when grouped to profile variables

	Age	$\lambda 2c / U$	p-value	Interpretation
Guest Handling Policy		1.734	0.629	Not Significant
Reception and Concierge		1.676	0.642	Not Significant
Rooms and Housekeeping		1.809	0.613	Not Significant
Sex				
Guest Handling Policy		16110	0.002	Significant
Reception and Concierge		15913	0.001	Highly Significant
Rooms and Housekeeping		15296.5	0.000	Highly Significant
Type of Tourist				
Guest Handling Policy		2256	0.066	Not Significant
Reception and Concierge		2509.5	0.204	Not Significant
Rooms and Housekeeping		2189.5	0.045	Significant
Purpose of Visit				
Guest Handling Policy		0.995	0.608	Not Significant
Reception and Concierge		0.542	0.763	Not Significant
Rooms and Housekeeping		3.019	0.221	Not Significant
Frequency of Visit				
Guest Handling Policy		10.081	0.018	Significant
Reception and Concierge		13.715	0.003	Significant
Rooms and Housekeeping		13.957	0.003	Significant

Legend: Significant at p-value < 0.05

Table displays the comparison of responses on the guest level of implementation on health and safety protocols when grouped according to profile. Based on the result, there was a significant difference when grouped according to sex and frequency of visit since the resulted p-values were less than 0.05 alpha level. This means that the responses vary significantly and based on the post hoc test conducted, it was found out that female and those who visit once a year have greater assessment on the implementation.

Women are increasingly dominating the global tourist sector, according to Bond (2019). Women are earning more, spending more, and having a greater impact on the tourist business at all levels. Females migrate in a distinct manner from men. In comparison to 72 percent of guys, more than 87 percent of ladies say they visit for the lovely landscape. Before arranging a trip, females often spend more time planning it, researching places, and consulting with friends and family. As a result, they have higher expectations for excellent lodgings, well-maintained amenities, nice staff members, and speedy service (Bond, 2019). This indicates that females are more inclined than males to seek out places with features geared toward women. Female customers and those who visit once a year are more likely to expect high-quality service, well-maintained facilities, and nice staff members in the hospitality business. This implies that companies in the industry should prioritize hiring qualified employees who can provide excellent customer service. Furthermore, firms must always keep their premises clean and well-maintained. Finally, companies should strive to establish a happy and inviting environment for their customers. They can ensure that female customers have a pleasant experience and come again and again by doing so.

In addition, there was also a significant difference on rooms and housekeeping when grouped according to type of tourist since the resulted p-value of 0.045 as less than the alpha level. This only shows that responses vary, and this was observed on local tourist. Local tourist and people who visit once a year has been significant

to rooms and housekeeping. This was clearly shown that the expectation of the tourist for a staycation resort hotel absolutely supply and really assure the type of genuinely feasible care in providing a well-groomed room and very safe for the most part stay while inside the hotel in a huge method. Cleanliness is supreme when a guest needs to book a hotel. The most significant factor hotels need to focus on is understanding the importance of hygiene and sanitation (Sahmad, 2019).

The operation of all accommodation establishments in the Philippines is governed by the Department of Tourism and the Inter-Agency Task Force. Hotels must first get a Certificate of Operation (DOT, 2020). According to Leslie (2020), only those who have been awarded the certificate can continue operations. DOT's defined requirements are difficult to meet, and it takes a significant amount of time and money for hotels to properly adapt to such regulations and be granted a Certificate to Operate. Hotels that embrace cleanliness and exceptional service are now ready to welcome visitors, fueled by their dedication to serve.

Looking for a travel destination in the Philippines tourist tend to take time looking for a new location that deals with great impact on their satisfaction. local tourists are looking for a place where they can relax and spend their time leisurely, so they take time to find a more pleasing and safer establishment. The Philippine tourism industry has been making great strides in the past few years. but with the effect of the Covid-19 epidemic, many people have become cautious in selecting a new place for their travel destinations. People have become reliant on the protocols and regulations set by the DOH and DOT to mitigate the risks of traveling to destinations. This is evident with local tourists as they are more likely than international tourists to visit an establishment for the first time. This is likely because local tourists are more likely to make choices based on their needs and wants rather than on what other people may say or recommend.

