

Business Potential and Sustainability of Domestic Tourism in The Province of Iloilo, Philippines: MSMEs Nexus' in Post COVID-19 Pandemic Milieu

Ma. Gerlia Aujero- Blanza

West Visayas State Univeristy-Lambunao Campus, Iloilo, Philippines

Abstract: Articles, working papers, and case studies, among others, about the impacts of the COVID-19 pandemic on the tourism industry have increased in academic and scientific journals in the past few years. However, few have indulged in getting to know the positive impacts of the pandemic on the domestic tourism sector in the context of Micro, Small, and Medium Enterprises (MSMEs) in the Province of Iloilo. This study aimed to examine domestic tourism trends regarding income and arrivals covering the years before the onset, when, and when the industry started recovering from the COVID-19 pandemic. The study also surveyed 380 respondents to establish empirical data regarding the relationship between business potentials and sustainability of MSMEs as it steps into the post-COVID era. The results revealed a significant kick-off in tourism arrivals and income. Although the business potential of the MSMEs, such as products and services, people, finances, customer and market, technology, and production capability, are strongly correlated with domestic tourism sustainability, results have shown to have a “Moderately High” level. The results suggest nurturing the MSMEs and taking action to induce sustainability of the domestic tourism sector in the Province of Iloilo.

Keywords: Business Potential, Domestic Tourism, MSMEs, post-COVID-19, sustainability

Suggested Citation: Blanza, M. G. A (2023). Business Potential and Sustainability of Domestic Tourism in The Province of Iloilo, Philippines: MSMEs Nexus' in Post COVID-19 Pandemic Milieu. *TEAM Journal of Hospitality and Tourism*, 20(1), 119-134

Introduction

Tourism development facilitates economic upheavals (Pillai, 2011; Ekanayake & Long, 2012; Zaei & Zaei, 2013; Meyer & Meyer, 2015; Yehia, 2019) and allows accession to various social services such as health, education, and culture, which have improved the living conditions and well-being of people in the community (Wang, & Ma, 2015; Zhuang, et., 2019). In this stance, medium-sized, small- and micro-enterprises (MSMEs) have notably been recognized for supporting neighborhood changes (Parameswari & Silaswara, 2021).

Prior to the COVID-19 pandemic, the tourism sector was considered one of the generators of one in four new jobs created in 185 countries (including the Philippines) and 25 regions worldwide, which contained 10.4 percent of the global GDP (\$9.2 trillion)(World Travel & Tourism Council-WTTC, 2021). In 2019, tourist expenditures soared to \$1.7 trillion, and in the Philippines, tourism's direct gross value added (TDGVA) has made a 12.7 percent (expressed in GDP) contribution to the economy (PSA, 2020). The domestic tourism expenditures, which cover expenditures of resident visitors within the country either as a domestic trip or part of an international trip (Simoni & Mihai, 2012), had grown by 10.4 percent, from PHP 2.85 trillion in 2018 to PHP 3.14 trillion in 2019

Correspondence: Ma. Gerlia Aujero- Blanza; Email: mgblanza@wvsu.edu.ph

representing 22.0 percent of the household final consumption expenditure of the tourist. PSA (2020) emphasized that this expenditure mainly came from Accommodation Services for Visitors, Miscellaneous, and Country-specific Tourism Characteristic Services, with 9.9 percent, 11.5 percent, and 9.7 percent growth, respectively.

In the latter part of 2019, the world was shuttered because of COVID-19 and its effects on people's health and global economic, political, and sociocultural systems (Jaipura *et al.*, 2020; Sigala, 2020; Gössling *et al.*, 2020). In 2020, the decline in international tourism was equivalent to a loss of approximately 1 billion tourist arrivals and \$1.1 trillion in international tourism receipts (UNWTO, 2020) as a result of an estimated 120 million direct tourism job cuts, seven times the impact of 9/11 and the largest in human history (Altuntas & Gok, 2021). This drop in foreign tourism resulted in an anticipated economic loss of more than \$2 trillion in global GDP in 2019, which is more than 2 percent of the world's GDP, as such, critical to the hospitality and tourism sectors (Rivera, 2020).

The COVID-19 pandemic had been a cause to 5.4 percent decrease in the contribution of TDGVA to the Philippine GDP in 2020, which amounted to PhP 973.31 billion or -61.2 percent compared with PhP 2.51 trillion in 2019 (PSA, 2020). Yap (2020) added that part of these losses was due to an approximately 1.4 million tourist drop in Western Visayas, which comprises the provinces of Aklan, Antique, Capiz, Guimaras, Iloilo, and Negros Occidental. This is also the lowest contribution of the industry to the country's economy in two decades (from 2000) which has snapped the sector's 11 straight years of growth Tirona (2021).

Tirona (2021) added that the COVID-19 pandemic had shifted the interest of the Ilonggos to domestic travel and visitation to various tourism destinations located in different municipalities in the Province of Iloilo, which paved the way for the emergence of this sector. To name a few among others are Nasadjan Falls and Mount Nalupak in Igaras (First District); Pineridge Bucari Mountain Resort in Leon (Second District); Sun Flower Farms in Pototan and Barotac Nuevo (Third and Fourth District); David's Viewing Deck, Sento Diyes, and Balay na Bato in Calinog (Third District); Costa Buena Inland Resort in Dumangas and RGL Inland Resort in Duenas (Fourth District); the Viewing Deck and Landmark in San Rafael, Iloilo (Fifth District). Some or either surrounding these destinations is MSMEs which have benefited from the sudden influx of domestic tourists during the pandemic.

MSMEs in the Philippines confronted a sharp drop in demand and revenue during the COVID-19 pandemic (Shinozaki & Rao, 2021). However, Yap (2021) states that the pandemic has also contained the economic activities in the province and has temporarily remedied and alleviated the conditions of the local economy, which have plummeted because of the COVID-19 pandemic crisis.

The impacts of the pandemic have been the subject in the past few years, but there is a dearth of published works on the Philippines' domestic tourism. Such study variance does not significantly add to the corpus of knowledge, making it of limited value to academics and decision-makers (Sharma *et al.*, 2021). Many authors have reported on the negative impact of COVID-19 on tourism (Sharma & Nicolau, 2020; Škare *et al.*, 2021) as well as the socioeconomic disturbances felt by communities around the world (Soofi *et al.*, 2020; Tsionas, 2020). However, this study specifically focuses on the positive effects of the pandemic on domestic tourism in the Province of Iloilo, wherein the good things were viewed among MSMEs that have shown business potential.

Related Literature and Development of Research Questions and Hypotheses

This study was derived from Ulrich Beck's "Risk Society" framework, which he coined in 1989. In this paradigm, Beck regarded crises as a result of modernity or the creation of industrialization, such as COVID-19, as preventable and even as a means to greater growth and opportunity, notably in the tourism sector. Part of the research in developing this framework was regarding how hazards and dangers scientifically produced in growth

and development might be prevented, rendered harmless, dramatized, and diverted away (Cheer *et al.*, 2021). The approach in this study was able to project how the COVID-19 pandemic provided tourism-related opportunities.

Domestic Tourism During COVID-19 and its Pathway to Recovery

In the gist of the research literature, various authors were able to conduct travel and tourism researches that caused disruption to global tourism and showed a behavioral change of tourists to the new normal (e.g., Sigala, 2020; Gössling *et al.*, 2020; Sharma and Nicolau, 2020; Škare *et al.*, 2021). UNCTAD (2021) reported that terrorist attacks like 9/11 in 2001 and health epidemics such as SARS-CoV-2, MERS – CoV, Ebola, Swine flu, and many more have shaped the future behavior of tourists. However, Škare *et al.* (2021) claimed that the severity of COVID-19 is incomparable.

