

# IMPACT OF COVID-19 PANDEMIC ON FILIPINO PASSENGERS' CRUISE INTENTION

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**Abstract:** This Study focuses on the impact of Covid 19 Pandemic on Filipino passenger's cruise intention. The purpose of the study is to identify what are the factors affecting the passenger's intention to cruise in reference to the health protocols set by CLIA or Cruise Lines International Association. To identify whether these factors vary depending on the respondents' demographic profile, a 4-point Likert scale is used in the research questionnaire to be answered by the target respondents which are Filipino who has cruise experience with the age range of 21 years old and above. The research questionnaire determines if there are significant difference between the passenger's intention to cruise during pandemic and the respondents profile based on its variables. With a total of 97 respondents, the results show the respondent's demographic profile and determine whether age, gender, marital status, monthly income, educational attainment and number of cruise experience has significant differences in passenger's intention to cruise. The findings also suggest what strategies can be proposed to attract Filipino cruise ship passengers amidst COVID-19. The study identified that the only demographic profile of respondents that shows a significant difference in their intention to cruise are people of 21 – 27 years old on onboard procedure, people who are married and post graduate degrees. The study also identified that health protocols set by cruise industry like Embarkation & testing, Onboard procedures, Medical & public health response and Shore excursions has greatly affected the passenger's intention to cruise.

**Keywords:** Cruise Ships, Impact of Covid 19 Pandemic, Intention to cruise, Health protocols.

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## 1. INTRODUCTION

Over the past few decades, travel by sea for the purpose of cruise tourism has become exceptionally popular. From 2018-2019 the annual number of individuals boarding cruise ships increased from 17.8M to 28.2M passengers (Heggie & Burton-Heggie,2020). Apparently, cruise ship industry faced turmoil on a global scale for both customers and workers because of the pandemic outbreak. This pandemic Covid 19 results a massive disruption to all vacationers and tourism around the world as it affects their personal decision on going to cruise. According to R. Brewster, A. Sundermann and C.B. Lesson (2020), the outbreak begins on February 2020 and the cruise industry need to face this new and unique challenges.

According to the study made by the Statistica Research Department, it was estimated (June 2020) study that each day of the suspension of cruise operations due to the coronavirus (COVID-19) pandemic would lead to a loss of approximately 2,500 jobs worldwide. And each day in Europe, roughly 800 jobs in the cruise industry, while in the United States and the United Kingdom there was estimated to be a daily loss of approximately 600 and 140 jobs, respectively.

Thousands of passengers were stuck onboard as cruise ships were quarantined or denied admission to ports when borders were blocked, leaving thousands of passengers stranded. Onboard the cruise liner Diamond Princess, almost 700 people

were sick, with 14 individuals dying (Leffler and Hogan, 2020). Over 50 cruise ships had verified instances of COVID-19 documented at the end of the first quarter of 2020, accounting for one fifth of the entire ocean cruise fleet (Dolven et al., 2020).

COVID-19 can spread in any setting where people come together to socialize and enjoy shared experiences, which includes cruise ships, as well as restaurants, hotels, movie theaters, and the like. It also spreads in other transportation and hospitality sectors where people have close contact with others who are infected, such as airlines, subways and trains, buses and ride share vehicles.

While it is easy to focus on cruising because of its high profile and transparent reporting standards, the fact is cruising is neither the source nor the cause of COVID-19. What is different about cruise ships compared to other settings is that no other sector or industry has such stringent reporting requirements coupled with the presence on board of credentialed doctors and nurses to provide medical surveillance. While it may be true that the world knows more about how COVID-19 impacted cruise ships than they do about how it has affected other sectors, it would be a false assumption to connect meticulous transparency and reporting to a higher frequency of infection.

From the beginning of this global public health crisis, Cruise Lines International Association (CLIA) members worked under the guidance of international and national health authorities to adopt policies and protocols, such as travel, contact, and symptom screening that went above and beyond the actions of other industries.

According to CLIA, Cruise ship members are cleaned and sanitized, under normal circumstances, with a frequency that is nearly unparalleled in other settings. Multiple times each day, cruise ship crews clean and sanitize surfaces known for transmitting germs, such as handrails, door handles, faucets, etc. CLIA member cruise lines also help educate cruise passengers on personal health practices, reminding passengers to wash their hands regularly and making hand sanitizer readily available throughout public spaces onboard.

While all of this are happening in the world cruise industry in the Philippines has decrease its percentage since the pandemic happened. This study aims to get data from Filipino cruisers on what are those impact, challenges and their opinion on cruising during this time of pandemic as they are the ones who has an experience on cruise. This topic is important as this can be used as a basis by the cruise industry authority to adjust and improve their rules and regulations based on the opinions of the respondents. It can also serve as a reference for the future cruisers or the students in the DLSUD who are taking a track of professional cooking in cruise as this study will make them know what to expect on the cruise ship specially on the protocols of the cruise industry . In this study we hypothesized that Covid 19 has an impact to the cruisers and this affect their decisions on going aboard on a cruise and this study will provide data that will show those impact of Covid 19 that affects the Filipino cruisers.

### Figure 1 shows the Philippines' number of cruise passengers from 2017-2018

According to Port Statistics, Philippines number of cruise ship data was reported at 166,725 persons in June 2018. This records an increase from 87,586 passengers for March 2018. The data reached an all-time high of 166,725 passengers in June 2018 and a record low of 1,464 in September 2017. The said data is recognized under Global Database's Philippines

## Related Indicators for Philippines Number of Passengers: Cruise Ship

RELATED INDICATORS	LAST	FREQUENCY	RANGE
<a href="#">Philippines Number of Passengers: Cruise Ship (Person)</a>	▲ 155,451.00 Mar 2018	quarterly	Mar 2017 - Mar 2018
<a href="#">Containerized Cargo: Otr (TEU)</a>	▼ 1,779,243.500 Mar 2021	quarterly	Mar 2001 - Mar 2021
<a href="#">Number of Passenger (Person)</a>	▲ 5,199,589.000 Mar 2021	quarterly	Mar 2001 - Mar 2021

