ACADEME

The Impact of COVID-19 Pandemic on the Hotel and Resort Operations of Anda, Bohol

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ABSTRACT

An unexpected pandemic shocked the global economy in all businesses, especially in the hospitality industry, the impact reached the unprecedented level of countries closing their borders to tourists who are most likely to use these services. This study intends to determine the level of impact of the COVID-19 pandemic on the hotel and resort operations in Anda, Bohol. The study used a quantitative research approach utilizing a modified survey questionnaire to gather data. The data were process using frequency, percentage, weighted mean, Pearson correlation, and chi-square tests. There were 86 respondents randomly selected out of the 102 population at 95 percent confidence interval at 5 percent margin of error. The proposal underwent review of the University's Research Ethics Committee. The result showed that the impact of the COVID 19 pandemic as perceived by the owner or manager was very high, which means that the business condition, employment, and operation were highly affected. The result confirmed that there was no significant degree of relationship between the respondent's profile and the level of impact as perceived by the employees. Thus, the null hypothesis failed to be rejected because the employee's perception of the level of impact of the Covid-19 pandemic was not affected by their ages, sexes, and work positions.

Keywords: COVID-19, resort operations, quantitative-descriptive-correlational method, Pearson Moment Correlation, Bohol, Philippines

INTRODUCTION

The tourism and hospitality industry have continuously grown and become compelling in recent years. The growth of this industry has given great evolution in the town of Anda, Bohol. It became one of the most popular destinations in Bohol not only because of its breath-taking beauty but also because of the excellent service and hospitality, provided by Anda resorts. Countless people from foreign and domestic places flocked and visited these resorts. However, when the new coronavirus illness, also known as COVID-19, was discovered in the Chinese city of Wuhan in December 2019, this caused a significant threat all around the world and has a cause of sudden pause in the tourism and hospitality industry. As a result, the governments in every country have strictly implemented protocols such as social distancing, travel bans, announcing to close borders, suspending tourist visas, etc., to ensure the safety and control of the spread of the virus. According to Garrido-Moreno (2021), the rapid spread of the virus presented a major danger to governments and society. Without a vaccine or adequate medical treatment, most nations turned to non-pharmaceutical measures such as lockdown (home isolation), social distance, the closure of non-essential businesses, and restrictions on public gatherings and transportation. These limitations had a wide-ranging impact on the economy, much so the hospitality industry was particularly affected. The global tourism sector has also come to a halt. As a result of the severe quarantine restrictions implemented in reaction to the COVID-19 pandemic, the livelihoods of millions are affected (Zielinski & Botero, 2020). Thus, due to the impact of the pandemic, the majority of customers prefer to avoid travel and lodging due to health and hygiene issues, which has resulted in widespread production halts and supply chain disturbances, creating unanticipated global ripple effects in all economic sectors.

The study is anchored on the following theories, The Systems Management Theory, Administrative Management Principles Theory, Diffusion of Innovation Theory, Complexity theory, chaos theory, and Transactional Theory of Stress and Coping (TTSC). The System Management Theory offers an alternative approach to the planning

and management of organizations by Bertalanffy (1950). According to the theory, the success of an organization depends on many essential components, including synergy, interdependence, and interrelations between several subsystems. Administrative Management Principles Theory by Fayol (1841-1925), created an administrative management idea as a top-down strategy for assessing a corporation. Many of today's most successful organizations are built on these concepts, which vary from the need of keeping a clean facility to the value of innovation and teamwork. The Diffusion of Innovation Theory by Rogers (1962), describes how new ideas propagate and become accepted. This concept has influenced crisis management through influencing efforts to modify behavior and attitudes in times of emergency. Another theory used by the researchers as the basis for this study is the Complexity theory. This theory explains how systems like the economy and global corporations grow, adapt, and evolve by Kauffman (1995). Complexity theory helps our study because it offers insights into becoming more sustainable, adaptive, and innovative in the business world. The chaos theory by Skiadas' (2015) applied to the COVID-19 outbreak. According to this idea, the system is on the edge of becoming a state of chaos. To explore new horizons and fields of study, chaos theory employs critical components of nonlinear dynamical systems theory and established chaotic theory. This can help decision-makers assess the effectiveness of control measures and forecast the scope of an outbreak at various scales. In particular, it could be used to adapt more classical modeling techniques as necessary to ensure mitigation and, hopefully, eradication of the disease. Transactional Theory of Stress and Coping (TTSC) by Folkman and Lazarus (1980) is a framework that focuses on assessments in order to evaluate damages, threats, and challenges.