During the COVID-19 pandemic, governments of many countries have ordered partial and complete border closures and restrictions (Nicolaidis *et al.*, 2020) to contain the spread of the virus. As such, have led to a significant decline in travel from early 2020 onwards (Sigala, 2020). Following this was the gradual decline in international tourism due to the suspension of local and international flights (UNWTO, 2020; Gössling *et al.*, 2020; WTTC, 2021). Škare *et al.* (2020) state that the COVID-19 pandemic has caused not only a significant impact on public health but severely affected one of the linchpins of the global economy – the tourism industry.

In 2020, the financial repercussions of COVID-19 began to manifest as income from international travel and tourism industry decreased from the anticipated 711.94 billion US dollars to 568.6 billion US dollars, representing almost a 20 percent decrease. Europe accounted for the decline in revenues, decreasing from 211.97 billion US dollars in 2019 to 124 billion US dollars in 2020 (UNCTAD, 2021). Moreover, Statista (2020) reported a travel and tourism industry's employment loss of 100.08 million worldwide. The drop in the demand for tourists has also led to severe financial problems (Tsionas, 2020). South East Asian countries have been especially cautious in opening their borders to international travelers in the aftermath of the COVID-19 pandemic, and international tourism has suffered. The economic and social costs have been enormous (Sigala, 2020).

However, as people have started to adopt the new normal, and the COVID-19 pandemic has become the way of life, new opportunities were seen as part of recovery measures for the tourism sector. These include developing plans to help tourism's long-term recovery, encouraging the digital transition and transition to a greener tourism system, and reimagining tourism for the future (Tsionas, 2020). To this effect, even from the global perspective, domestic tourism is helping to soften the blow, at least partially, and governments have taken impressive immediate action to restore and re-activate the sector while protecting jobs and businesses (UNCTAD, 2021).

To provide relief for the battered sector, the UNWTO (2020) highlighted the importance of domestic tourism during the global economic recovery by presenting opportunities for destinations to recoup losses from COVID-19 in briefing notes. Helble and Fink (2020) further underlined that many countries expect domestic tourism to rekindle economic growth by redirecting tourists from overseas sites to local ones filling the gap in around half of the economies. As a result, this is an appealing choice, particularly when there are already sizeable domestic tourism markets. Domestic tourism assistance programs, travel bargains, and marketing support till overseas tourists return were also increased in Southeast Asian countries (Asian Development Bank-ADB, 2020).

Many countries' dependence on domestic tourism has been acknowledged even before the COVID-19 pandemic and historically outperformed international tourism across the globe (Meyer & Meyer, 2015). UNWTO data shows that in 2018, around nine billion domestic tourism trips were made worldwide – six times the number of international tourist arrivals (1.4 billion in 2018). In New Zealand, domestic tourists spent NZ\$23.7 billion annually compared to international tourists, who spent NZ\$12.7 billion per annum. This means that domestic tourists contribute to two-thirds of tourism expenditure in the country (Hussain & Fusté-Forné, 2021). In many

African countries, domestic tourism is regarded as more stable in many developing nations that have adopted it (Kabote *et al.*, 2017) because it is not sensitive to international interruptions of terrorism (Osiako & Szente, 2021), global financial crisis, and politics as foreign tourism (Mazhande *et al.*, 2020).

Meanwhile, for tourism-dependent economies, including small islands and developing countries such as Fiji, the Cook Islands, Palau, Maldives, and in the Philippines, Boracay Island, Gigantes Island, and Shicogon Island, domestic tourism is not a viable option for filling the gap (Takashi *et al.*, 2011). According to Talavera (2020), the people in these areas have less disposable income for leisure activities, and social distancing and other containment measures due to COVID-19 may make it difficult or unappealing. Tsionas (2020) added that when tourism attractions are geared toward foreign markets, it may take time to reorient toward domestic preferences. In many cases, spending is also a clear difference between domestic and foreign tourists (Ekanayake & Long, 2012).

Domestic travel in the Philippines has become the main priority as fewer people are likely to travel internationally after the pandemic (Lena, 2020). This is due to reduced incomes and travel budgets due to the pandemic's economic impact (Talavera, 2020). Domestic tourism expenditure was also expected to grow in the next five years from PhP 2.85 trillion in 2018 to PhP 3.14 trillion in 2019. As noted, about 10.8 percent of the 12.7 percent gross domestic product (GDP) share comes from domestic tourism, making it the biggest contributor to the tourism industry (DOT, 2020).

The reservoir of literature has already provided data on the impacts of COVID-19 to tourism industry and the part played by the domestic tourism sector in economic recovery (Helble & Fink, 2020). Many of these authors have projected for fast recovery of the industry due to many programs that were instilled by governments all over the globe, especially for the domestic tourism sector (e.g. Assaf & Scuderi, 2020; Hussain & Fusté-Forné, 2021). The World Tourism Organization -WTO (2022) recently released a statement that tourism recovery has gained momentum since January-December 2022 as restrictions ease and confidence for travel returns among tourists. In the context of this research, a timely mechanism concurs with recent tourism development plans was that of the Iloilo Provincial government and the Iloilo City Government (Lena, 2020). This project which Provincial Tourism Office initiated, can be a way to alleviate the impacts of the COVID-19 pandemic on the tourism industry. By pushing these strategies and promoting domestic tourism sites, it is, in a way, will optimize opportunities and business potentials of the destination sites and stimulate economic packages for the recovery of the tourism industry (Talavera, 2020). In order to check developments and growths in the domestic tourism sector in the province, the first research question was advanced.

RQ1: What was the trend in domestic tourism in the Province of Iloilo, and what have the income and arrival from 2018 to 2022?

Business Potential of Domestic Tourism and its Influence on Tourism Sustainability

It was mentioned that the TDGVA is considered the indicator of the business potential of tourism because this has detailed its contribution to the country's GDP (PSA, 2020). The TDGVA can be generated from different tourism potential indicators renamed into products and services, customers and markets, finances, people, technology, and production capability (Lo & Alejandro, 2022). According to Crotts *et al.* (2022), these indicators are often used to assess the industry's success probability.

While tourism products can be both tangible and intangible, tourism services are intangible (Payangan & Munk, 2018), but the quality of such can be measured based on the customer's perception, which affects quantifiable elements such as receipts and arrivals (Song *et al.*, 2010; Baggio, 2019). Products and services include quality food and beverage services, tour guiding services, attractions and activities, accommodation, and other related tourism support facilities and infrastructures, like transportation services (Ceylan & Ozelik, 2016; Dani & Rawal, 2019).

Wen *et al.* (2021) state that poor products and services can influence tourist receipts and arrivals. In comparison, satisfied customers and the sustainability of markets are often a consequence of offering quality products and services (Gaikwad *et al.*, 2021). Blanza (2020) states that these are also the indicators used in the strategies implemented to promote tourism and local travel in the Philippines, particularly in Region 6, wherein the Province of Iloilo is located. Such strategies are related to investments, linkages, and sustainability of the destinations, which have impacts on the destination's finances, application of technology, and production capability (Manzoor *et al.*, 2019). However, to offer quality products and services, the industry or a particular destination site must be able to produce (Zeng, 2018). The production capability also depends on various resources such as people, technology, and financial resources (Lo & Alejandro, 2022).