This table shows the Philippines number of cruise ship passengers

Source: Philippine Ports Authority

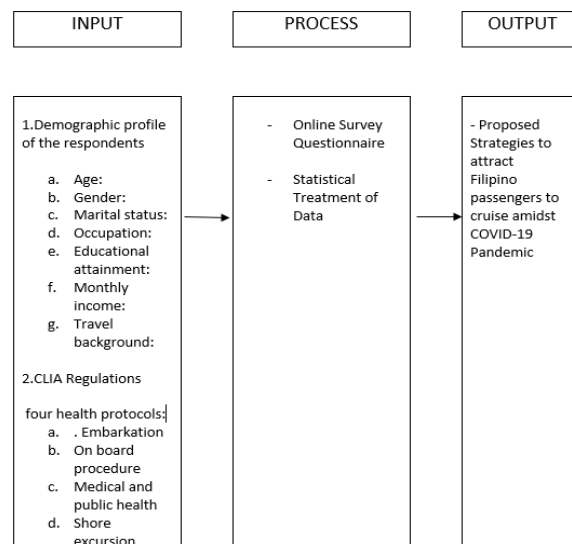
Furthermore, based on the CLIA's 2020 Asia Market Report, there were 497 Asian cruise passengers. The report showed an 86.7% drop from the 2019 data which was 3,738 Asian cruise passengers. Majority of the Asian passengers were from Mainland China (41.4%), Taiwan Region (16.7%), and Singapore (14.5%).

The report also presented that in 2018 the Philippines shared 1.8% of the total Asian cruise passengers, or 61 Filipino cruise passengers. Then, it dropped by 52% last 2019 wherein only 29 Filipino cruise passengers were recorded, sharing about 0.

This study is similar to the study entitled "Exploring the impacts of COVID-19 on travel behavior and mode preferences in terms of how COVID-19 has affected the travel behavior. However, this study was focused on the use of land transportation while the researcher's study is focused in ocean cruise. Likewise, our study is similar to the study entitled "Cruising through a Pandemic: The Impact of COVID-19 on Intentions to Cruise," 2021 but differs in the research methodology and locale which used the qualitative and focused in Australia respectively.

This study is unique in terms of its contribution to the literature by finding the impact of COVID-19 on Filipino passenger's intention to cruise especially to those who have previous cruise experience, which is fundamentally different to other studies.

### Conceptual Framework



**Figure 2. IPO model will be used to determine the impact of COVID-19 to the Filipino passengers' cruise intention.**

Figure 2. shows the Input which includes the demographic profile of the respondents, and CLIA Regulations based on health protocols and requirements. Process on the other hand includes the data gathering procedure and the statistical treatments of data gathered. Lastly the Output which is a Proposed strategies to attract Filipino cruise ship passengers amidst COVID-19 pandemic.

### Statement of the Problem

The study aims to answer the following problems.

1. What is the demographic profile of the respondents in terms of:
  - 1.1. Age
  - 1.2. Gender
  - 1.3. Marital Status:
  - 1.4. Education Attainment
  - 1.5. Monthly income
  - 1.6. Number of Cruise Experience

2. What are the factors affecting the passenger's intention to cruise in reference to the health protocols set by CLIA in terms of?

2.1 Embarkation & testing

2.2 Onboard procedures

2.3 Medical & public health response

2.4 Shore excursions

3 Is there a significant difference between the passenger's intention to cruise during pandemic and the respondents profile based on its variables?

4 Based on the result of the findings what strategies can be proposed to attract Filipino cruise ship passengers amidst COVID-19.

**Null Hypothesis:** There is no significant difference on the Filipino passenger's intention to cruise given the COVID-19 pandemic when grouped according to demographic variables.

### SCOPE AND LIMITATION

This study will be focused on the perception of the passengers on going to cruise during pandemic. Respondents of the study will be Filipino who has a cruise ship experience. The researchers will utilize various social media platforms in the distribution of our survey questionnaire to our target respondents.

## 2. REVIEW OF RELATED LITERATURE

Until recently, cruises were the fastest growing sector of the travel industry. In the past five years, the demand has increased by 20.5 percent. Statistics show that in 2017 around 26.7 million people chose to go on a cruise, followed by 28.5 million in 2018 and an estimated 32 million in 2020. In 2018, it was estimated that the world cruise industry is worth approximately \$150 billion.

According to Giese, (2020) As many countries across the globe have closed their borders in response to COVID-19, thousands of passengers were kept at sea, while vessels sought a port to dock. In mid-March, Canada banned all ships with more than 500 people from docking in their ports. Australia, New Zealand and the United States banned all ships arriving from foreign ports and directed all foreign flagged ships to leave the country. As an impact of this, passengers were quarantined on board for almost a month before being repatriated. There were numerous other examples, and while almost all of these cruise passengers are now disembarked, many crew members are still on vessels across the world, either quarantining or manning the ship until the industry resumes operations. Many cruise liners have and are attempting really hard to repatriate shipboard employees, but due to the stern regulations imposed by the US Centers for Disease Control and Prevention, repatriation is delayed.

President and CEO of the CLIA Craighead (2021) stated that their plans for 2020 were turned upside down at the emergence of the COVID-19 pandemic, culminating in the voluntary suspension of cruise operations worldwide in mid-March. In the months that followed, cruise industry wasted no time engaging leading experts and government authorities to strengthen already robust public health measures and to put people and communities first. With enhanced measures in place, an initial resumption of cruising began in Europe and some other parts of the world, building confidence in the industry's new protocols and inspiring hope for the future. He further reiterated that, as we turn the page on 2020, the 2021 State of the Cruise Industry Reports, highlights the progress that we have made over the last 12 months and underscores the leadership of the cruise industry and its constant drive to innovate and lead the way in responsible tourism. On behalf of CLIA and all of our members, we look forward to building on all that we have achieved together in 2020 and to reaching new heights in 2021. The latest pre pandemic data confirms that the cruise industry plays an important role in the creation of jobs and economic opportunities for millions of people around the world. According to our CLIA data there are over 29.7 million cruise passengers.

The imminent spread of infectious and contagious diseases within a ship has always been a cause of tension among sailors and passengers, and a challenge that is difficult to resolve for professionals of health control. Some people compare a ship with a "petri dish", a cylindrical container used in the laboratory for the cultivation of microorganisms, since both would

function as incubators for microbes and, therefore, ideal vehicles for the spread of diseases (Teberga de Paula & Heredia, 2021).

