

IMPACT OF THE NEW NORMAL IN THE BEACH RESORTS OF ZAMBALES, PHILIPPINES

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Abstract

Beach Resorts in the Philippines aimed to build and maintain high-quality services available to clients in order to compete in the global market especially this time that ASEAN Integration came into the country's business systems. Specifically, COVID-19 has an impact on the Beach Resorts Industry. This study assessed the impact of the new normal in the Beach Resort in Zambales. The areas for this paper were limited to the Southern Part of Zambales (Subic, San Antonio, San Narciso, San Felipe, Cabangan, Botolan, and Iba) wherein Beach Resorts is evident. There were one hundred forty (140) respondents representing different municipalities of the selected place. The researcher used the descriptive research design that helps in describing the problems identified. Based on the findings of the study, the researcher concludes that the majority were females, in the adulthood stage, and managers. The respondents assessed "Strongly Agree" on financial, environmental, and technological aspects. And there is no significant difference in financial, environmental, and technological aspects on the impact of the new normal in the beach resorts of Zambales when grouped according to the profile. Based on the findings and conclusions of the study, the researcher came up with the following recommendations that the beach resorts may consider: Practice how to maximize their employees while minimizing their expenses to sustain their operation; Adopt an environmental-friendly ambiance to offer a nature-based attraction within the area; Investment in the use of different technologies that will help them to process different services in a much easier way; And parallel study must also be conducted using different settings, respondents, and variables to validate the findings of this research.

Keywords: Beach Resorts, New Normal, Financial, Environmental, Technological

1. INTRODUCTION

The spread of COVID-19, a social disaster, is worldwide, endangering the well-being of dozens of countless individuals. Which influences economic growth mostly in the Tourism and Hospitality Industry.

In the Philippines, all businesses, regardless of size, are facing substantial problems, particularly those in the aviation, tourist, and hospitality industries, which face the actual possibility of significant revenue drops, insolvencies, and job losses in specific sectors. Beach Resorts in the Philippines aimed to build and maintain high-quality services available to clients to compete in the global market, especially when SEAN Integration came into the country's business systems. Specifically, COVID-19 has an impact on the Beach Resorts (Droga, 2020).

In Zambales, it was blessed with a beach with wide stretches of crystal-clear water which made the area popular to the guests.

The objective of this paper was to provide a scientific basis for understanding the impact of the new normal in the Beach Resort of Zambales which focuses on the financial, environmental, and technological aspects.

Thus, this research was timely to assess the new normal's impact on the Beach Resorts of Zambales.

2. OBJECTIVE

The study focused to assess the impact of the new normal in the Beach Resort of Zambales. Specifically, this study aimed to provide an answer to the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1 Sex;
 - 1.2 Age; and
 - 1.3 Position?
2. How do respondents assess the Impact of the New Normal in the Beach Resorts of Zambales in terms of:
 - 2.1 Financial Aspect;
 - 2.2 Environmental Aspect; and
 - 2.3 Technological Aspect?
3. Is there a significant difference in the assessment of the impact of new normal in the Beach Resort of Zambales when grouped according to the profile of the respondents?

3. MATERIALS AND METHODS

a. Research Design

The study utilized the quantitative approach and the descriptive-survey research methodology. Descriptive research aimed to accurately and systematically describe a population, situation, or phenomenon. It answered the questions of what, where, when, and how questions, but not why questions. A descriptive research design used a wide variety of research methods to investigate one or more variables. In addition, stated that descriptive research was an appropriate choice when the research aim is to identify characteristics, frequencies, trends, and categories (McCombes 2019).

b. Respondents and Location

The study was conducted in the Southern Part of Zambales namely: Subic, San Antonio, San Narciso, San Felipe, Cabangan, Botolan, and Iba. The total respondents were One Hundred Forty (140) Beach Resorts owners and managers who met the criteria:

- Working in small to medium Beach Resorts
- At least 2 years in the operation

b. Sampling Technique

The study used a purposive sampling technique in choosing the respondents. Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which the researchers relied on their judgment when choosing members of the population to participate in the study. Purposive sampling is a non-probability sampling method and it occurred when elements selected for the sample are chosen by the judgment of the researcher. Researchers often believed that they can obtain a representative sample by the use of sound judgment, which will result in saving time and money (Black, 2012).

c. Research Instrumentation

The study used a survey questionnaire. The questionnaire was composed of two (2) parts: Part 1 will cover the profile of respondents in terms of sex, age, and position. And Part 2 will cover the Impact of the New Normal in the Beach Resorts of Zambales in terms of financial, environmental, and technological aspects.