On the other side, domestic tourism sustainability can be measured in terms of economic, sociocultural, and even environmental aspects (Honey & Gilpin, 2009; Zaei & Zaei, 2013; Yehia, 2019). If these elements are sustained, the industry is expected to exhibit a commendable business potential that results in host communities' growth and development (Takashi *et al.*, 2011; Pilapil-Añasco, & Lizada, 2014). Catudan (2015) added that tourism as an economic strategy has brought some needed revenues and direct foreign investments to the Philippines and lured many future potential investors.

In addition, tourism sustainability can be realized by revitalizing its business potential (Chan, 2021), which is expected based on the forecasts of the DOT and PSA (Lena, 2020). However, Adel (2023) insists that the domestic tourism destination must have high-quality products and services to kick off for the better to impact customers and markets positively. Other business potential aspects must also be operational for these to be realized.

In the Philippines, the operationalization of the business potentials of the industry was felt due to the rebound and advancement of tourism since the opening of the country's borders with eased travel restrictions. Herein, domestic tourism is practiced by MSMEs as the strong "backbone" of the travel economy (The Philippine Daily Inquirer, 2022). In tally reports of the DOT in 2021, demands for domestic tourism in the Philippines have soared high that tallying 37,279,282 trips in 2021, a 38.16 percent growth compared to the 26,982,233 trips in 2020 (PSA, 2021). This indicates high business potential, although matters regarding sustainability are not guaranteed (Crotts *et al.*, 2022).

It is easy to associate business potential with tourism sustainability, and direct association is expected (Takashi *et al.*, 2011; Pilapil-Añasco, C. & Lizada, 2014; Gaikwad *et al.*, 2021). However, regardless of these premises, it is always easy to prove these guesses if studies are conducted; thus the following research questions and hypotheses were advanced:

RQ2. How do respondents assess domestic tourism's business potential and sustainability in the context of the MSMEs in the Province of Iloilo?

RQ3. How does domestic tourism's business potential influence sustainability in the Province of Iloilo?

H₁. Business potential had a significant positive correlation with the sustainability of domestic tourism.

H₂: Business potential significantly influenced the sustainability of domestic tourism in the Province of Iloilo.

Methodology

This study utilized descriptive and correlational design (Lau, 2017) to establish empirical data regarding domestic tourist destinations' business potential and sustainability, particularly MSMEs in the Province of Iloilo. Before conducting the survey, tourism arrivals and income from 2018-2022 were gathered from the Iloilo Provincial Tourism Office to establish the status of domestic tourism. The data were presented using the line graph. Consequently, a survey was conducted to determine domestic tourism's business potential and sustainability in the Province of Iloilo using a researcher's self-made survey questionnaire. These survey questionnaires have the

respective Cronbach Alpha values of 0.88 and 0.79 and use the Five-Point Likert Scale Format (Mcleod, 2023). Domestic tourism's business potential was measured by products and services, customers and markets, finances, technology, and production capability (Crotts *et al.*, 2022).

On the other hand, the sustainability of domestic tourism was measured in terms of socioeconomic indicators (Blanza, 2020). Data were gathered from 380 randomly selected respondents composed of owners, managers, and employees of MSMEs located near the domestic tourism sites (or a domestic tourism site itself) in the Province of Iloilo. The survey questionnaires were distributed online and face-to-face to the respondents during the second quarter of 2022.

The descriptive data analysis was conducted using the mean and standard deviations. Since the study posited to inquire, "How does domestic tourism's potential business influence sustainability in the Province of Iloilo?" two research hypotheses were advanced. Hence, data analysis such as the Pearson product-moment correlation or Pearson's *r* and Stepwise Multiple Regression Analysis (MLRA) was used for inferential statistics (Hassan, 2022). The basis for accepting and rejecting the hypothesis was set at 0.05 alpha.

Results and Discussions

Domestic Tourism Trends in the Province of Iloilo in Terms of Arrivals and Receipts in the last five years (2018-2022)

Data in Figure 1 show that the domestic tourism arrival in the Province of Iloilo still increases from 2018 to 2019 (340, 804 to 381, 610). Data also revealed that the tourist income from 2018 to 2022 is directly proportional to the tourist arrivals in the same fiscal years. As indicated in Figure 2, a significant increase in domestic tourism income was realized from 2018 to 2019, or PhP 6 billion and 6.8 billion, respectively, or growth of approximately 11.7 percent. These results imply that domestic tourism in the province grew before the COVID-19 pandemic. This also indicates that these sites have gained domestic tourists' interest and that the latter preferred visiting local tourist attractions instead of destinations outside the province and even the country. Results also suggest that domestic tourism in the Province of Iloilo may have significantly contributed to the country's TDGVA from 2018-2019, supporting the reports of PSA (2020).

However, a significant drop from 381,610 to 66,548 in tourist arrivals, or approximately 83 % decrease, was revealed between 2019 and 2020. As the COVID-19 pandemic continued, tourist arrivals dropped to their lowest in 2021 (56,146). Consequently, the decrease in arrivals decreased domestic tourism receipts during these years. It was indicated in the decrease from approximately PhP 6.8b in 2019 to PhP 1. 19b in 2020 and approximately PhP 1.5b in 2021. These findings imply that the COVID-19 pandemic negatively affected the domestic tourism sector in the Province of Iloilo, and such results have supported the claims of many authors (e.g., Sigala, 2020; Gössling, Scott, & Hall, 2020). Similarly, the results conformed with Sharma and Nicolau (2020), and Škare *et al.* (2021) that the COVID-19 pandemic has affected all aspects of human life and economic activities were transformed into socioeconomic disturbances felt by communities worldwide (Soofi *et al.*, 2020; Tsionas, 2020), particularly in the Province of Iloilo, as manifested by the declining domestic tourism arrivals and receipts.

These findings support the arguments of Yap (2020) that the Province of Iloilo has contributed to the tourist drop in Western Visayas. The cause is mainly the COVID-19 pandemic, which according to Tirona (2021), was the lowest in at least two decades from 2000 to 2020. Yap (2020) also explained the tourist drop due to mandated lockdowns, border restrictions, and banning domestic flights, which deprived the province of receiving tourists. Conversely, results manifest the realization of Ulrich Beck's "Risk Society" framework. The results also supported the claims of Cheer *et al.*, (2021) that crises like COVID-19 can provide tourism-related opportunities.