Acquiesce some studies that attempt to discover the impact and preventing measures of the COVID-19 pandemic on hotels and resorts across the world. The COVID-19 pandemic has created unprecedented challenges for the tourist and hospitality industries. The study addresses two significant concerns. First, it refers to the most significant challenges that the hospitality and tourism industry faces in the current situation; and secondly, it refers to the important learnings for the industry. Kaushal and Srivastava (2020) found out that the responses to the interviews were content analyzed, which resulted in 27 sub-themes that were condensed into four main themes labeled as Human Resource Management,

Health, and Hygiene, Continuity, and Concerns. The qualitative study's prominent sub-themes included the need for multiskilled and professional development of personnel, enhanced awareness of cleanliness, sanitation, and associated SOPs, hope for an industrial resurgence, media roles, and a greater need for crisis readiness. Hence the health crisis caused by the pandemic (Covid-19) has been such magnitude that drop-off in economic and tourist activity in Spain as well as in most countries. The study by Antón and Almeida (2020) shows that the hospitality industry is adopting its protection measures, which show that the five largest Spanish hotel chains by turnover have their action programmed against COVID-19. Furthermore, the five Spanish hotel groups have set themselves the common goal of protecting the health of their guests and employees by implementing strict hygiene standards in the facilities and processes, promoting social distancing, and preventing direct interaction with employees and customers as far as possible by reinforcing digitization and opting to conduct comprehensive communication and awareness programs that involve both customers and employees in the adoption of and compliance with these prevention measures against COVID-19. In another study by Fu (2020), there are three intentions of his study; firstly, to discuss the impacts of the COVID-19 pandemic on the Taiwanese hospitality industry. Secondly, to compile the deferent relief and revitalization measures provided by the Taiwan government to the hospitality industry in response to the COVID-19 pandemic; and thirdly, to propose multiple recovering methods for government agencies. The study found that the COVID-19 pandemic had a major influence on Taiwan's hospitality industry. Many hotels in Taiwan have announced their closure due to the impact of the epidemic outbreak. Primarily, in the different analysis part, on account of the COVID-19 pandemic, the number of rooms occupied and the occupancy rate have dropped significantly. It can also be found that, with the severity of the epidemic, the number of rooms occupied, occupancy rate, total operating revenue, and the number of employees has decreased significantly as well. Secondly, it was discovered in the correlation analysis section that the number of confirmed cases was considerably negatively related to the occupancy rate in the same month. Finally, because of the post-COVID-19 epidemic era, this study proposes several recovering strategies for the hospitality industry to provide hotel operators with a reference for subsequent operations. The study of Dr. Emily Ma (2021), also discusses the Covid-19 Impacts and Coping