The 4-point Likert scale will be used to get the descriptive interpretation from the respondents, 4- Strongly Agree; 3- Agree; 2- Disagree, and 1 – Strongly Disagree

d. Data Gathering Procedure

Quantitatively, the survey was conducted and the questionnaires were distributed to the respondents of the research study after they have given consent to participate in this study. Prior to the conduct of the study, the researcher asked permission and endorsement from mayors of the concerned municipalities where the beach resorts are situated in Zambales. After getting the mayor's approval, the researcher sought permission from the managers and owners of the beach resorts. The researcher personally visited and asked the help from the Local Government Unit of the selected municipalities to administer the questionnaire. The questionnaires were distributed to the respondents and were collected once they have finished accomplishing the instrument. Then, they were retrieved, and the beach resort owners and managers, 100% (140 out of 140) were retrieved and were qualified.

e. Statistical Treatment of Data

The following statistical tools were used in the analysis and interpretation of data:

Frequency. This was used to count the occurrences of the variables such as sex, age, and position.

Percentage. This tool was used to get the percentage of the profile of the respondents and the impact of the new normal in the Beach Resorts of Zambales.

Weighted Mean. This tool was employed to assess the impact of the new normal in the Beach Resorts of Zambales in terms of financial, environmental, and technological aspects.

The Four-Point Likert Scale

The following qualitative description including the Likert Scale was adopted to quantify the respondents' responses on each indicator.

Table 1: The Likert Scale for the Impact of the New Normal in the Beach Resorts of Zambales

Nominal Scale	Range Scale	Verbal Interpretation
4	3.25 – 4.00	Strongly Agree (SA)
3	2.50 – 3.24	Agree (A)
2	1.75 – 2.49	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SD)

ANOVA. This tool was employed to test the significance of the differences through the mean in the variables, analysis of variance (ANOVA) or F is used. It is computed using the software SPSS. In the study, ANOVA is used to test the hypotheses regarding the significant difference in the assessment of the impact of the new normal in the Beach Resort of Zambales when grouped according to the profile of the respondents.

Decision Rule 1. If the computed significant value is greater or higher ($>$) 0.05 Alpha level of significance, accept the null hypothesis and reject the alternative hypothesis.

Decision Rule 2. If the computed significant value is less than ($<$) 0.05 Alpha level of significance, reject the null hypothesis and accept the alternative hypothesis.

f. Ethical Consideration

To establish sound and ethical research, the researcher considered various ethical procedures in acquiring, analyzing, and accomplishing the data to be gathered.

4. RESULTS AND DISCUSSION

1. Profile of the Respondents. Table 2 shows the frequency and percentage distribution of the respondents' profiles.

Table 2: Frequency and Percentage Distribution of the Respondents' Profile

Profile Variable	Frequency (f)	Percentage (%)	
Sex	Male	58	41.43
	Female	82	58.57
	Total	140	100.00
Age	25-30	12	8.57
	31-36	24	17.14
	37-42	75	53.57
	43 & Above	29	20.71
	Total	140	100.00
Position	Owner	28	1.00
	Manager	112	99.00
	Total	140	100.00

1.1 Sex. Out of one hundred forty (140) respondents, the majority of 82 or equivalent to 58.57% were females, while 58 or equivalent to 41.43% were males. These results imply that most of the employees in the beach resorts in Zambales were females.

Nowadays, women are performing well in different fields, most likely they put their effort to

do things in a much more perfect way. According to Ozdemir (2021), women's performance is improving their role in hospitality and tourism and the percentage of women in these roles has steadily increased over the years.