Hence, this study aims to determine the impact of COVID-19 Pandemic on Filipino passengers' intention to cruise and come up with a proposed strategies to encourage the later to engage on the same activity.

According to the research Exploring the Impacts of COVID-19 on Travel Behavior and Mode Preferences, 2020, fear of infection and perceived risk also significantly influence travel behaviors, particularly for transit use, and the influence varied based on the infected area and demographic characteristics of the people.

8% on the total Asian cruise passenger.

According to the study "How COVID-19 and the Dutch 'Intelligent Lockdown' Change Activities, Work and Travel Behavior: Evidence from Longitudinal Data in the Netherlands," 2020, during pandemics, different countries have adopted different degrees of restrictions to prevent and control the spread of the virus. Such restrictions could largely affect peoples' lifestyles, social interactions, and economic conditions. In particular, the travel and outdoor activities of humans could be significant. On the other hand, fear of infection and perceived risk could also affect travel behaviors and mode choices.

As a result of social distancing, travel demand might drop due to an in-creased amount of working from home, e-learning, and a reduced number of public activities and events. People might be more inclined to perform activities at home with family members or close friends. This might result in less car traffic—and less congestion during peak hours—and in reduced public transport ridership. People might also be more inclined to get home-delivery of goods purchased online (e.g., food, clothes), resulting in fewer shopping trips. Of course, social distancing might also influence travel mode choice ("The Effect of COVID-19 and Subsequent Social Distancing on Travel Behavior," 2020).

According to Kim et al. (2017), segment attributes, like age and sexual orientation, were additionally found to have a critical relationship with travel avoidance examined the distinction in travel behavior in Seoul, South Korea previously, then after the fact the MERS episode utilizing shrewd card information related with travel use. The discoveries of this review demonstrated that travel behavior was fundamentally impacted by fear. That is, travel recurrence was fundamentally diminished in Seoul following the MERS flare-up in 2015. Factual investigations further uncovered that land costs, accessibility of potential MERS areas of interest in the examination zone, the quantity of organizations and eateries, and the quantity of people more than 65 are the factors, which are altogether influencing the decrease in trip recurrence during MERS.

The voyage area was especially and promptly affected because of high contamination rates among teams and travelers (Mizumoto and Chowell, 2020). The wellbeing and security of the voyage line team, travelers, and the networks where boats visit are a functional objective and the main concern for CLIA Member cruise lines. Cruise lines ought to continually develop their endeavors to secure against the presentation and transmission of irresistible disease and exhibit the business' proceeded with the obligation to general wellbeing.

Counteraction, identification, surveillance, and reaction endeavors identified with SARS-CoV-2, the infection that causes COVID-19 disease should be executed by all maritime part voyage lines as per this Policy and appropriate prerequisites and guidance of governments and wellbeing specialists. In case of any irregularity between this Policy and any relevant and more severe prerequisites or direction of governments and wellbeing specialists, the latter controls (e.g., the Framework for Conditional Sailing issued by the U.S. Centers for Disease Control and Prevention provides specific requirements for operations in U.S. waters).

But were disallowed by relevant law or limitations forced by legislative specialists, this Policy, which might be enhanced by journey line-explicit plans and systems, applies to all CLIA ocean-going cruise lines overall conveying at least 100 people on board heading out on agendas to global waters. This Policy has been educated by expert wellbeing consultants and other industry-started expert groups throughout the planet, in close coordination with ports and provincial and public governments and wellbeing specialists.

The actions executed by cruise lines working in all areas are to be consistently thought about in contrast to the development of the worldwide pandemic. The actions executed by CLIA Members at initial restart might be changed as conditions change over the long haul including the discontinuation or perseverance of travel limitations, refreshed

guidance from aware wellbeing specialists, low or undeniable degrees of local area spread, expanded crowd resistance, new infection strains, and the turn of events and accessibility of successful fast testing, medicines, and antibodies.

CLIA has broken four key areas down with specific requirements for each. These four core elements of health protocols were called “essential building blocks” for the resumption of cruising and are intended to be adjusted over time according to Brian Salerno, vice president of maritime policy at CLIA.

### 1. Embarkation and testing

As part of CLIA's new protocols, passenger and crew testing is priority in the boarding process as part of a layered screening strategy.

- **Crew testing:** 100% of crew members are to be tested before leaving home, before embarkation and after a minimum 7-day quarantine before beginning duties. They are also to be tested at least once monthly thereafter.
- **Passenger testing:** 100% of passengers are to be tested ahead of embarkation and subsequently rescreened prior to boarding.

### 2. Onboard procedures

- **Masks:** Required for all passengers and crew members on ships and during excursions when physical distancing cannot be upheld; masks are also mandatory for crew when working around food and beverages,
- **Physical distancing:** Is to be maintained in accordance with health authorities' distancing guidelines during embarkation, on excursions, private islands and on board.
- **Ventilation:** Ships are to implement air management plans to decrease risk of spread by increasing fresh air flow and using enhanced filters and other technology.

### 3. Medical and public health response

To improve health-related responses on ships, cruise lines will follow certain steps if a COVID-19 case emerges.

- Enhanced communication and reporting of illness on board.
- Remote health evaluations and, if necessary, isolation in pre-designated cabins when needed.
- "Risk-based" response plans and medical disembarkation protocol, including pre-made arrangements with ports partners and destinations.
- Testing and screening for passengers and crew who may have been in contact with the ill party.

### 4. Shore excursions

Any shore excursions are to meet cruise lines' strict protocols. Passengers who do not comply with those rules on excursions will not be allowed to reboard, which MSC did in Europe when a family broke protocol.

All of the core element protocols are subject to change as technology and knowledge of COVID-19 continue to evolve.

The World Travel and Tourism Council (WTTC) has given the Department of Tourism (DOT) a Safe Travels Stamp in acknowledgment of its reception of health and hygiene global standardized protocols” “that will guarantee safe travel during the Coronavirus pandemic. Safe Ventures is the stamp of approval given by the worldwide association to ensure consistence with its worldwide health standards to take into consideration safe voyages.