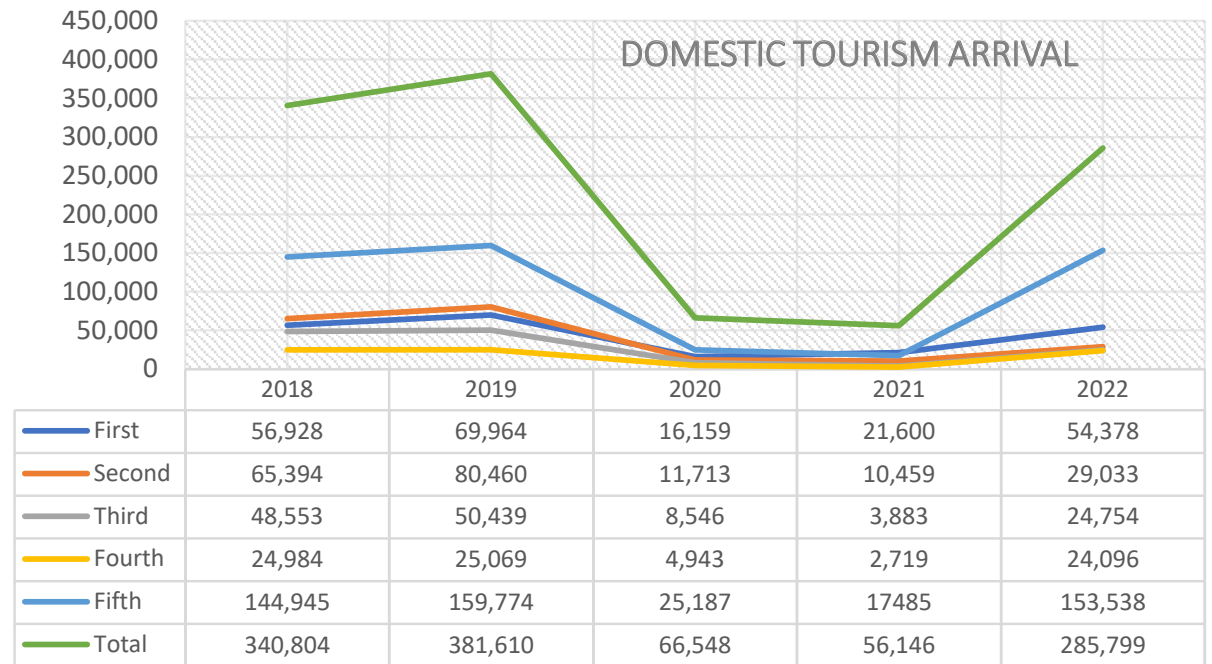


Figure 1. Domestic Tourism Arrivals in the Province of Iloilo from 2018-2022 (Source: Iloilo Provincial Tourism Office)

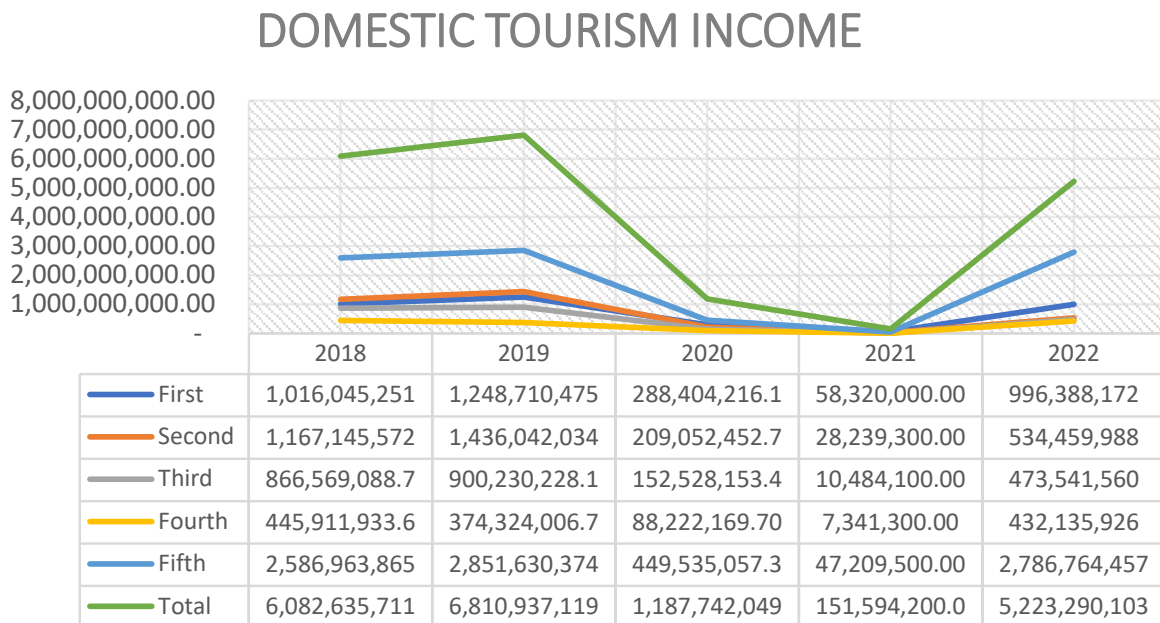


Figure 2. Domestic Tourism Receipts in the Province of Iloilo from 2018-2022 (Source: Iloilo Provincial Tourism Office)

Business Potential and Sustainability of Domestic Tourism in the Province of Iloilo

Results in Table 1 show the business potential of domestic tourism in the Province of Iloilo regarding business operational aspects such as products and services, customers and market, finances, people, technology,

and production capability was rated “Moderately High.” This finding was indicated in the mean scores, which fell within the 2.50-3.49 scale range. The finding supported the data pattern presented in Figures 1 and 2. The results suggest that the domestic tourism sector represented by the Province’s MSMEs has the potential to contribute to the country’s TDGVA through the given indicators discussed by Lo and Alejandro (2022). These results are actually in accord with the claims of many authors that tourism and the activities related thereto are facilitative to the socioeconomic success of host communities (e.g., Pillai, 2011; Ekanayake & Long, 2012; Meyer & Meyer, 2015; Wang, & Ma, 2015; Zhuang, *et al.*, 2019). Notwithstanding, the undeniable harmful remnants of the impacts of COVID-19, which were demonstrated in many studies (e.g., Gretzel, *et al.*, 2020; Gössling, *et al.*, 2020; Altuntas & Gok, 2021; Abbas, 2021; among others) may be one of the reasons that curtail the advancement of the domestic tourism sector in terms of the operational aspects of the business potentials espoused in this study. Tirona (2021) even states that during COVID-19, the tourism industry had its lowest contribution to the Philippine economy for the past two decades, starting in 2000.

At some point, these results can also be due to hesitation among MSMEs to put extra effort into support for the sector, especially in putting some capitalization which will somehow strengthen the finances of the business sector. If otherwise, all other business potentials can be nurtured, starting with diversification and enhancing the quality of products and services. As a multiplier effect, it will also encrypt a positive market image resulting in increased business potential in terms of customer and market (Song *et al.*, 2010; Payangan & Munk, 2018; Baggio, 2019). Also, due to abridged capitalization, the business potential of MSMEs in terms of people and technology was curtailed, thus resulting in limitations in production capability (Zeng, 2018). This is similar to the arguments raised by Lo and Alejandro (2022), who affirmed the significance of resources such as man, machine, money, and methods.

The findings also reveal that the sector’s sustainability was “Moderately High,” as indicated in the obtained mean score of 3.29. It is indicative in the results that domestic tourism in the province, which the MSMEs embodied, had just started to evolve for the better as a destination itself. Although Yap (2021) claimed that domestic tourism had emerged to have remedied and alleviated the conditions of the local economy due to contained economic activities due to the COVID-19 pandemic, some grey areas might still have hampered the sustainability of the sector. Again, we can relate sustainability with how the MSMEs prosper using the various business operational aspects. Many authors have reiterated such opinions (e.g., Takashi *et al.*, 2011; Pilapil-Añasco & Lizada, 2014). On the other hand, the results also construe that the MSMEs have yet to sustain their operation during the COVID-19 pandemic due to a lack of financial capabilities. This may influence access to a network of suppliers due to constraints in the supply chain flow because of border restrictions brought about by the pandemic. Altunas and Gok (2021) and Abbas *et al.* (2021) have emphasized that the health communication strategies and measures (e.g., social distancing, travel, and mobility bans, community lockdowns, stay-at-home campaigns, self- or mandatory-quarantine, curbs on crowding) have affected the travel and tourism industry as well as other related industries.