1.2 Age. Out of the one hundred forty (140) respondents, the majority of 75 or equivalent to 53.57% were from the age group of thirty-seven to forty-two (37-42), 29 or equivalent to 20.71% were from the age group of forty-three (43) and above, 24 or equivalent to 17.14% were from the age group of thirty-one to thirty-six (31-36), and 12 or equivalent to 8.57% were from the age group of twenty-five to thirty (25-30). This implies that the workers are at the adult stage and desire a steady career that offers exciting work, solid benefits, job security, and opportunities for promotion as the most essential factors over a large wage.

1.3 Position. Out of the one hundred forty (140) respondents, the majority of 112 or equivalent to 80.00 were managers, while 28 with equivalent to 20.00% were the Owners. This indicates that the managers were present during the study's execution and controlled the survey's participation. And the owners entrust the management team with running their company. Furthermore, managers are crucial components in any organization's success and, thus, valuing and treating be of a great factor in the success of the operations.

2. Assessment of the Respondents on the Impact of New Normal in the Beach Resorts of Zambales

2.1 Financial Aspects. Table 3 shows the assessment of the respondents in the beach resort industry as to financial aspects.

Table 3: Assessment of the Respondents on the Impact of New Normal in the Beach Resort of Zambales as to Financial Aspect

	Financial Aspect	Weighted Mean	Qualitative Interpretation	Rank
1	The Beach Resorts patronizes locally produce products for consumption to increase profit.	3.69	Strongly Agree	1
2	The Beach Resorts limit the number of employees to sustain the operation.	3.54	Strongly Agree	4
3	The Beach Resorts upgrade their products to gain more profit.	3.58	Strongly Agree	3
4	The Beach Resorts recycled items for other use such as decorations and the like to reduce expenses.	3.62	Strongly Agree	2
	Overall Weighted Mean	3.61	Strongly Agree	

The respondents assessed "Strongly Agree" on the following: the Beach Resorts patronize locally produced products for consumption to increase profit with a weighted mean of 3.69 and rank 1; the Beach Resorts recycle items for other uses such as decorations and the like to reduce expenses with a weighted mean of 3.62, rank 2; the Beach Resorts upgrade their products to gain more profit with a weighted mean of 3.58, rank 3; and the Beach Resorts limit the number of employees to sustain the operation with a weighted mean of 3.54, rank 4. The computed overall weighted mean of the respondents' assessments on the impact of the ne normal in the beach resort of Zambales as to financial aspects was 3.61, with a qualitative interpretation of

"Strongly Agree."

This implies that the beach resorts do appreciate and patronize the cheaper locally produce products at the same time it helps them to increase their profits. Instead of buying new things, being creative and applying the recycling scheme of the items they have already provides an opportunity to reduce their expenses.

The new normal has impacted Beach resorts financial aspects. As stated in the study of Al-Mughairi, Bhaskar, and Alazri (2021), the pandemic globally affected various sectors, especially the tourism and hospitality industries, economically and socially. Their results show that the majority of the respondents stated that the pandemic crisis negatively affected some aspects of their business, such as the financial conditions of their business (67%), demand for services or products (58.5%), supply chain and suppliers (44.3%), and channels of distribution of the services or products to the customers (40.2%). Lesser people also inquired or booked and a lot of them declined, which decreased their progress in international business (81.4%).

2.2 Environmental Aspects. Table 4 shows the assessment of the respondents in the beach resort industry as to Environmental aspects.

Table 4: Assessment of the Respondents on the Impact of New Normal in the Beach Resort of Zambales as to Environmental Aspects

	Environmental Aspect	Weighted Mean	Qualitative Interpretation	Rank
1	The Beach Resorts ensure the quality and better protection of nature and local natural resources.	3.72	Strongly Agree	3
2	The Beach Resorts improve their environmentally friendly image.	3.70	Strongly Agree	4
3	The Beach Resorts uses eco-friendly items.	3.76	Strongly Agree	2
4	The Beach Resorts practiced the reduce, reuse, and recycle to preserve the healthy environment.	3.80	Strongly Agree	1
	Overall Weighted Mean	3.75	Strongly Agree	

The respondents assessed "Strongly Agree" on the following: the Beach Resorts practiced reduce, reuse, and recycle to preserve a healthy environment with a weighted mean of 3.80, rank 1; the Beach Resorts use eco-friendly items with a weighted mean of 3.76, rank 2; the Beach Resorts ensure the quality and better protection of nature and local natural resources with a weighted mean of 3.72, rank 3; and the Beach Resorts improve their environmentally friendly image with a weighted mean of 3.70, rank 4. The computed overall weighted mean of the respondents' assessments on the impact of the new normal in the beach resort of Zambales as to environmental aspects was 3.75, with a qualitative interpretation of "Strongly Agree."