According to Puyat (2021) The department has likewise increased the accreditation of establishment, continuing thorough inspection and assessment, to guarantee that only those who accredited by the Department of tourism, and gave with an Endorsement of Power to Work, are permitted to open and receive guest. These endeavors made us certain to seek after our application to utilize WTTC’s Protected Stamp, convincing us to line up with WTTC’s compelling us to align with WTTC’s health, safety and hygiene global standardized protocols. This will additionally reestablish vacationer certainty and fill in as an affirmation to our guest that it is protected to go in the Philippines. The way forward to our recuperation is set apart by fortified associations with the private area, our partners and with other public government organizations,” she said during the new WTTC Individuals Team Call

As a customer of the stamp, the Spot will get the opportunity to acknowledge the work of a Safe Endeavors pastor to the accomplices, maintaining the execution and full consistence of shows.

The reaction of people in general to fear ordinarily results in changes in movement conduct, and transportation-related debacle the executives ought to distinguish the various sorts and levels of social changes between different center gatherings. Choi et al. (2014) studied the influence of social changes on travel behavior in South Korea. They broke down family travel review information more than a long time from 2002 to 2010 and tracked down that the transient and spatial qualities of changes in movement conduct were related with financial or territorial attributes and travel trademark. Elias et al. (2013) examined the variables that influence travel conduct when there are fear dangers. They utilized an arranged logit model appearance that dread and hazard insight are significant for understanding travel when under fear dangers in two urban areas in Israel. Ladies were observed to be more delicate to fear, and their movement conduct was influenced all the more considerably. Individuals favored vehicles the most, trailed by taxis when they don't utilize transports. Wen et al. (2005) analyzed the influence of SARS (Severe Acute Respiratory Syndrome) on Chinese consumer behavior and their leisure travel. The results revealed that SARS greatly affected the daily life of people and played a role in changing tour choices and travel patterns. Women and lower education groups were affected more than other groups. Liu et al. (2011) examined the effect of SARS on air travel in U.S., China, Hong Kong, and Taiwan using the ARIMA model. Worldwide fear negatively affected air travel among those countries; however, fear of the risk was perceived differently between countries, thus reflecting different life styles. Fenichel et al. (2013) examined the hypothesis that individuals practice a voluntary action of defense when there is a risk of contagious disease.

They tested the hypothesis by surveying the quantity of travelers who surrendered air travel in view of worries of being tainted by the infectious diseases an aftereffect of social removing, travel request may drop because of an in-wrinkled measure of telecommuting, e-learning, and a decreased number of public exercises and occasions. Individuals may be more disposed to perform exercises at home with relatives or dear companions. This may bring about less vehicle traffic—and less clog during top hours—and in diminished public vehicle ridership. Individuals may likewise be more disposed to return home conveyance of products bought on the web (e.g., food, garments), bringing about less shopping trips. Obviously, social removing may likewise impact travel mode decision (“The Effect of COVID-19 and Subsequent Social Distancing on Travel Behavior,” 2020)

As per the review *Cruising through a Pandemic: The Impact of COVID-19 on Intentions to Cruise* (2021), International travel via air or ocean was seen as a likely danger to wellbeing and there were concerns the time was not directly because of the many travel limitations set up when the information was gathered. Certain individuals felt travel to certain nations may present fewer dangers than others and there was concern among more older individuals, who felt especially defenseless against the Covid.

As indicated by the research *Exploring the Impacts of COVID-19 on Travel Behavior and Mode Preferences*, 2020, dread of contamination and saw hazard likewise fundamentally impact travel practices, especially for travel use, and the impact differed dependent on the tainted region and segment attributes of individuals.

In the wake of the COVID-19 pandemic, would-be cruisers likewise need to consider wellbeing protocols, outbreak avoidance plans, onboard sterilization techniques, social distancing measures, and the accessibility of temperature checks and wellbeing screenings. Furthermore, they need to think about being isolated in a lodge for the length of the trip on the off chance that they or others become sick, or the cruise being terminated should there be an outbreak on that ship or region the cruise ship may be visiting. All of this adds to the uncertainty related to the choice to cruise and, in that capacity, to generally speaking view of hazard (“Cruising through a Pandemic: The Impact of COVID-19 on Intention to Cruise,” 2021).

Other than that, besides of the large population of older generation cruisers, young generation who also experience cruise can also be our source of information. Young people who fall in this age range can be separated into two generations: Millennials and Generation Z. Each generation is defined by the life experience they share in their formative years. Because the cutoff between each generation is not exact, those who fall in between, called cuspers, should be treated as their own group as they have different preferences from those who clearly fit into one generation or the other. In a survey conducted in 2009 by Tapscott, Millennials tend to abide by eight established norms: freedom, customization, scrutiny, and integrity, collaboration, entertainment, speed, and innovation (Dodd and Campbell, 2011). Millennials are early adopters in the population most likely to use social media and as the generation gets older, they have more spending

power to be influenced by advertising content. Generation Z values expressing individual truth, connecting through different truths, understanding different truths, and unveiling the truth behind all things (Francis and Hoefel, 2018).

As indicated by the research The Cruise passenger profile (2020) The demographic of the cruise market had changed with the new demands of a rapidly evolving world and social network. Within the last years, the average age of cruise passengers has dropped of those potential customers of this service from North America, Europe and emerging Asian markets interested in spending their income in enjoying luxurious vacations.

What was traditionally a market for an elite class, seniors and retirees with stable income, and newlyweds, has become a luxurious travel and holiday option available for the family market; mostly through the attraction of budget holidays, with more and more people interested in this offer in a growing tide that underpin the optimism that the cruise industry will maintain an increasing occupancy rate and future profitability.

According to statistics provided by the Cruise Lines International Association (CLIA) in 2004, and based on a study conducted in the United States and the United Kingdom, 97% of cruisers are 25 years or older, and with annual earnings over USD40,000+, in a segment that represents about 44% of the total US population. And, in accordance with this same study, the demographic profile of the average cruise passenger would correspond to a 55-year-old university-educated person, married, employed and with an annual income over USD75,000.

In 2008, CLIA offered the following profile of the average cruise vacationer:

- Predominantly white/Caucasian (93%) person.
- Around 46 years old (down from 49 in 2006).
- Well-educated, with 65% of college graduates, and 24% of post-graduates.
- 83% are married.
- 58% work full-time.
- Average household income of around USD90,000.
- A cruise trip each three years among other three types of yearly vacations.