It can also be intruded that the “observed” phenomenal influx of visitors in the domestic tourist destinations around the province, which was claimed by Yap (2021) to alleviate the local economy during the pandemic, is not an indicator of business potential as well as the sustainability of domestic tourism sector particularly of the MSMEs in the Province of Iloilo. This might also be an explanation for the claims of Shinozaki and Rao (2021), emphasizing that MSMEs in the Philippines have suffered in terms of demand and revenue during the COVID-19 pandemic, and no studies have ever attested to the phenomenal influx of tourists in MSMEs can promote its business potential as well as sustainability.

On the other hand, although domestic tourism arrivals and receipts patterns are showing the revenge of the industry, the results have made it clear that this particular sector of the industry is still mending and far and beyond as much as the pre -COVID growth.

Table 1. Business Potential and Sustainability of Domestic Tourism in the Province of Iloilo

Variables	Mean	Verbal Interpretation	SD
Products and Services	3.39	Moderately High	0.3503
Customers and Market	3.18	Moderately High	0.3957
Finances	3.22	Moderately High	0.4075
People	3.21	Moderately High	0.3761
Technology	3.23	Moderately High	0.4398
Production Capability	3.21	Moderately High	0.3761
Sustainability	3.29	Moderately High	0.2827

Business Potential and Sustainability were measured using the following scale and interpretations: 1:00-1.49 (very low); 1.50-2.49 (low); 2.50-3.49 (moderately high); 3.50-4.49 (high); and 4.50-5.00 (very high).

Relationship between Business Potentials and Sustainability of Domestic Tourism in the Province of Iloilo

Results (Table 2) show that domestic tourism's business potential of MSMEs in the Province of Iloilo, namely, products and services, customers and market, finances, people, technology, and production capability, strongly correlate with sustainability. This was indicated in the respective r values of 0.563, 0.719, 0.510, 0.833, 0.551, and 0.672. The relationships are also statistically significant, as indicated in the p - values of $0.000 < 0.05$. Henceforth, given this evidence, the first hypothesis was rejected at a 0.05 significance level. This finding indicates that overall business potential has a significant positive correlation suggesting that higher business potentials are associated with high levels of sustainability.

The finding implies that all potential business indicators are critical to the long-term viability of the tourism industry, particularly the domestic tourism sector and all related activities. As a result, if these indicators are nurtured and enhanced, sustainable tourism can be anticipated. Many authors have already supported these arguments. Dani and Rawal (2019) emphasized the viability of products and services in enhancing customer perceptions and repeat market intentions. Baggio (2019) argued that enhanced customer perception through the delivery of quality products and services impacts increased arrivals and receipts. Gaikwad *et al.* (2021) supported this claim as they emphasized that satisfied customers and the sustainability of markets often result from offering quality products and services. In addition, it is undeniable that capitalization is important for nurturing other aspects of conducting business, such as hiring qualified staff as a provider of products and services. Money is also important in putting up tourism support infrastructures involving technology to cope with the trend of time (Lo & Alejandro, 2022). Lastly, Chan (2021) also stated that tourism sustainability could be realized by revitalizing its business potential (Chan, 2021) or making all business potential aspects operational (Adel, 2023).

The strong relationship between business potential and the sustainability of domestic tourism can also be explained statistically. This can be done by computing the coefficient of determination (r^2). For example, for products and services, $r^2 = 0.3169$ or 31.69 percent of the variability of the said variable can explain domestic tourism sustainability, which is quite high, leaving the rest ($1-r^2$) or 68.31 percent to other factors that are not included in the study. For customers and market, the $r^2 = 0.5169$ or 51.69 percent of its variability affects sustainability; for finances, the $r^2 = 0.2601$ or 26.01 percent; people, $r^2 = 0.6938$ or 69.38 percent; technology, $r^2 = 0.3036$ or 30.36 percent; and production capability, $r^2 = 0.4516$ or 45.16 percent. The findings indicate that the "people" variable has the most variability to affect domestic tourism sustainability, indicating that this variable has emerged as the most significant business potential indicator likely to affect sustainability. It is known that during crises like the COVID-19 pandemic, those who have devoted their lives to the industry suffer the most. Domestic tourism is a sector where "people," particularly those on the supply side, contribute to the industry's success. Numerous publications (Jaipura *et al.*, 2020; Sigala 2020; Gössling *et al.*, 2020; Abbas *et al.*, 2020; Altuntas

& Gok 2021) have reported that many people lost their jobs during the pandemic. Consider how individuals engage in economic reform during and after the epidemic as the health protocols and measures are relaxed due to stabilizing the situation (Yap 2021).

Table 2. Pearson's r Results in the Relationship between Business Potentials and Sustainability of Domestic Tourism in the Province of Iloilo

Independent Variables	Dependent Variable	r	p -value
Products and Services	Sustainability	0.563	0.000*
Customers and Market		0.719	0.000*
Finances		0.510	0.000*
People		0.833	0.000*
Technology		0.551	0.000*
Production Capability		0.672	0.000*

*significant@<0.05

Predictors of Sustainability of Domestic Tourism in the Province of Iloilo

Subsequently, correlation and regression do not necessarily imply causation and other factors may contribute to sustainability beyond the business potential. The researcher advanced this by predicting if business potentials can significantly influence sustainability. Thus, stepwise multiple regression analysis (MLRA) was performed to predict the sustainability of domestic tourism in the Province of Iloilo based on the available independent variables: product and services, customers and market, finances, people, technology, and production capability. Results show that the overall model was significant at p -value =0.000<.05. Since there are strong and positive correlations between business potential and sustainability, this study intends to give a definite prediction for long-term positive correlations between the two correlated variables (Mcleod, 2023).

The result of the multiple regression correlation coefficients (R) is 0.805 with a coefficient of determination $R^2= 0.6480$, indicating that the independent variables share approximately 64.80 % of the variability. Moreover, putting this into perspective, this leave (1- R^2) or 35.2 percent of the variability still to be accounted for by other variables which have not been covered in the present investigation. Although these business potential aspects were described by Lo and Alejandro (2022) and were argued by Crotts *et al.* (2022) to have vital importance in the success of the tourism industry, results attest that there are still other factors that may affect the sustainability of domestic tourism. Since the study was conducted right during the recovery period of the tourism industry in the Province of Iloilo, the findings would have to reconsider that there are still undeniable circumstances that might affect tourists' travel decisions. Thus, it must, directly and indirectly impact tourism sustainability (Tsionas, 2021). A portion of this intention may also be attributed to curiosity. However, this may be one of the gaps to be resolved in future research because there is no hard evidence in any of the sections of this investigation to prove this theory.

On the other hand, other factors may be due to intensive marketing and promotion adopted by communities in the Philippines as part of the National Tourism Development Plan, especially for MSMEs post-COVID period (Lena, 2020; Talavera, 2020). Also, due to the emergence of the domestic tourism sector, MSMEs may have considered venturing into other avenues to sustain their operations. For instance, networks and linkages to facilitate investments (Blanza, 2020) and programs that were instilled by governments all over the globe, especially for the domestic tourism sector (e.g., Helble & Fink, 2020; Assaf & Scuderi, 2020; Hussain & Fusté-Forné,2021).