This implies that the new normal setting had environmental effects on the beach resort industry. The beach resorts adopted the practice of reducing, reusing, and recycling as well as using eco-friendly products to maintain a healthy environment to ensure quality and better safeguard local natural resources.

2.3 Technological Aspects.

Table 5 shows the assessment of the respondents in the beach resort industry as to Technological aspects.

Table 5: Assessment of the Respondents on the Impact of New Normal in the Beach Resort of Zambales as to Technological Aspects

	Technological Aspects	Weighted Mean	Qualitative Interpretation	Rank
1	The Beach Resorts used an alternative source of energy to run the establishment.	3.64	Strongly Agree	3
2	The Beach Resorts used social media platforms to market its establishment.	3.72	Strongly Agree	2
3	The Beach Resorts used cashless transactions for safety precautions.	3.60	Strongly Agree	4
4	The Beach Resorts has an internet connection to deal with their business.	3.74	Strongly Agree	1
	Overall Weighted Mean	3.68	Strongly Agree	

The respondents assessed "Strongly Agree" on the following: the Beach Resorts has an internet connection to deal with their business with a weighted mean of 3.74, rank 1; the Beach Resorts used social media platforms to market its establishment with a weighted mean of 3.72, rank 2; the Beach Resorts used an alternative source of energy to run the establishment with a weighted mean of 3.64, rank 3; and the Beach Resorts used cashless transactions for safety precautions with a weighted mean of 3.60, rank 4. The computed overall weighted mean of the respondents' assessments on the impact of the new normal in the beach resort of Zambales as to technological aspects was 3.68, with a qualitative interpretation of "Strongly Agree."

This indicates that there's an impact on the beach resorts in the technological aspects. Utilization of technology provides an opportunity for them to operate their business such marketing, and cashless transactions.

According to Porter & Heppelmann, (2014), the utilization of technology offers more reliability, product and capability than do traditional product boundaries. Therefore, Porter & Heppelmann (2017) emphasize that technologies have the potential to change how firms interact with customers, train employees and manage their global value chains.

3. Test of difference on the Impact of the New Normal in the Beach Resort of Zambales when grouped according to the profile of the respondents.

3.1 Financial Aspects. Table 6 shows the analysis of variance to test the difference in the impact of the new normal in the beach resorts of Zambales as to financial aspect when grouped according to the profile of the respondents.

Table 6: Analysis of Variance to test differences on the Impact of New Normal in the Beach Resorts of Zambales as to Financial Aspect when grouped according to the profile of the respondents

Sources of Variations		SS	Df	MS	F	Sig.	Decision
Sex	Between Groups	0.342	1	0.342	1.909	0.169	Accept Ho Not Significant
	Within Groups	24.746	138	0.179			
	Total	25.089	139				
Age	Between Groups	0.593	8	0.074	0.396	0.921	Accept Ho Not Significant
	Within Groups	24.496	131	0.187			
	Total	25.089	139				
Position	Between Groups	1.425	5	0.285	1.614	0.161	Accept Ho Not Significant
	Within Groups	23.664	134	0.177			
	Total	25.089	139				

The computed values of 0.169 for sex, 0.921 for age, and 0.161 for position were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted; hence, there is no significant difference in the impacts of the new normal in the beach resorts of Zambales as to financial aspects when grouped according to the profile of the respondents.

The result reveals that the impact of the new normal in the Beach Resorts regardless of sex, age, or position is not significant when it comes to financial matters. In the study of Orindaru, et. al (2021) indicates that financial optimism and positive estimation have a direct impact on how people buy products related to leisure activities. The investments people make in T&T (travel and tourism) products are secondary to those investments considered more critical to the consumers, and thus creating the context in which people can feel secure about their financial future is essential in stimulating the T&T industry recovery.