Strategies for Hospitality Industry. Their study examined how two hotels in Oklahoma City dealt with the problems posed by the COVID-19 pandemic, how it influences day-to-day operations, and how hoteliers dealt with these challenges at the operational and strategic levels, as well as the effectiveness of coping methods. The study also found effective practices that are valuable both during the pandemic and in daily hotel operations, such as ensuring financial sustainability, which is the most fundamental job for hotels to survive the pandemic: Hotels should prioritize the health and safety of both guests and employees: And, to survive extreme crises like the COVID-19 pandemic, hotels must create solid operational protocols as well as strategic plans, and also analyze the strengths and weaknesses of each market segment, assess their resistance to crises, and have a healthy mix of market segments, so that if one or two sections under-perform, hotels can still rely on others. Another study by Anunobi, et al. (2021), seeks to explore hotel managers' perspectives on the impact of COVID-19 and the necessity to recover quickly by adopting efficient service delivery. The findings of the study revealed that the COVID-19 pandemic had a significant impact on the hotels Industry, which resulted in revenue loss, downsizing, job loss, and various modifications to hotel operations and services. The survey also discovered that hotels have begun to adjust to new changes in terms of service delivery, operating costs, industry digitalization, and staff training. The study of Avraham (2020), focuses on the relatively swift recovery of American towns and states, practitioners and academics might benefit from expertise in managing destination image during and after tourist crises. This study explores techniques employed by American destinations to revive tourism from 2001 to 2020, using qualitative content analysis of news items, websites, and recovery efforts, as well as the 'multi-step model for transforming place image. The results show that three types of picture healing strategies are used: source, message, and audience. Aside from these tactics, the study discovered a variety of elements that influence image recovery attempts, including resource allocation, cooperation, and participation of diverse participants, quick response time, and comprehensive crisis management. Lastly, the study by Hecker (2020) attempts to discover the impact of the COVID-19 pandemic on hotels and resorts across the Philippines. The study found that 50% of respondents believe the impact of the Covid-19 pandemic would last longer than four months, and 71% believe that it is much worse than any previous health care. All respondents have implemented

contingency plans in terms of both expense and income. In addition, most hotels and resorts in the Philippines are closed. The resorts and hotels that remain open are only permitted to operate on very limited or no service to limit interaction. Despite travel restrictions, businesses in outsourcing, telecommunications, manufacturing, and other fields with business continuity planning have chosen to house their employees and project workers in hotels.

Therefore, this research study sought to determine the impact of the COVID-19 pandemic on the hotel and resort operations of Anda, Bohol. This study also aims to raise awareness and aid in the implementation of future risk management methods for future hotel and resort owners and managers. Furthermore, the research will look into the correlation between the employees' and employers' profiles, the resort's profile, the level of impact as perceived by the owner-manager in terms of business condition; employment; and operation. The level of impact of Covid-19 pandemic as perceived by the employees, and the significant degree of relationship between the respondent's profile and the level of impact as perceived by the employees. Researchers are strongly driven to give benefits to the future regarding the collected data and information to be conducted during the research from the five hotel resorts in Anda, Bohol.

RESEARCH METHODOLOGY

The researchers first formulated the personal preferences of the target respondents, chose particular hotel resorts the researchers would like to have in their studies, through an online survey as the means of reaching the respondents, sort out the questions accordingly in relevant to possible problems or issues arrived upon the strike of a pandemic. The study was conducted at five resorts in Anda, Bohol. The respondents of the study are the owner-manager and employees of the resorts. The gathering of the data used the quantitative research approach through stratified random sampling, to find out the impact of the Covid-19 pandemic on the hotel and resort operations of Anda, Bohol. The researchers provided two types of questionnaires: one for the owner/manager and one for employees to gather data on this study. The tool that the researchers used was a modified survey questionnaire which was adopted from the Asian Development Bank (2020) for the owner-manager, to find out the level of impact of the covid-19 pandemic on the hotel and resort operations of

Anda, Bohol, and other modified survey questionnaire which was adopted from the Caputo and Hyland's survey questions "Employee Concerns About Covid-19: Findings from the Field" (2020) for the employees', to find out the employee's perceptions and opinions about the impact of the Covid-19 pandemic on their work and work environment. It was concerned with identifying conditions to which the respondents can mostly relate. Specifically, the online survey method was applied to this study. The questionnaire was distributed as a data-gathering instrument. The result was determined after the analysis and interpretation.

RESULT AND DISCUSSIONS

Profile of the Employees. The result shows that most numbers of participants were respondents ranging from the age of 25-34 having a total percentage of 51.9% while the age ranging from 45 and above has the lowest number of participants having a total percentage of 13.6%. In terms of sex is male with a total number of 44 participants having 54.3% while females got a total of 37 participants with a total percentage of 45.7%. Result showed that the housekeeping attendant had the highest with a total of 22 participants having 27.2% while accounting staff, bartender, commis chef, HR, P.A, and resorts driver has the lowest number in the ranking having 1.2%.