Details of the average cruiser in other countries are scarce due to the lack of research and data on this subject.

### 3. METHODOLOGY

#### Research Method

The researcher used the descriptive method research in determining the intention of the passengers on going to cruise this time of pandemic.

Shona McCombes (2020), describe the descriptive research and pointed out the Specifically, Descriptive research aims to systematically describe the population, situation and phenomenon. A descriptive research design can use a wide variety of research methods to investigate one or more variable.

The type of research we have is quantitative research as the study is more on the process of collecting and analyzing numerical data to find the general or average results to a wider population.

#### Data gathering

Online survey through Google Forms will be used in the data collection. The survey questionnaire will be designed to identify the impact of Covid 19 Pandemic to the intention of Filipino passengers to cruise. It will contain rating type questions, quantitative questions, and open-ended questions. The Google Form link will be sent out to the identified respondents.

The researchers will also use Likert scale as we saw this method as a fit research instrument to use to our study is we are using descriptive research method. The Likert scale is composed of various questions with five points agreement scale to measure the respondents statements.



### Population and sampling

To identify the respondents, the study will use a convenience sampling method where the selection of the participants is based on their availability. It is also based on researcher's choice to choose our respondent that we think is more suitable and convenient to our study. Our target respondents are Filipino who has a cruise experience should also be 21 years old and above because it is the minimum age requirement for cruising alone by most of the cruise line industry (Affordable Tours, 2021). The sample size will be a total of 96 respondents based on the formula (Smith, n.d.) presented below.

$$n_0 = (z^2 p(1-p)) / e^2$$

Where:

no = sample size

z = z score at 95% confidence level ( z = 1.96)

p= standard deviation (p =0.5)

e = margin of error (e= 0.10)

### Data Analysis

The proponents will be using weighted mean, percentage, frequency, and standard deviation to gather data which will then be interpreted. Specifically, frequency and percentage of the respondents' demographic profile will be utilized to tabulate the data obtained through survey questionnaire. Weighted mean will enable the researchers to determine the Filipino cruise passenger's perception on cruising amidst COVID-19 pandemic.

## 4. RESULTS AND DISCUSSIONS

### Statement of the Problem

The study aims to answer the following problems.

#### 1. What is the demographic profile of the respondents in terms of:

Table 1.1 Age

Age	Frequency	Percent	Rank
21 – 27	36	37.113	1
28 – 34	16	16.495	4
35 – 51	18	18.557	3
42 & above	27	27.835	2
Total	97	100	

Table 1.1 shows that out of 97 respondents 36 or 37.11% belongs to age group 21 – 27 years old while 16 out of 97 respondents or 16.49% belongs to age group 28-34 years old.

The research indicates that most of the respondents are belong to 21-27 years old bracket which means they are young and belong to Gen Z. It is because Gen Z or millennials are more interested in cruising than any other travelers.

This is according to a recent Cruise Industry Consumer Outlook survey conducted for Cruise Lines International Association (CLIA) in partnership with J.D. Power. This study with an overall 63% participants had an increased interest in cruise travel during the last year, with millennials leading demographically.

(J.D. Power 2020)

Table 1.2 Gender

1.2 Gender	Frequency	Percent	Rank
Male	51	52.577	1
Female	46	47.423	2
Total	97	100	100

Table 1.2 shows that out of 97 respondents 52.58% or 51 are male while 47 out of 97 respondents or 47.42% are female.

The data implies men is more interested in cruising than any other travelers .According to a recent Cruise Industry Consumer Outlook survey conducted for Cruise Lines International Association (CLIA) in partnership with J.D. Power. By gender, interest is up among 74 percent of men and 54 percent of women, with 71 percent of men claim cruising is their ideal form of travel in the next three years.

(J.D. Power 2020)

**Table 1.3 Marital Status**

Marital Status	Frequency	Percent	Rank
Single	47	48.454	48.454
Married	50	51.546	51.546
Total	97	100	100

Table 1.3 shows that out of 97 respondents 50 or 51.55% are married. While 47 out of 97 respondents or 48.45% are single.

It is because according to statistics provided by the Cruise Lines International Association (CLIA) over 83% of the passengers is married. The demographic profile of the average cruise passenger would correspond to a 55-year-old university-educated person, married, employed and with an annual income over USD75,000.

**Table 1.4 Educational Attainment**

Educational Attainment	Frequency	Percent	Rank
Secondary	17	17.526	3
Tertiary/ College	55	56.701	1
Master's Degree	25	25.773	2
Total	97	100	

Table 1.4 shows that out of 97 respondents, 55 or 56.70% belongs to Educational Attainment group of Tertiary College while 17 out of 97 respondents or 17.53% are in Master's Degree.

The data seen in the study shows that students specially in tertiary college has more experience in cruising than those belonging in other categories. It is because students has training program on a cruise it is supported by the study of (Sandoval et al. (2017) It is said that CLOCA or (cruise line operation culinary arts) are in demand course that receive considerable number of enrollees every year. This course requires maritime basic training that can only be acquire on an actual on voyage cruise ship.

**Table 1.5 Monthly Income**

Monthly Income in Philippine Peso	Frequency	Percent	Rank
0 -30,000P	42	43.299	1
30,001P- 45,000P	22	22.68	2
45,001P-60,000P	8	8.247	5
60,001P-75,000P	12	12.371	3
75,001P-90,000P	8	8.247	4
90,001P &above	5	5.155	6
Total	97	100	

Table 1.5 shows that out of 97 respondents 42 or 43.30% has an income of 0-30,000 while 5 out of 97 respondents or 5.16% has 90,001 and above income in Philippine peso.

The research indicates that most of our respondents income are 0- 30,000P it is because going on a cruise requires a lot of budget as according to Cruise Lines International Association (CLIA) The average per passenger per day cruise expense is projected to be \$214.25, with \$152.12 per person per day ticket price and \$62.13 per person per day on board spending (average cruise duration 8.0 days, median duration 7.0 days).