3.2 Environmental Aspects. Table 7 shows the analysis of variance to test the difference in the impact of the new normal in the beach resorts of Zambales as to environmental aspect when grouped according to the profile of the respondents.

he computed values of 0.449 for sex, 0.060 for age, and 0.197 for position were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted; hence, there is no significant difference in the impacts of the new normal in the beach resorts of Zambales as to environmental aspects when grouped according to the profile of the respondents.

Table 7: Analysis of Variance to test differences on the Impact of New Normal in the Beach Resorts of Zambales as to Environmental Aspect when grouped according to the profile of the respondents

Sources of Variations		SS	Df	MS	F	Sig.	Decision
Sex	Between Groups	0.112	1	0.112	0.576	0.449	Accept Ho Not Significant
	Within Groups	26.899	138	0.195			
	Total	27.011	139				
Age	Between Groups	3.212	8	0.401	1.935	0.060	Accept Ho Not Significant
	Within Groups	27.180	131	0.207			
	Total	30.392	139				
Position	Between Groups	1.474	4	0.368	1.528	0.197	Accept Ho Not Significant
	Within Groups	32.543	135	0.241			
	Total	34.017	139				

This implies that the impact of the new normal had no significant environmental effects on the beach resort regardless of sex, age, and position. Moreover, the beach resorts applied the one for all, all for one in ensuring the quality and better protection of nature and local natural resources.

Maintaining the positive good vibes of the beach resort environment is hard to do. But the inclusion of all the people really put the extra mile in sustaining the beach resort's environment. In the study of Zielinski and Botero (2020), environmental considerations were brought to light by COVID-19. There have been several unexpected environmental impacts that have dire consequences on beachgoer safety and entire beach tourism destinations. The sudden desertion of tourist beaches has had a short-term positive environmental impact on coastal environments that have had time to recover from human pressures.

3.3 Technological Aspects. Table 8 shows the analysis of variance to test the difference in the impact of the new normal in the beach resorts of Zambales as to technological aspects when grouped according to the profile of the respondents.

The computed values of 0.822 for sex, 0.445 for age, and 0.197 for position were greater than > the 0.05 Alpha level of significance, therefore, the null hypothesis was accepted; hence, there is no significant difference in the impacts of the new normal in the beach resorts of Zambales as to environmental aspects when grouped according to the profile of the respondents.

Table 8: Analysis of Variance to test differences on the Impact of New Normal in the Beach Resorts of Zambales as to Technological Aspect when grouped according to the profile of the respondents

Sources of Variations		SS	Df	MS	F	Sig.	Decision
Sex	Between Groups	0.014	1	0.014	0.051	0.822	Accept Ho Not Significant
	Within Groups	37.174	138	0.269			
	Total	37.187	139				
Age	Between Groups	2.126	8	0.266	0.993	0.445	Accept Ho Not Significant
	Within Groups	35.062	131	0.268			
	Total	37.187	139				
Position	Between Groups	0.308	5	0.062	0.224	0.197	Accept Ho Not Significant
	Within Groups	36.879	134	0.275			
	Total	37.187	139				

This implies that the impact of the new normal had no significant environmental effects on the beach resort regardless of sex, age, and position. The technological factor is an alternative way nowadays to sustain beach resort operations. According to Zielinski and Botero (2020), technology is seen as an alternative solution to deal with the actual and perceived risk of the virus contagion in the hotel industry.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the study, the researcher concludes that the majority were females, in the adulthood stage, and managers. The respondents assessed “Strongly Agree” on financial, environmental, and technological aspects. And there is no significant difference on financial, environmental, and technological aspects on the impact of the new normal in the beach resorts of Zambales when grouped according to the profile.

Based on the findings and conclusions of the study, the researcher came up with the following recommendations that the beach resorts may consider: Practice how to maximize their employees while minimizing their expenses to sustain their operation; Adopt an environmental-friendly ambiance to offer a nature-based attraction within the area; Investment in the use of different technologies that will help them to process different services in a much easier way; And parallel study must also be conducted using different settings, respondents, and variables to validate the findings of this research.

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