Additionally, the data has also provided the following model:

$$\text{Domestic Tourism Sustainability} = b_0 + b_1 + b_2 + b_3 + b_4 + b_5$$

Where b (beta coefficients) represents the independent variables, namely: $b_1 + b_2 + b_3 + b_4 + b_5 + b_{n+1}$, or Products and Services (BP1), Customer and Market (BP2), Finances (BP3), People (BP4), Technology (BP5) and Production Capability (BP6) respectively and domestic tourism sustainability is the dependent variable.

Thus, substituting the value in the regression model will be.

$$\text{SUS} = 128 + 0.363\text{BP1} + 0.136\text{BP2} + 0.710\text{BP3} + 0.333\text{BP4} + 0.144\text{BP5} + 0.205\text{BP6}$$

The beta coefficients explained the contribution of the independent variables to the dependent variable. In the model, for example, the coefficient .363 means that for every unit change in products and services (regardless of the other variables), the domestic tourism sustainability will change by that value.

As to the relative importance of the independent variables, Table 3 shows that all the business potential indicator variables are the significant predictors of sustainability as indicated by the respective probability values (p values) of 0.000, 0.000, 0.008, 0.000, 0.000, and 0.000 which are all less than .05 alpha level. This suggests that business potential tends to increase as sustainability does. The hypothesis stating “Business potentials of domestic tourism in the Province of Iloilo significantly influence sustainability” in this study is supported.

These results are congruent with the results in the correlation analysis and have proven even further that the business potential operational aspects named in this study have long-term importance to tourism sustainability. These findings imply that tourism MSMEs should consider promoting, funding, and achieving sustainability initiatives to increase business potential. Hence supported the claims of many authors that domestic tourism can be sustainable if the business functions are operationalized, hold no boundaries, and can be realized in many countries all over the world (Takashi *et al.*, 2011; Kabote *et al.*, 2017; Mazhande *et al.*, 2020; Hussain & Fusté-Forné, 2021; Osaiko and Szente, 2021)

Table 3. Regression Model for Domestic Tourism Sustainability in the Province of Iloilo

Model	R	R ²	Beta	t	p -value
Constant	0.805	0.648	1.28	18.461	0.000
Products and Services	0.563	0.316	0.363	26.235	0.000
Customers and Market	0.719	0.516	0.136	8.810	0.008
Finances	0.510	0.260	0.710	2.676	0.000
People	0.833	0.693	0.333	19.445	0.000
Technology	0.551	0.303	0.144	13.400	0.000
Production Capability	0.672	0.451	0.205	8.107	0.000

*significant@<0.05

Conclusion

The tourism business in the Province of Iloilo has undoubtedly suffered due to the COVID-19 outbreak. It is also true that the COVID-19 pandemic has spread beyond the health milieu, affecting the Illongos' political, social, and educational well-being. However, based on the patterns of domestic tourism arrivals and receipts in the years 2021 and 2022, it is conclusive that we can adjust our forecasts to some extent in the coming years. It was also concluded that the domestic tourism industry in the province of already starting to kick off for its revenge which is congruent with Ulrich Beck's “Risk Society” framework.

The findings also indicate that MSMEs in the sector must be nurtured, particularly in their products and services, people, and finances, to overcome the challenging business operational factors such as customer and

markets, technology, and production capability. In this part, the intervention of tourism support agencies and the local government units in the province might be something to consider, especially in strategic planning to recover the domestic tourism sector.

There may be a gap in the results of domestic tourism arrivals, and receipts are seeing remarkable growth while business potential operational components are not performing well, which can be a prospective avenue for future research to walk through. It is not the tourists who respond to issues concerning arrivals and receipts but the supply-side stakeholders who can knowingly speak to the sector's limitations, particularly among MSMEs.

Further, the underlying limitations in business potential experienced by the domestic tourism sector might also be why its sustainability is hindered. It is assumed that business potential is directly proportional to domestic tourism sustainability, which can have a long-term and constant effect on sustainability in the domestic tourism sector. Therefore, it is suggested that the operational aspects of the business potential be reviewed and involved during tourism planning.

The local governments in the Province of Iloilo shall also consider looking into the needs of the MSMEs, particularly those directly involved in tourism activities. Suggestions to facilitate investments for the MSMEs are also stressed to sustain their operations apart from providing superb tourism products and services.

References

- Abbas, S., Mubeen, R., Iorember, T., Raza, S. & Mamirkulova, M. (2021). Exploring the impact of COVID-19 on tourism: Transformational potential and implications for a sustainable recovery of the travel and leisure industry. *Current Research in Behavioral Sciences. Volume 2* (100033). <https://doi.org/10.1016/j.crbeha.2021.100033>.
- Adel, R. (2023, February 18). Domestic tourism bolstered hospitality industry in January. *PhilStar Global*. Retrieved from <https://www.philstar.com/business/2023/02/18/2245926/domestic-tourism-bolstered-hospitality-industry-january>
- Altuntas, F., & Gok, M. S. (2021). The effect of COVID-19 pandemic on domestic tourism: A DEMATEL method analysis on quarantine decisions. *International Journal of Hospitality Management, 92* (102719). <https://doi.org/10.1016/j.ijhm.2020.102719>
- Assaf A., & Scuderi R. (2020) . COVID-19 and the recovery of the tourism industry. *Tourism Economics*. doi: 10.1177/1354816620933712.
- Baggio, R. (2019). Measuring Tourism: Methods, Indicators, and Needs. In: Fayos-Solà, E., Cooper, C. (eds) *The Future of Tourism*. Springer, Cham. https://doi.org/10.1007/978-3-319-89941-1_13.
- Beck, U. (1989). On The Way to The Industrial Risk-Society? Outline Of an Argument. *Thesis Eleven, 23*(1), 86–103. <https://doi.org/10.1177/072551368902300106>
- Blanza, M, G. (2020). Roadmap of ecotourism development for emerging tourism destination in the Philippines. *Journal of Tourism, Hospitality & Culinary Arts, Volume 12*(1), 305-319. <https://ir.uitm.edu.my/id/eprint/32316/1/32316.pdf>.
- Catudan, J. M. (2016). 3rd Global Conference on Business and Social Sciences-2015. In *Porcedia-Science Direct Elsevier*. Retrieved March 21, 2023, from <https://cyberleninka.org/article/n/680163/viewer>.
- Ceylan C. & Ozcelik, A. B. (2016). A circular Approach to SERVQUAL and HOLSAT : An Implementation Suggestion. *Journal of Hotel and Business Management, Volume 5*(1) . 3-10. doi: 10.4172/2169-0286.1000125.
- Chan, J. (2021). Domestic Tourism as a Pathway to Revive the Tourism Industry and Business Post the COVID-19 Pandemic. Economic Research Institute for ASEAN in South East Asia. No. 392. <https://www.eria.org/research/domestic-tourism-as-a-pathway-to-revive-the-tourism-industry-and-business-post-the-covid-19-pandemic/>