**Table 1.6 Number of Cruise experience before covid.**

Frequencies for 1.5 Number of cruise experience before covid		
1.5 Number of cruise experience before covid	Frequency	Percent
1	68	70.103
2	15	15.464
3	9	9.278
4	3	3.093
5	1	1.031
8	1	1.031
Total	97	100

Table 1.6 shows that 68 (70.10%) out of 97 respondents experience cruising for the first time. While 1 (1.03%) respondent experience cruising 8 times before covid.

The data implies that 68 respondents had experience cruising for the first time due to expensive cruise cost. According to Haiyan Ma (2021), The average cruise cost is estimated to be \$214.25 per person per day. That covers \$152.12 for the base ticket price and \$62.13 for onboard spending. Which were way too expensive for lower Middle Class Filipinos (according to the data of 1.5)

## 2.0 What are the factors affecting the passenger's intention to cruise in reference to the health protocols set by CLIA in terms of?

Verbal Interpretation of the Mean

1.00-1.49	Strongly Disagree/Very Low
1.50-2.49	Disagree/Low
2.50-3.49	Neither/Moderate
3.50-4.49	Agree/High
4.50-5.00	Strongly Agree/Very High

## 2.1 Embarkation & testing

Embarkation and Testing	Mean	Verbal Interpretation
1. Embarkation and Testing As part of CLIA's new protocols, passengers and crew testing is priority in the boarding process as part of a layered screening.	4.67	Strongly Agree
2. Onboard procedures: Wearing of face mask are required for all passengers and crew members on ship and during excursions.	4.701	Strongly Agree
Medical and public health response Protocols	4.66	Strongly Agree
Shore excursion Protocols	4.649	Strongly Agree
Overall Perceived Effect of embarkation and Testing	4.67	Very High

Table 2.1 shows that majority of the respondents are strongly agree with the overall perceived effect of Embarkation & Testing with the overall mean of 4.67.

According to WindStarCruise, Guests are asked to wear surgical masks when travelling to the yachts. All guests are required to take a PCR test within three days of boarding the yacht and a negative result is required. Windstar will additionally administer a free PCR test prior to departure and a negative result is required to sail. Social distance will be maintained at embarkation.

## 2.2 Onboard procedures

Onboard Procedures	Mean	Verbal Interpretation
wear face mask on ships and during excursion	4.588	Strongly Agree
follow social distancing guidelines during embarkation, on excursion, private islands and on board	4.722	Strongly Agree
ships are to implement air management plans to decrease risk of spread by increasing fresh air flow and using enhanced filters and other technology.	4.742	Strongly Agree
Overall Perceived Effect of onboard Procedures	4.684	Very High

Table 2.2 shows that majority of the respondents are strongly agree with the overall perceived effect of the Onboard procedures with the mean of 4.684.

To compare it to the rules of MSCRUISE's Health & Safety measures, Guests will be reminded of social distancing guidelines at the time of booking and during their cruise through signage, public announcements, in-cabin TV and staff engagement and Face masks will be available throughout the cruise. They also advise all guests to wear a face mask when travelling to and from the port and in the terminal, in compliance with local regulations.

### 2.3 Medical & public health response

2.1 Medical & public health response	Mean	Verbal Interpretation
Enhanced communication and reporting	4.753	Strongly Agree
Remote health evaluations and, if necessary, isolation in pre-designated cabins when needed	4.68	Strongly Agree
"Risk-based" response plans and medical disembarkation protocol, including pre-made arrangements with ports partners and destinations.	4.763	Strongly Agree
Testing and screening for passengers and crew who may have been in contact with the ill party.	4.722	Strongly Agree
Overall Perceived Effect of Medical & public health response	4.729	Very High

Table 2.3 shows that majority of the respondents are strongly agree with the overall perceived effect of of Medical & Public Health Response with the mean of 4.729.

To relate this to the given data, The Centers for Disease Control and Prevention (CDC), in collaboration with the Department of Homeland Security, has implemented Federal travel restriction procedures to protect travelers and the public from communicable diseases that constitute a public health threat.

At the request of CDC's Division of Global Migration and Quarantine, persons who have a communicable disease constituting a public health threat, in addition to meeting specified criteria may be placed on the Do Not Board list and issued a Border Lookout, enforced by the Transportation Security Administration and Customs and Border Protection, respectively.

### 3.0. Shore excursions THIS IS PART OF EMBARKATION AND TESTING IN THE QUESTIONNAIRE.

Profile	2.1 Embarkation & testing	2.2 Onboard procedures	2.3 Medical & public health response	Overall
1.1 Age	Mean	Mean	Mean	Mean
21-27	4.799	4.806	4.813	4.806
28-34	4.656	4.813	4.797	4.755
35-41	4.528	4.463	4.597	4.529
42 and above	4.602	4.593	4.667	4.62
F-value	1.637	3.854	1.229	2.668
p-value	0.186	0.012	0.304	0.252
Interpretation	Not significant	significant	not significant	not significant

### 3.1 Is there a significant difference between the passenger's intention to cruise during pandemic WHEN GROUPED BY the respondents Profile?

Interpretation: There is no significant difference in the perceived effect of Embarkation and testing and medical and public health response on the passenger's intention to cruise during the pandemic when grouped by age since, the F-values of 1.637 and 1.229 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected.

However, there is a significant difference in the perceived effect of onboard procedures on the passenger's intention to cruise during the pandemic when grouped by age since, the F-value of 3.854 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. Respondents with age from 21 to 34 perceived to have the highest level of effect of onboard procedures on the passenger's intention to cruise during the pandemic than older respondents.

Lastly, there is no significant difference in the overall perceived effect of procedures on the passenger's intention to cruise during the pandemic when grouped by age since, the F-value of 2.668 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. Respondents from all age groups have the same overall perception.

**This means that the respondents age doesn't affect their perception of embarkation and testing and medical and health response on their intention to cruise during pandemic. On the other hand, there is a perceived effect of their age when it comes to onboard procedures on passenger's intention to cruise.**

According to the findings in the study of Md. Shahin (2020), Age has no significant difference in the impact of Covid 19 on travel behavior. This study supports Shahin findings regarding age because this study has also found no significant differences in how people perceive embarkation and testing and medical and health response on their intention to cruise during pandemic this implies that it is insignificant.