Table 5 illustrates the comparison of responses on the guest level of satisfaction when grouped according to profile. Based on the result, there was a significant difference when grouped according to sex since the resulted p-values were less than 0.05 alpha level. This means that the responses vary significantly and based on the test conducted, it was found out that female are more satisfied than male with facilities, amenities, and customer service.

Table 5

Differences in assessment on level of guest satisfaction when grouped to profile variables

	Age	λ_{2c} / U	p-value	Interpretation
Facilities		2.619	0.454	Not Significant
Amenities		0.32	0.956	Not Significant
Customer Service		3.801	0.284	Not Significant
	Sex			
Facilities		15973	0.001	Highly Significant
Amenities		16919	0.019	Significant
Customer Service		15655	0.000	Highly Significant
	Type of Tourist			
Facilities		1947.5	0.011	Significant
Amenities		2458	0.167	Not Significant
Customer Service		2101	0.027	Significant
	Purpose of Visit			
Facilities		2.223	0.329	Not Significant
Amenities		3.226	0.199	Not Significant
Customer Service		3.222	0.200	Not Significant
	Frequency of Visit			
Facilities		4.848	0.183	Not Significant
Amenities		9.237	0.026	Significant
Customer Service		6.492	0.090	Not Significant

Legend: Significant at p-value < 0.05

Female respondents are very easy to please and have a greater degree of appreciation than male respondents in terms of facility amenities and customer service. Female responders also have greater expectations and want more structured and thorough instructions. Female respondents' expectations of resort hotel facilities, amenities,

and customer service are relatively conservative; hence, the services and accommodations they have gotten have had a great influence on them and being observant and assessing has been part of their behavior. According to Gumaste (2019), the most important distinctions between male and female were with males scoring higher in room rate, establishment location, reputation, and complementary breakfast while females are more concerned in the convenience of the front desk system, amenities, and facilities. It has been noticed that resort hotels place a greater emphasis on amenities and procedures that are seen to be important in building customer value and loyalty.

In Addition, Patterson (2017), a new discovery, women have more rods and cones in their eyes than males. This enables women to notice more detail, which explains why men may see a clean space while women perceive a filthy one. Men are unconscious of their existence because they cannot detect dust and finer particles as well as women. This was the reason why females place a higher value on the cleanliness of resort hotels and the friendliness of the employees. Women travelers prefer to stay in hotels that offer high-quality services and amenities, as well as those that prioritize their guests' comfort and safety (Gumaste 2019).

As to type of tourist, responses differ statistically on facilities ($p = 0.011$) and customer service ($p = 0.027$). This means that there was a significant difference observed and these difference lies on those who are local tourist. Due to border controls and travel limitations, local tourists dominated this survey more than their international counterparts. It has been demonstrated that they have a higher level of certification and expertise with resort hotel facilities and customer service. Tourists favor and consider hotel selection criteria, which are important in the information search and alternative selection processes (Kim, & Kim, 2022).

According to Sahmad (2019), the hotel business is dominated by the need for a one-of-a-kind, guest-centric experience that focuses on providing a positive experience for the consumer by optimizing service and fostering connections. Customers are more inclined to make more purchases or return to a hotel where they have previously been if they have had a pleasant experience. Based on their positive experience, most of them will suggest it to their family and friends.

