NEW NORMAL: MOTIVATIONS INFLUENCING VISITORS TO VISIT TAGAYTAY CITY

[1]Chavez, Joshna Mikka S., [2]Kawamoto, Hiromi A., [3]Poblete, Aleithea P.,
[4]Ms. Irene S. Gueco

[1,2,3] Proponents, [4]Adviser:

DE LA SALLE UNIVERSITY – DASMARINAS

College of Tourism and Hospitality Management

Tourism Management Department

Abstract: **This paper explored the travel motivations of visitors who visited and those who plan to visit Tagaytay City despite the risk of contracting the 2019 variant of SARS-CoV2. The study also investigated whether the Inter-Agency Task Force protocols was a determinant factor that motivated visitors to travel to Tagaytay City. The push and pull theory was applied in this study to assess the motivation of visitors to still travel amidst the pandemic. This quantitative study distributed questionnaires to 244 students of the College of Tourism and Hospitality Management in De La Salle University- Dasmariñas. In the analysis, mean and standard deviation were utilized to assess the respondents' level of travel motivations and the level of importance of the IATF protocols. The independent t-test was used to assess if there is a significant relationship and significant difference between the level of motivations and the level of importance of the protocols.**

Keywords: **New Normal, COVID-19, Travel Motivations, IATF Protocols, Push and Pull Theory, Tagaytay City.**

1. INTRODUCTION

The Travel & Tourism industry is one of the massive and fastest growing sectors in the world with a recorded 3.5% growth in 2019, outpacing the global economy by 2.5% for nine consecutive years it is undeniably powerful considering its reach and economic impact (WTTC, 2020). With this, tourism can be considered as an instrument to promote the resources available in a country while simultaneously boosting their economic growth and global impact.

According to travel motivation literature, tourists are motivated to travel depending on two dimensions, either they are internal factors that pushes them to travel or there are external factors that pull them to a certain destination, or both factors working together as one driving force (Yuan & McDonald as cited in Baniya & Paudel, 2016). Additionally, this is a situation wherein tourists are pushed or pulled towards certain types of destination due to their search and need for satisfaction (Michael, et al., 2017).

It is worldly known that in December of 2019, the first recorded human transmission of COVID-19, caused by the SARS-CoV-2 virus with later evidences dismissing former claims of laboratory construct, was reported in Wuhan City, China which led to the closure of one marketplace in the city last January 2020 where the disease is suspected to have originated. This global health crisis resulted in the tourism industry's major setback; public and private institutions are on a temporary closure, and international borders are closed resulting in the worldwide travel halt. In September 2020, a news report published by the Philippine News Agency (2020) stated that according to the UN World Tourism Organization, the tourism industry has lost $460 billion during the first half of the year due to the pandemic with international tourism dropping by 65%.

The Philippines wasn't exempted with the damage brought by COVID-19. It was reported by Rocamora (2020) that as per Tourism Undersecretary Benito Bengzon Jr., the number of the country's international tourists decreased from 4, 852, 107

visitors 1.3 million during the first seven months of 2019 and 2020 simultaneously; it can be clearly denoted that the country is experiencing a downfall due to the global health crisis. Alongside, according to the job displacement report released by the Department of Labor and Employment (DOLE), 944 establishments laid off 16, 134 employees as of August 9, 2020 due to the pandemic (Yee, 2020).

The locale of the study was Tagaytay City which was mentioned in the news article by Giron (2019), as Department of Tourism's (DOT) recognized top tourist destination in CALABARZON region for years. In the second week of September 2020, it is one of the first local governments units (LGUs) that re-opened for tourism amidst the COVID-19 pandemic (Tabios, 2020). There is a massive body of research that has examined various travel motivations lined on the push/pull framework however, there hasn't been a research on tourist motivations in the push and pull framework in Tagaytay City during this new normal; new normal is described by the Inter–Agency Task Force (IATF) as the inclusion of various minimum public health standards on people's practices and daily routine during and after this global health crisis. (DOT, 2020).

As of December 1, 2020, the confirmed number of COVID-19 cases in the area was 243 in total. However, people still find the need to travel despite the possibility of being infected by the virus which lead the researchers to come up with a study that attempts to answer and explore the factors that drive tourists to Tagaytay City despite the pandemic. This research was determined only to examine the level of travel motivation of tourists excluding their demographic profile which was used for the sole purpose of profiling.