	2.1 Embarkation & testing	2.2 Onboard procedures	2.3 Medical & public health response	Overall
Gender	Mean	Mean	Mean	Mean
Male	4.667	4.706	4.725	4.699
Female	4.674	4.659	4.734	4.689
t-value	-0.075	0.538	-0.089	0.131
p-value	0.941	0.592	0.929	0.896
Interpretation	not significant	not significant	not significant	not significant

### 3.2 Is there a significant difference between the passenger's intention to cruise during pandemic WHEN GROUPED BY the respondents Gender?

Interpretation: There is no significant difference in the perceived effect of Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic when grouped by gender since, the t-values of 0.075, 0.538 and 0.089 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. Male and female have the same perception on the effect of Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic.

Lastly, there is no significant difference in the overall perceived effect of procedures on the passenger's intention to cruise during the pandemic when grouped by gender since, the t-value of 0.131 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. Male and female Respondents have the same overall perception

**This means that the respondents gender doesn't affect their perception of embarkation and testing and medical and health response and on board procedure on their intention to cruise during pandemic.**

The study's findings are different compared to the findings from the study of Molloy et al. (2020) because on the study it says that there are No significant difference was found between the distance covered by males and females before COVID-19. However, males traveled significantly longer distances for primary trip purposes during COVID-19. This observation is consistent with the finding from Molloy et al. (2020) who stated that males traveled more during COVID-19 compared to females.

	2.1 Embarkation & testing	2.2 Onboard procedures	2.3 Medical & public health response	Overall
Marital Status	Mean	Mean	Mean	Mean
Single	4.835	4.773	4.867	4.825
Married	4.515	4.6	4.6	4.572
t-value	3.504	2.046	3.042	3.39
p-value	<.001	0.044	0.003	0.001
Interpretation	significant	significant	significant	significant

### 3.3 Is there a significant difference between the passenger's intention to cruise during pandemic WHEN GROUPEd BY the respondents Marital Status?

Interpretation: There is a significant difference in the perceived effect of Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic when grouped by marital status since, the t-values of 3.504, 2.046 and 3.042 have p-values less than 0.05. The null hypothesis of no significant difference are rejected. Single respondents have higher perception on the effect of Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic than married respondents.

Lastly, there is a significant difference in the overall perceived effect of procedures on the passenger's intention to cruise during the pandemic when grouped by marital status since, the t-value of 3.39 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. Single Respondents have higher overall perception than married respondents.

**This means that the respondents marital status where found to have significant effect to their perception on Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic.**

According to the findings in the study of Md. Shahin (2020), Marital status has found to have significant difference in the impact of Covid 19 on travel behavior as most of the respondents are also married. This study supports Shahin findings regarding marital status because this study has also found significant differences in how people perceive embarkation and testing and medical and health response on their intention to cruise during pandemic this implies that it is found significant.

	2.1 Embarkation & testing	2.2 Onboard procedures	2.3 Medical & public health response	Overall
Educational Attainment	Mean	Mean	Mean	Mean
Secondary	4.618	4.51	4.647	4.592
Tertiary	4.636	4.624	4.705	4.655
Masters	4.78	4.933	4.84	4.851
F-value	0.908	7.136	1.125	3.052
p-value	0.407	0.001	0.329	0.052
Interpretation	Not significant	significant	Not significant	Not significant

### 3.4 Is there a significant difference between the passenger's intention to cruise during pandemic WHEN GROUPED BY the respondents Educational Attainment?

Interpretation: There is no significant difference in the perceived effect of Embarkation and testing and medical and public health response on the passenger's intention to cruise during the pandemic when grouped by educational attainment since, the F-values of 0.908 and 1.125 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected.

However, there is a significant difference in the perceived effect of onboard procedures on the passenger's intention to cruise during the pandemic when grouped by educational attainment since, the F-value of 7.136 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. Respondents with master's degree perceived to have the highest level of effect of onboard procedures on the passenger's intention to cruise during the pandemic than other respondents.

Lastly, there is no significant difference in the overall perceived effect of procedures on the passenger's intention to cruise during the pandemic when grouped by educational attainment since, the F-value of 3.052 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. Respondents with different educational background have the same overall perception.

**This means that the respondents educational attainment where found to have no significant effect to their perception on Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic.**

Even if you are a high school graduate, you can have a good take-home pay in cruise. In contrary which states that the higher the education level, the higher the income. Moreover, saying that higher education qualifications lead to higher income. More highly educated employee wastes more time. Those who have an Associate's and Bachelor's degree waste less than an hour. However, those who have a Master's degree wastes more than 3 hours each day.

	2.1 Embarkation & testing	2.2 Onboard procedures	2.3 Medical & public health response	Overall
# of cruise ship experience	Mean	Mean	Mean	Mean
1	4.754	4.701	4.772	4.742
2	4.533	4.756	4.667	4.652
3 and above	4.411	4.524	4.589	4.508
F-value	3.99	1.279	1.132	2.289
p-value	0.022	0.283	0.327	0.107
Interpretation	significant	Not significant	not significant	not significant

### 3.5 Is there a significant difference between the passenger's intention to cruise during pandemic WHEN GROUPED BY the respondents # of cruise ship experience?

Interpretation: There is no significant difference in the perceived effect of onboard and medical and public health response on the passenger's intention to cruise during the pandemic when grouped by number of cruise ship experience since, the F-values of 1.279 and 1.132 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected.

However, there is a significant difference in the perceived effect of Embarkation and testing on the passenger's intention to cruise during the pandemic when grouped by number of cruise ship experience since, the F-value of 3.99 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. Respondents who have one cruise ship experience perceived to have the highest level of effect of onboard procedures on the passenger's intention to cruise during the pandemic than other respondents.

Lastly, there is no significant difference in the overall perceived effect of procedures on the passenger's intention to cruise during the pandemic when grouped by number of cruise ship experience since, the F-value of 2.289 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. Respondents with different number of cruise ship experience have the same overall perception.

This means that the respondents # of cruise ship experience where found to have no significant effect to their perception on Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic.

For Cartwright and Baird (1999), the definition focuses on the motivation, and cruises must not be considered as a mere travel between origin and destination, but as part of a whole of services offered by leisure and holiday companies.

For Butler (2003), the central element of cruising is the onboard accommodation and services, and not the cruise ship as a mean of maritime transport.