One of the most important things in earning customer loyalty is maintaining a clean hotel and providing excellent customer service. Following their visits, many hotel visitors will post evaluations online. As a result, it makes sense to provide the finest possible experience while also creating the most comfortable and sanitary atmosphere imaginable. When a guest enters into your hotel, he or she is inspecting the cleanliness of the establishment. Not only should the guest stars' room be very clean, but so should the front desk, lobby area, and corridors leading to their room. Going above and beyond satisfying customer expectations indicates exceptional customer service is in practice. According to new study commissioned by P&G Professional TM, 78 percent of hotel guests say cleanliness is the most critical factor influencing their decision of where to stay (Cresswell, 2019). Guests require and expect a clean bed, especially when it comes to bedding, as well as a sparkling toilet and bathroom and a high degree of overall cleanliness in their accommodation.

Lastly, there was significant difference on amenities when grouped according to frequency of visit since the resulted p-value of 0.026 was less than the alpha level. This only shows that the responses differ, and this was found out on those who visit the resort hotel once a year. When tourist plan to travel and book accommodations, they often search for resort hotels they have never been to before. Acquisition of resort hotels information can reduce the risk of choosing poorly (Kim, & Kim, 2022). However, studies show that customer are now demanding than ever and are aware of all the options they get to choose from. That is why it is crucial for hoteliers to offer something special for their potential guests. This way they increase the chances for bookings, amenities of an establishments like free Wi-fi or complimentary breakfast can be key factors in choosing the property, special benefits are especially important for travelers who are looking for efficiency and comfort. Some OTAs have already realized the power of extra benefits (Ferenczuk, 2018). The more special amenities you offer, the higher it lists your property in the rankings.

Table 6*Relationship between health and safety protocols and level of guest satisfaction*

Guest Handling Policy	rho-value	p-value	Interpretation
Facilities	.785**	0.000	Highly Significant
Amenities	.669**	0.000	Highly Significant
Customer Service	.743**	0.000	Highly Significant
Reception and Concierge			
Facilities	.790**	0.000	Highly Significant
Amenities	.712**	0.000	Highly Significant
Customer Service	.759**	0.000	Highly Significant
Rooms and Housekeeping			
Facilities	.762**	0.000	Highly Significant
Amenities	.703**	0.000	Highly Significant
Customer Service	.750**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table displays the association between level of resort hotel implementation on health and safety protocols and level of guest satisfaction. It was observed that the computed rho-values indicates a strong direct correlation, and the resulted p-values were less than 0.01 alpha level. This means that there was a significant relationship exists and implies that the better the implementation, the more that the guest are satisfied.

The researcher posits that tourists want better implementation of facilities, amenities, and customer service as these factors trigger the satisfaction level of the guest. Guests want a better experience so that they can have a more positive memory of their trip. Others might want better amenities and customer service so that they can have a more comfortable or luxurious trip. And some guests might want better facilities and amenities so that they can have more fun or activities to do during their stay. Ultimately, guests want the better implementation of facilities, amenities, and customer service because they are satisfied with the result. Some simple changes, such as adding new attractions or improving existing ones, can make a big impact on guest satisfaction levels (Satyendra, 2020). Destinations should keep an eye on how satisfied guests are with the overall implementation of facilities, amenities, and customer service. This can help them make necessary adjustments to improve guest satisfaction even further.

4. Conclusion and Recommendation

From the gathered findings of the study, the following conclusions were drawn based on the findings of the study, majority of the respondents are Generation Z which from ages 18-24 years old, female, local tourist, the purpose of visit is for leisure and stayed in the resort hotel at least once a year during the pandemic period of year 2019. It can be inferred from the data that resort hotels in the province of Batangas have implemented the health and safety of guest customers through guest handling as assessed by the guests. The points of their implementation include monitoring the visitor's body temperature upon arrival and requiring their guest to complete a health declaration form at check-in, which have been the top priorities of any establishment in accordance with the DOT rules. Furthermore, the guest noted that relevant information materials concerning safety instructions are supplied to each guest. Respondents also agreed on their satisfaction with the availability of a medical kit and PPE supplies at the reception or desk, indicating that resort hotels are prepared to supply guests with the need for medical attention and making sure that protective equipment can be provided if needed by their guests and employees. In addition, the guest also noticed that the establishment is implementing contactless greeting of Filipino brand service (FBS) or "Mabuhay Gesture" making sure that guest communication is still being performed.