- Cheer, J.M., Lapointe, D., Mostafanezhad, M. & Jamal, T. (2021). Global tourism in crisis: conceptual frameworks for research and practice. *Journal of Tourism Futures*, Vol. 7(3), 278-294. <https://doi.org/10.1108/JTF-09-2021-227>
- Crotts, J., Magnini, V., & Calvert, E. (2022). Key performance indicators for destination management in developed economies: A four pillar approach. *Annals of Tourism Research Empirical Insights*, 3(2), 1–7. <https://doi.org/https://doi.org/10.1016/j.annale.2022.100053>
- Dani, R., & Rawal, Y. S. (2019). Tourist satisfaction and perception about food and beverage service quality in Nainital. *International Journal of Basic and Applied Research*, 9(5), 131–140. <https://doi.org/https://www.researchgate.net/publication/323881979>
- Department of Tourism. Dr. Andrew L. Tan –Center for Tourism & Guide to the Philippines (DOT, ALTCT, GTTP) (2020). The Philippine Travel Survey Reports of Filipino Traveler’s Sentiments on New Normal. Department of Tourism, Asian Institute of Management Guide to the Philippines. <https://guidetothephilippines.ph/ph-travel-survey>.
- DOT (2020). Domestic travel to drive recovery of tourism industry, says survey. Retrieved http://www.tourism.gov.ph/news_features/DomesticTravelToDriveRecovery.aspx
- Ekanayake, E. M. & Long, A. (2012). Tourism Development and Economic Growth in Developing Countries. *The International Journal of Business and Finance Research*, 6(1), 51-63. <http://www.theibfr2.com/RePEc/ibf/ijbfr/ijbfr-v6n1-2012/IJBFR-V6N1-2012-5.pdf>
- Gaikwad, S. T., Ragde, R., & Sawant, M. (2021). Tourist Satisfaction and Destination Loyalty: A Case study of the World Heritage Site of Ellora Caves. *Atna Journal of Tourism Studies*, 15(1), 17-31. <https://doi.org/10.12727/ajts.23.2>
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1–20. <https://doi.org/10.1080/09669582.2020.1758708>
- Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., Pesonen, J., Zanker, M., Xiang, Z., & Xiang, Z. (2020). E-Tourism beyond COVID-19: A call for transformative research. *Information Technology & Tourism*, 22(2), 187–203. <https://doi.org/10.1007/s40558-020-00181-3>
- Hassan, M. (2022, October 16). Correlational Research – Methods, Types and Examples [web log]. Retrieved May 19, 2023, from <https://researchmethod.net/correlational-research/>.
- Helble, M. & Fink, A. (2020). Reviving Tourism amid the COVID-19 Pandemic. *ADB Briefs*. <https://www.adb.org/sites/default/files/publication/633726/reviving-tourism-amid-covid-19-pandemic.pdf>.
- Honey, M. & Gilpin, R. (2009). Tourism in the Developing World. United States Institute of Peace (Special Report). https://www.usip.org/sites/default/files/tourism_developing_world_sr233_0.pdf.
- Hussain, A. & Fusté-Forné, F. (2021). Post-Pandemic Recovery: A Case of Domestic Tourism in Akaroa (South Island, New Zealand). *World*, 2, 127–138. <https://doi.org/10.3390/world2010009>.
- Jaipuria, S. Parida, R., Ray, P. (2020). The impact of COVID-19 on tourism sector in India. *Tourism Recreation Research*. Vol (46)2. <https://www.tandfonline.com/doi/full/10.1080/02508281.2020.1846971>
- Kabote, F., Mamimine, P. W. & Muranda, Z. (2017). Domestic tourism for sustainable development in developing countries. *African Journal of Hospitality, Tourism and Leisure*, 6(2). http://www.ajhtl.com/uploads/7/1/1/6/3/7163688/article_47_vol_6_2_2017.pdf.
- Kolawole, O. I., Mbaiwa, J. E., Mmopelwa, G., & Kgathi, D. L. (2017). The Sociocultural Impacts of Tourism on People’s Quality of Life in Maun, Botswana. *Botswana Notes and Records*, 49, 73–86. <https://www.jstor.org/stable/90024335>
- Lau, F. (2017). Methods for Correlational Studies Version (Internet). In C. Kuziemsky (Ed.), *Handbook of eHealth Evaluation: An Evidence-based Approach (Vol. Internet)*. National Library of Medicine. Retrieved May 19, 2023, from <https://www.ncbi.nlm.nih.gov/books/NBK481614/>.
- Lena, P. (2020). Iloilo LGUs urged to craft tourism dev’t plan. <https://www.pna.gov.ph/articles/1118334>.
- Lo, F. B. O., & Alejandro, A. F. (2022). Developing Sustainability Performance Indicators for Community-based Tourism in Caramoan, Camarines Sur and Jovellar, Albay, Philippines. *Philippine Journal of Science*, 151(5), 1813–1828. https://doi.org/https://philjournalsci.dost.gov.ph/images/pdf/pjs_pdf/vol151no5/developing_

- sustainability_performance_indicators_for_community-based_tourism_in_Caramoan_Cam_Sur_.pdf
- Manzoor, F., Wei, L., Asif, M., Haq, M. Z., & Rehman, H. (2019). The Contribution of Sustainable Tourism to Economic Growth and Employment in Pakistan. *International Journal of Environmental Research and Public Health*, 16(19), 3785. <https://doi.org/10.3390/ijerph16193785>
- Mazhande, P., Basera, V., Chikuta, O., Tapfuma, M., Ncube, F. & Baipai, R. (2020). Perceptions and practice of tipping amongst domestic tourists in Zimbabwe. *Journal of Gastronomy Hospitality and Travel*, 3(1), 101-111. DOI: 10.33083/joghat.2020.34
- McLeod, S. (2023, March 8). Likert Scale Definition, Examples and Analysis [web log]. Retrieved May 19, 2023, from <https://www.simplypsychology.org/likert-scale.html>.
- Meyer, D.F. & Meyer, N. (2015). The role and impact of tourism on local economic development: A comparative study. *African Journal for Physical, Health Education, Recreation and Dance*, 21(1:1), 197-214. https://repository.nwu.ac.za/bitstream/handle/10394/19348/ajpherd_v21_n1_1_a16.pdf?sequence=1
- Nicolaides, C., Avraam, D., Cueto-Felgueroso, L., González, M. C., & Juanes, R. (2020). Hand-hygiene mitigation strategies against global disease spreading through the air transportation network. *Risk Analysis*, 40(4), 723–740. <https://doi.org/10.1111/risa.13438>.
- OECD(2020). Rebuilding tourism for the future: COVID-19 policy responses and recovery. <https://www.oecd.org/coronavirus/policy-responses/rebuilding-tourism-for-the-future-covid-19-policy-responses-and-recovery-bced9859/>
- Osiako, P.O. & Szente, V. (2021). Research Trends and Perspectives on Domestic Tourism in Kenya: A Review. *African Journal of Hospitality, Tourism and Leisure*, 10(1):288-301. <https://doi.org/10.46222/ajhtl.19770720-101>
- Parameswari, R. & Silaswara, D. (2021). Swot Analysis of Small And Medium Micro Business Development In Jatiuwung District, Tangerang City. *PRIMANOMICS: Jurnal Ekonomi Dan Bisnis - Vol. 19. No. 2.* <https://jurnal.ubd.ac.id/index.php/ds>
- Payangan, O. R., & Munk, A. R. (2018). The Effects of Tourism Products, Service Quality and Destination Uniqueness to the Satisfaction and Loyalty of Tourist in South Sulawesi. *Scientific Research Journal(SCIRJ)*, 6(1). https://www.researchgate.net/publication/323881979_The_Effects_of_Tourism_Products_Service_Quality_and_Destination_Uniqueness_to_the_Satisfaction_and_Loyalty_of_Tourist_in_South_Sulawesi.
- Pillai, K. R. (2011). Benefit of Tourism to Local Community: Result or Residue?. *Indian Journal of Tourism & Hospitality Management*, Vol.2(2), 2011, 149 – 161. https://www.researchgate.net/publication/267982691_Benefit_of_Tourism_to_Local_Community_Result_or_Residue.
- Pilapil-Añasco, C. & Lizada, J. (2014). Philippine Tourism: Evolution towards Sustainability. *SHS Web of Conferences 12*, 010 (2014). https://www.shs-conferences.org/articles/shsconf/pdf/2014/09/shsconf_4ictr2014_01032.pdf.
- PSA (2020). Share of Tourism of is 12.7 Percent in 2019. <https://psa.gov.ph/tourism/satellite-accounts>.
- PSA (2021). Share of Tourism to GDP is 5.4 percent in 2020. <https://psa.gov.ph/tourism/satellite-accounts/id/164617>.
- Rivera, M. A. (2020). Hitting the reset button for hospitality research in times of crisis: Covid19 and beyond. *International Journal of Hospitality Management*, 87. <https://doi.org/10.1016/j.ijhm.2020.102528>.
- Sharma, A., & Nicolau, J. L. (2020). An open market valuation of the effects of COVID-19 on the travel and tourism industry. *Annals of Tourism Research*, 83, 102990. <https://doi.org/10.1016/j.annals.2020.102990>
- Shinozaki, S. & L. N. Rao. (2021). COVID-19 Impact on Micro, Small, and Medium-Sized Enterprises under the Lockdown: Evidence from a Rapid Survey in the Philippines. ADBI Working Paper 1216. Tokyo: Asian Development Bank Institute. <https://www.adb.org/publications/covid-19-impact-msme-under-lockdown-evidence-rapidsurvey-philippines>
- Sigala, M. (2020) Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, Volume 117, p. 312-321. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7290228/>.