Specifically, the study sought to answer the following questions:

1. How do the respondents assess the level of motivations influencing tourists to visit Tagaytay City?

  1.1. Push factors

  1.2. Pull factors

2. How do the respondents assess the level of importance of the new normal protocols?

3. Is there a significant difference on the respondents' assessments on the level of motivations and level of importance of the new protocols when grouped according to whether they were able to visit Tagaytay City or not?

4. Is there a significant relationship between the level of motivation influencing tourists to visit Tagaytay City and the level of importance of the new normal protocol?

This study is significant to the following:

Province of Cavite. The study will help the local government to strengthen and improve the areas that lack attention in terms of the policies imposed during the new normal. This research may serve as the basis or guideline for the necessary revisions for the protocols which will be adapted post-pandemic.

Future Researchers. This research will help future researchers who are interested in the same area of study for their references to further broaden the knowledge on the motivational factors of tourists to travel under a global health pandemic such as COVID-19.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

In the recent years, there are studies that revealed the effects of epidemics, such as the Severe Acute Respiratory Syndrome (SARS) and the Middle East Respiratory Syndrome (MERS) in society and the economy. In the study by Yunseon, et al. (2020), it was stated that according to studies, SARS affected an approximate of 32 countries causing 8,422 infected cases, and 918 deaths worldwide and caused a loss of 60 billion US dollars. Likewise, it resulted in Taiwan's inbound tourism to decline by 50% during the first four months of the year 2013. On the other hand, MERS was first recorded and identified in Saudi Arabia in June 2012 and reached over 27 countries, with 2,260 cases and 803 deaths and then continuously spread in May 2015 in South Korea resulting in the country's decline in its inbound and domestic tourism.

According to the World Health Organization (2020) the Chinese government reported multiple pneumonia cases in Wuhan City on December 31, 2019 with an unidentified cause. Infection and prevention guidelines were published to protect health workers based on the organization's familiarity with SARS and MERS and established modes of respiratory virus transmission, recommending droplet and contact precautions while caring for patients, as well as airborne

precautions for aerosol generating procedures performed by health workers. The first case outside of China was discovered in Thailand in January 2020, and on March 13, 2020, WHO declared COVID-19 a pandemic based on their findings.

As stated by Goodman (2021), the current situation brought about by SARS-CoV2 is comparable to the other epidemics and pandemics regardless of its mortality rate which was said to be lower than the previous health crises. This claim could be supported by Dr. Kortepeter (2020) in his article in Forbes that regardless of the death rate of SARS-CoV-2 to be at around 4%, viruses still differ from each other. There are few that do not target hosts to eliminate them but to be a tool to spread the virus. Taking the Ebola virus for example, infected people are easily identified for there are evident symptoms, unlike with COVID-19 where there are asymptomatic people who would've been in contact with the others without them knowing that they are infected which results in transmission.

Furthermore, during the pandemic, most of the countries did not shut down their economies despite the widespread fear and panic caused by the coronavirus. In the study of Zheng, et al. (2021) also states that in their investigation resulted that even in the past infectious diseases such as MERS and SARS, travelers preferred to travel in a short-distance after the removal of restriction. In the study by Sibi, et al. (2019) cited that travel motivations change due to various reasons as it responds to the changes of situations that influence travels like family, economy, interests, health, and experience. As such, the COVID-19 pandemic affected not just the Philippines but other countries as well, and simultaneously changed the travel patterns of tourists.

According to Edrada, et al. (2020) the first two confirmed cases of COVID-19 in the Philippines were Chinese nationals, a 39-year-old female and a 44-year-old male, travelling for their vacation in the country in January 2020. The female patient recovered while her partner suffered from pneumonia which was then declared as COVID-19 due to the laboratory results and followed by a cardiac arrest, resulting in the first SARS-CoV-2 death outside China.