Douglas & Douglas (2004) understand the cruise as a type of sea voyage in which the vessel travels from and to the same place, providing leisure and recreation services to its passengers. Nevertheless, this definition excludes cruise ships with itineraries between different ports, and the passengers that may embark or disembark the cruise during the route.

The Cambridge Dictionary (2005) defines a cruise ship as a large ship, like a hotel, on which people travel on for pleasure.

	2.1 Embarkation & testing	2.2 Onboard procedures	2.3 Medical & public health response	Overall
income	Mean	Mean	Mean	Mean
P30,000 and below	4.792	4.73	4.756	4.759
P30,001 to P45,000	4.636	4.727	4.784	4.716
P45,001 to P60,000	4.5	4.542	4.625	4.556
P60,001 to P75,000	4.563	4.611	4.75	4.641
P75,001 to P90,000	4.344	4.5	4.469	4.437
P90,001 and above	4.85	4.8	4.8	4.817
F-value	1.879	0.766	0.736	1.324
p-value	0.106	0.576	0.599	0.261
Interpretation	Not significant	Not significant	not significant	not significant

### 3.6 Is there a significant difference between the passenger's intention to cruise during pandemic WHEN GROUPED BY the respondents Income?

Interpretation: There is no significant difference in the perceived effect of Embarkation and testing, onboard and medical and public health response on the passenger's intention to cruise during the pandemic when grouped by income since, the F-values of 1.879, 0.766 and 0.736 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected.

Lastly, there is no significant difference in the overall perceived effect of procedures on the passenger's intention to cruise during the pandemic when grouped by income since, the F-value of 1.324 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. Respondents from different income groups have the same overall perception.

**This means that the respondents income where found to have no significant effect to their perception on Embarkation and testing, onboard procedures and medical and public health response on the passenger's intention to cruise during the pandemic.**

According to the Conclusion of the study made by Calinao (2020), Most of the respondents are males, with a bachelor's degree, ages 31 to 40 years old, married, worked in Food and Beverage Department, with more than thrice of frequency assignment in World Dream Cruise Ship, and have a salary of USD1,200.00. Respondents strongly agreed that the factors affecting employee retention to the services of World Dream Cruise Ship are salary, rewards and recognition, work environment, training and development, and job security.



## 5. CONCLUSION

### 1. Demographic Profile

#### Age

The results of the study show that most of the respondents belong to the age bracket of 21-27 years old. This implies that people between the ages of 21-27 years old are more interested in cruising than any other travelers as they are young and has a lot of energy to travel.

#### Gender

In terms of gender, the number of male respondents exceeded the number of female respondents and was able to gather (52.58%) of the results. This means that male has greater number of travelers specially in cruise than female.

#### Marital Status

As for marital status, the researchers conclude that majority of the respondents consist of married people with a frequency of (51.54%) of the data. This indicates that married people tend to go to on cruise ship than those who are single or not in a relationship.

#### Educational Attainment

The results of the study show that majority of the respondents belong to the category of tertiary college generating (56.70%) of the data. This means that college undergraduates specially tertiary has outnumbered those who are graduates or has a master's degree on experiencing going aboard on a cruise ship.

#### Monthly Income

When it comes to monthly income, most of the data used in the study generated from people who has 0- 30,000 pesos income with a frequency (43.30%). This implies that most of our respondents income are ₱ 0- ₱ 30,000 it is because going on a cruise requires big amount of money for expenses such as food ,cabins, services ,etc.

#### Number of Cruise experience before covid

The result shows that shows that 68 (70.10%) out of 97 respondents experience cruising for the first time. While 1 (1.03%) respondent experience cruising 8 times before COVID. The data implies that 68 respondents had experience cruising for the first time due to expensive cruise cost.

#### factors affecting the passenger's intention to cruise in reference to the health protocols set by CLIA in terms of:

##### Embarkation & testing

Study shows that majority of the respondents are strongly agree with the overall perceived effect of Embarkation & Testing with the overall mean of 4.67. Majority of the respondents are agreed with embarkation and testing to reduce risks associated with COVID-19

##### Onboard procedures

Study shows that majority of the respondents are strongly agree with the overall perceived effect of the Onboard procedures with the mean of 4.684. Majority of the respondents are agreed to wear face mask on ships and during excursion, follow social distancing guidelines during embarkation, on excursion, private islands and on board and ships are to implement air management plans to decrease risk of spread by increasing fresh air flow and using enhanced filters and other technology to lessen the risk of infecting the other seafarers.

##### Medical & public health response

Study shows that majority of the respondents are strongly agree with the overall perceived effect of Medical & Public Health Response with the mean of 4.729. majority of the respondents are agreed to Enhanced communication and reporting, "Risk-based" response plans and medical disembarkation protocol, including pre-made arrangements with ports partners and destinations, Testing and screening for passengers and crew who may have been in contact with the ill party and etc. To prevent the risk of COVID- 19 to spread onboard.

## 6. RECOMMENDATION

To improve the service quality delivered in the Cruise Ship industry amidst pandemic, the researchers recommend that seafarers should undergo polymerase chain reaction (PCR) tests, which involve a swab of the nose or throat.

Researchers also recommend that, all of the seafarers must be fully vaccinated with booster to protect the seafarers at COVID-19. Any seafarers who are not yet fully vaccinated and boosted should not board the ship and should receive assistance.

Any seafarers about to join the ship developing any symptoms should not be boarded and should receive further medical advice. The ability to test seafarers before embarkation depends on many factors including testing availability in ports and terminals. Seafarers may become infected while travelling to a ship, so the best time to test for COVID-19 to reduce infection risks on board ship is 3-5 days before your cruise or in the port or terminal before embarkation, by isolating the seafarer ashore while awaiting the test result.

A negative PCR test and fully vaccinated with booster does not guarantee seafarers are not infected with COVID-19 and could still potentially carry it on board the ship. That's why researchers are also recommend seafarers to use facemask onboard to lessen the percentage to be infected.

Future researchers should widen the scope by conducting the study on the Cruise Ship companies are adapting amidst COVID-19. They could also use the same factors or search for better factors that will fit for the study such as How can cruise ship company secure the prevention of COVID- 19. Topic about safety amidst COVID- 19 is a good topic and there are many learnings in this study.

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