Profile of the Resort/Employers. The results showed that most numbers of participants of employers are ranged from the age of 25-34 having a total percentage of 40.0% while the age ranging from 18-24, 35-44, and 45-54 have the same frequency with a total percentage of 20.0%. Further, there are more male employers (60%) than females (40%).

Findings revealed that in five resorts, there were approximately 16 guests per day, 13 number of rooms used, and 17 number of staff on duty. This implies that the resorts in Anda, Bohol are mostly mid-size-types of resorts. It was also found in the research that since the restrictions were imposed, the resorts in Anda, Bohol experienced lesser number of guests per day, and lesser number of rooms were occupied than usual.

Pertaining to the level of impact of their business condition as perceived by the owner/manager, the data showed that all items provided impact at a very high level. The result of the data also showed the decrease in the status of sales and facing limited operations after the enhanced

community quarantine ranked first with a mean value of 3.60 followed by forced to close or been heavily restricted due to covid-19 outbreak (3.40).

The result of the findings concurs with the article of Gursoy, Chi and Chi (2020) which stated that community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions, and other COVID-19-flattening strategies have resulted in the temporary closure of many hospitality businesses, as well as a significant drop in demand for those that have been allowed to continue operating. Travel restrictions and stay-at-home regulations imposed by the government also resulted in a significant reduction in hotel occupancy and income.

Findings revealed that the number of personnel and employees that were reduced both full-time and part-time workers provided impact at a very high level. The second highest-rank was that the employees' salaries, wages, or benefits were reduced which provided impact at a high level. While the lowest rated item was "employees worked at least some hours" which is still considered at a high level.

The result confirms the article of Newman (2020) wherein she stated that the Bohol economy lost P10 billion and over 200,000 lost their jobs due to the COVID-19 crisis. The study found that the pandemic's socioeconomic impact was mainly defined by lost investment, revenue, employment, and livelihood, as well as the nearly 200,000 people who lost their jobs and livelihood options. Since the beginning of the COVID-19 pandemic, workers in the tourism and related industries have been among the hardest hit, according to NEDA 7 (National Economic and Development Authority in Region 7).

Results illustrated the level of impact as perceived by the owner/manager in terms of resorts operation. The data showed that the highest-ranked item was that "the resort's revenue has decreased due to Covid-19 pandemic" and it provided impact at a very high level.

The items with the second highest rank were "the number of guests, tourists has decreased," and "demand for products or services has decreased." Moreover, item on "the resorts have a shortage of supplies or inputs due to Covid-19 pandemic" provided impact at a high level. These findings validate the study of Anunobi, Emeafor, and Okpoko (2021) which revealed that the COVID-19 pandemic had a significant impact on the

hotel industry, which resulted in revenue loss, downsizing, job loss, and various modifications to hotel operations and services.

Table 1. Summary of the Level of Impact of resorts during Covid-19 (N= 5)

Dimensions on the Level of Impact	Composite mean	DV	Interpretation	Rank
Business Condition	3.533333333333334	SA	VHL	1
Employment	3.200000000000000	A	HL	3
Operation	3.50	SA	VHL	2
Overall Composite mean	**3.420**	**SA**	**VHL**	

Legend:

Scaling	Descriptor	Interpretation
3.25 - 4.00	Strongly Agree (SA)	Provides impact at a very high level (VHL)
2.50 - 3.24	Agree (A)	Provides impact at high level (HL)
1.75 - 2.49	Disagree (D)	Provides impact at low level (LL)
1.00 - 1.74	Strongly Disagree (SD)	Provides impact at a very low level (VLL)

Table 1 summarizes that the overall composite mean of the three dimensions of the level of impact of resorts during Covid-19 namely business condition, employment, and operations are 3.53, 3.20, 3.50 respectively. It was found out in the research that the hotels and resorts in Anda, Bohol have faced limited operations, decreased in the status of sales, been forced to close or been heavily restricted, decreased resort revenue, decreased number of guests and tourists, decreased demand for products or services, shortage of supplies, reduced employees' and personnel as well as employees' hours of work, salaries and wages due to Covid-19 pandemic. This also implies that the overall composite mean of the resort's business condition, employment, and operation provide impact at a very high level.