- Simoni, S. & Mihai, D. (2012), Tourism Organization and Coordination in Australia and the Managerial Strategy for Tourism Development. *Journal of Knowledge Management, Economics and Information Technology, Issue 5*. www.scientificpapers.org/.../1319_Simoni_Mihai_Tourism_Organization...
- Škare, M., Soriano, D. R., & Porada-Rochoń, (2021). Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change, Vol 163*, <https://doi.org/10.1016/j.techfore.2020.120469>.
- Soofi, M., Najafi, F., & Karami-Matin, B. (2020). Using Insights from Behavioral Economics to Mitigate the Spread of COVID-19. *Applied Health Economics and Health Policy, 18(3)*, 345–350. <https://doi.org/10.1007/s40258-020-00595-4>
- Song, Haiyan, Gang Li, Stephen F. Witt, & Baogang Fei (2010). Tourism demand modelling and forecasting: how should demand be measured?. *Tourism Economics, 16(1)*, 63-81.
- Statista(2020). <https://www.statista.com/statistics/1104835/coronavirus-travel-tourism-employment-loss/>.
- Takashi, T., Masaaki, S., Mizuho, K., Lizada, & Kitolelei, J. (2011). Tourism Development in Boracay Island and its Impacts on the Local Communities. <http://www.gyokei.sakura.ne.jp/dp/Vol5/No3.pdf>.
- Talavera, S. (2020). DOT Pushes through Campaign to Encourage More Domestic Tourists. *PhilStar Global*. Retrieved <https://www.philstar.com/business/2020/03/10/1999461/dot-pushes-through-campaign-encourage-more-domestic-tourists>.
- The World Economic Forum. (2020). Retrieved <https://www.weforum.org/agenda/2020/06/4-charts-airline-crisis-covid-way-ahead/>.
- The Philippine Daily Inquirer. (2022, May 22). PH tourism continues to make a massive comeback postpandemic. Inquirer Project Rebound. Retrieved March 28, 2023, from <https://projectrebound.inquirer.net/8054/ph-tourism-continues-to-make-a-massive-comeback-postpandemic/>
- Tsionas, M. G. (2020). COVID-19 and gradual adjustment in the tourism, hospitality, and related industries. *Tourism Economics, 27(8)*, 1–5. <https://doi.org/10.1177/1354816620933039>.
- Tirona, A. O. (2021). Tourism contribution to GDP lowest in at least 2 decades. Retrieved <https://www.bworldonline.com/tourism-contribution-to-gdp-lowest-in-at-least-2-decades/>.
- UNCTAD (2021). COVID-19 AND TOURISM AN UPDATE. Retrieved https://unctad.org/system/files/official-document/ditcinf2021d3_en_0.pdf
- UNWTO (2015) . “Tourism Highlights, 2014 Edition”. Retrieved <http://mkt.unwto.org/publication/unwto-tourism-highlights-2015-edition>.
- UNWTO (2020). Impact Assessment of the Covid-19 Outbreak on International Tourism. <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>
- Wang, W., & Ma, H. (2015). On econometric analysis of the relationship between GDP and tourism income in Guizhou, China. *International Journal of Business Administration, 6(4)*, 41. <https://doi.org/10.5430/ijba.v6n4p41>
- Wen, S., Cai, X., & Li, J., (2021). Pro-Poor Tourism and Local Practices: An Empirical Study of an Autonomous County in China. *SAGE Open, 11(2)*. <https://doi.org/10.1177/21582440211022740>
- WHO. (2020). Coronavirus disease (COVID-19) pandemic. Retrieved <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>
- WTO. (2022). Tourism Recovery Gains Momentum As Restrictions Ease and Confidence Returns. *UNWTO*. Retrieved March 28, 2023, from <https://www.unwto.org/news/tourism-recovery-gains-momentum-as-restrictions-ease-and-confidence-returns>
- WTTC (2021). Economic Impact Reports. Retrieved <https://wttc.org/Research/Economic-Impact>.
- Yap, T. (2020). Western Visayas tourism sector loses P31.3 billion due to COVID-19. Retrieved <https://mb.com.ph/2020/05/30/western-visayas-tourism-sector-loses-p31-3-billion-due-to-covid-19/>.
- Yap, T. (2021). Iloilo tourist sites closed as COVID-19 cases surge. Retrieved <https://mb.com.ph/2021/05/21/iloilo-tourist-sites-closed-as-covid-19-cases-surge/>.
- Yeh, S. S. (2020). Tourism recovery strategy against COVID-19 pandemic. *Tourism Recreation Research, 46(2)*, 1–7. Retrieved <https://doi.org/10.1080/02508281.2020.1805933> .

- Yehia, Y. (2019). The Importance of Tourism on Economies and Businesses. Retrieved <https://globaledge.msu.edu/blog/post/55748/the-importance-of-tourism-on-economies-a>.
- Zaei, M. E. & Zaei, M. E. (2013). The Impacts of Tourism Industry on Host Community. *European Journal of Tourism Hospitality and Research Vol.1(2)*, 12-21. <https://www.eajournals.org/wp-content/uploads/THE-IMPACTS-OF-TOURISM-INDUSTRY-ON-HOST-COMMUNITY.pdf>.
- Zeng, B. (2018). How can social enterprises contribute to sustainable pro-poor tourism development?. *Chinese Journal of Population Resources and Environment*, 16(2), 159-170. <https://doi.org/10.1080/10042857.2018.1466955>
- Zhuang, X., Yao, & Li., J. (2019). Sociocultural Impacts of Tourism on Residents of World Cultural Heritage Sites in China. *Sustainability*, 11, 840. doi:10.3390/su11030840.