Respondents feel satisfied with the new standards of cleanliness of their rooms and practices procedures done by the housekeeping, and unanimously satisfied with the proper handling of rooms linens, mattresses and pillows thoroughly cleaned and decontaminated in accordance with DOT guidelines to prevent potential breeding ground for germs to be spread. In addition, it is also observed that resort hotels strict compliance to

only single up to double room occupancy is being implemented. When it comes to resort hotel facilities respondents are unanimously satisfied with the cleanliness of rooms, cottages, comfort rooms/public comfort rooms, indicating that the establishment prioritizes a safe environment for its visitors. Furthermore, the guest is satisfied with the establishment's facilities by having enough parking space available for their visitors at the resort hotel. Moreover, the availability of standard amenities such as an adequate supply of soaps, alcohol-based hand sanitizer, toilet paper, and paper towels in the establishment's restrooms to promote hygienic practices and the right schedule for room service are observed as satisfied as determined by resort hotel guests.

The resort hotel management in the Province of Batangas bears considerable responsibility for implementing safety and security within the facility while maintaining the sense of satisfaction defined by their visitors. Furthermore, contentment on good customer service practices performed by staff is realized as assessed by the visitors and are impressed with the sanitation practices implemented by resort hotels in order to prevent the spread of the virus. Lastly, based on the study findings, which revealed that there was room for improved implementation of guest-customer health and safety, as well as further development of the satisfaction levels felt within the resort hotels in the province of Batangas.

Considering the findings and conclusions from this study, the following recommendations were endorsed. Since there was room for improvement, resort hotel owners and the Department of Tourism (DOT) may require resort hotels to provide feedback forms and survey to be able to determine the applied health and safety protocols being conducted for future reference in same scope of research. To further insure and improve the health and safety of the resort hotel guest and its employees are to adapt in using new technologies like infrared thermographic systems/ thermal imaging systems as an alternative than ordinary thermal scanners in inspection a person's body temperature. Thermal imaging systems can be handled by the person in charge without physically close to the person being evaluated thus proven scientific studies show that, thermal imaging systems generally measure surface skin temperature accurately than the typical forehead thermal scanner that requires close or physical contact. In addition to the use of new technologies resort hotels may provide their own software application to adapt to market changes. In which has been particularly developed to function on a mobile device. Resort Hotels can choose which services to include to engage with those services, which including virtual or online check-in, digital, virtual, or QR code replacement for room keys, and other resort hotel reference guide for using establishment services including restaurants, pools, and so on. Adopting digital solutions, including as check-in kiosks and in-room tablets, can optimize the guest experience by allowing guests to have everything they need on mobile phone to reducing touchpoints to maintain staff and guest safety and well-being is critical for hoteliers while maximizing guest communication and experience.

The Resort Hotels may formally establish their own Resort Hotel Resiliency Program. To gauge their awareness of the policy and protocols, establishments can conduct new training sessions on physical distance, safety, and health with their employees. To alleviate the employees' fears and anxiety caused by the pandemic, hotel management can inform the employees about the property's current economic status. Furthermore, resort hotels may design and analyze ways to control operational risks in order to enhance the resort hotel's disaster preparedness to safety and security. Establishments that are mostly in remote place may advertise the address of their business establishment in every well-known GPS application in the Philippines for easy accessibility of the establishments, may also consider directional/ wayfinding signage by securing a building permit at the Office of the Building Official (OBO). Lastly researchers may conduct a similar study in Batangas Province health and safety protocols to determine how the perception of the resort employees and guest in terms of implementation of health and safety have changed after the pandemic. Similar studies can also be conducted in the other province, including related variables not included in the study, such as organizational resiliency and organizational responses to crisis.

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