Results showed that that most of the items provided impact at a very high level except for items upon which "the company's response to Covid-19 has minimized stress for employees," and "the managers' response towards the pandemic has been less than effective."

The data showed that item that "the employees are concerned about the impact of Covid-19 on their work and work environment" is rated highest. These findings confirm the results of Vo-Thanh et. al (2020) which

stated that health, social, and economic crises inevitably lead to changes in organizations and the consequence of threatening the employees. This article also stated that COVID-19 has negative social, human, and economic consequences. Therefore, COVID-19 has a negative psychological impact on employees, such as anxiety and stress.

Table 2. Significant degree of relationship between the respondents' profile and level of impact as perceived by the employees

Variables	Chi-Square Test Value	P-value	Decision	Interpretation
Age and level of impact as perceived by the employees'	0.981	0.828	Failed to reject the null hypothesis	There is no significant relationship between the variables
Sex and level of impact as perceived by the employees'	0.000	0.986	Failed to reject the null hypothesis	There is no significant relationship between the variables
Work Position and level of impact as perceived by the employees'	16.480	0.618	Failed to reject the null hypothesis	There is no significant relationship between the variables

Table 2 shows that the relationship between the respondents' profile and the level of impact as perceived by the employees is insignificant. Since the P-value of all variables is greater than 0.05 level of significance, the null hypothesis is failed to be rejected. This implies that there is no significant degree of relationship between the respondents' profile and the level of impact as perceived by the employees.

These findings also agrees with that of the study of Vigilia (2021) According to the study's findings, 100 % of hospitality firms and management organizations have opted to halt operations for the time being while they seek alternative ways to meet the basic needs of their employees and continue doing business. Over 97 % of those impacted are experiencing difficulty managing their operations as a result of COVID -19. They've also dealt with anxiety, stress, financial problems, and job loss.

CONCLUSIONS

In the five resorts, usually, there were 16 guests per day, 13 rooms occupied, and 17 numbers of staff on duty in terms of the profile of the resorts. This means that the hotel and resorts in Anda, Bohol are mostly mid-size types of resorts. However, since the restrictions were imposed, the resorts in Anda, Bohol experienced a lesser number of guests per day, and a lesser number of rooms were used than usual.

The level of impact was very high as perceived by the owner/manager of the three dimensions; business condition, employment, and operation. The Employment dimension had the lowest mean among the three aspects. The employees of the hotel and resorts in Anda, Bohol were scheduled for fewer hours than they preferred to be working due to the Covid-19 pandemic.

The level of impact of the Covid-19 pandemic as perceived by the employees was very high, which means that the employees were concerned about the impact of the Covid-19 pandemic on their work and work environment

There was no relationship between the respondents' profile and the level of impact as perceived by the employees because the employee's perception of the level of impact of the Covid-19 pandemic was not affected by their ages, sexes, and work positions.

RECOMMENDATIONS

In conformity with the findings of the study, the following recommendations are made for further enrichment:

1. Researchers will disseminate in a forum to the stakeholders on the results which indicates that there is a significant negative impact to the resort industry. Additional research is recommended in order to determine the global impact on the hospitality industry.

2. The resorts in Anda, Bohol must know and be aware of the different kinds of threats, disasters, and outbreaks. To achieve this, the management of the resorts needs to develop or conduct a seminar and orientation to be attended by all of the employees which will serve as the medium to educate and be prepared to diminish the impacts of these risks.

3. Implementation of rules and policies of the resorts must be accurate and connected to the national/government restrictions; also, they should make their objectives clear with regards to giving importance to addressing the risks.
4. The resort's management should propose flexible and remote working hours for employees, such as allowing them to be working overtime than their normally scheduled.
5. Cleaning and sanitization measures should take into consideration environmental, health, and safety risks of the products and procedures put in place.
6. The management of the resorts needs to develop a mental and social health awareness and seminars for the employees. Since the employees are the most affected by the outbreak and the ones who will work to serve and do the work successfully. They need some motivation to minimize their stress and more information about their safety. So that they will feel comfortable working in their workplace.
7. Future researchers may conduct follow-up studies on the impact after.

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