IATF. In the year 2014, Executive Order No. 168 was signed which indicates the formation of the Inter-Agency Task Force (IATF). The Task Force was formed to manage infectious diseases in the Philippines such as previous cases of SARS, Avian Influenza, Ebola, and MERS. On January 28, 2020, the Department of Health made use of the IATF for the COVID-19 pandemic. IATF mandated protocols issued by DOT (2020) that will prioritize and secure the safety and welfare of travelers and locals. Safety measures imposed by the IATF are: age restriction was adjusted from 21-60 years to 15-65 years, guests/tourists are required to sanitize, have their temperatures checked and to fill out a health declaration form upon entering an establishment for contact tracing, continuous usage of face masks and face shields should also be observed, only 50% of transport services and establishments' capacity with physical distancing is allowed to be used, employees are required to wear PPEs and use other sanitation devices, and the regular cleaning and disinfection of surfaces and places commonly used by people was adapted by the city government of Tagaytay instructing establishment owners to disinfect their businesses at least once a week.

According to Backman, et al. (Backman, et al. as cited in Wang, 2016), motivation is a circumstance that steer numerous behavior which leads to a decision that satisfies a person's expectation. In tourism, travel motivation is a means to predict the travel patterns of tourists and is considered an inner force that triggers and pushes a person on selecting a certain destination with the objective of getting the desired benefits and satisfaction. However, each tourist is considered different and they differed from their motivational factors.

Push and Pull Theory. In the study conducted by Wang (2016), it was cited there that Dr. Dann asserts that travel motivation of individuals can be classified into two factors: Push and Pull factors— it reveals that people travel due to the reason that they are "pushed and pulled to do so by some forces".

Push and Pull Motivations. The push and pull motivations are considered factors that influence tourists to travel. The push motives, also known as intrinsic factors, are internal simulators in nature which drive tourists yearning for rest, adventure, recreation, escape and a longing to get away from their everyday. In the study of Aquino, et al. (2017), it was mentioned that the push factors evaluated by Dr. Dann can be interpreted through the concepts of 'anomie' and 'ego-enhancement'. Anomie pertains to the need to go beyond the everyday life while ego-enhancement is about recognition obtained through the status brought by traveling (Romo & Wiel, 2019). On the other hand, the pull motives are factors brought by a destination's attributes which the tourists find appealing that can aid the stimulation of the push factors (Yousaf, et al., 2018).

Baniya and Paudel (2016), conducted a study analyzing the travel motivations of Nepali domestic tourists wherein 150 questionnaires were distributed, 140 were returned, and 132 are considered relevant to the study. Responses were

analyzed through one sample t-test which showed that there is significant importance in the push and pull factors while the paired sample t-test showed that similar to the results of Shukor, et al. (2017) which analyzed the driving motivators of tourists from Southeast and West Asia, Americas, and Europe to travel to Malaysia, the extrinsic factors are significantly more important than the intrinsic factors; the latter study maximized the use of the single Structural Equation Model (SEM). Both studies also showed that most of their respondents belong to the age group of 21-30 years old. Additionally, the study of Shukor, et al. (2017), wherein 200 respondents were interviewed by groups composed of 3 to 6 tourists, and were given questionnaires. In the study identifying the perceived impact and travel motivations of tourists who visited and experienced the Hanging Coffins and Lumiang Burial Cave in Sagada, Mountain Province, Agnes and Gamueda (2019) used descriptive-correlation method and distributed self-made questionnaires with a total of 134 respondents. As a result, the top intrinsic component is adventure; respondents were impelled to travel to Sagada due to the excitement brought by the adventure of an unknown area and not because it is risky. Additionally, an evident extrinsic factor was the infrastructure of the destination site, Sagada is known for its beautiful scenery which motivates tourists to visit as they often upload pictures in social media which also serves as a promotional tool of the destination. A similar study that explored the motivation to visit a dark tourism site in South Africa is conducted by Mangwane, et al. (2019). Structured questionnaires were given to 205 participants and analyzed through factor analysis which revealed that the push factors were more dominant. Yap, et al. (2017) examined the push and pull factors that motivate domestic tourists to revisit Penang. There were 250 face-to-face questionnaires and online Google Forms given through judgmental sampling, and were analyzed through SEM and Statistical Package for the Social Studies (SPSS). The result of the study showed that the intrinsic factor which is social interaction has the most impact on domestic tourists to revisit Penang. In conclusion, all of the literatures referred in this study maximized the use of the quantitative approach and the push and pull theory.

The closest literature is the study conducted by Shukor, et al. (2017), wherein the researchers included the level of safety and security available in Malaysia as one of the factors which is in line with the present study that aims to tackle the intrinsic and extrinsic variables that affects tourists to travel to Tagaytay City despite the COVID-19 pandemic.

In spite of, there are still several limitations to this study that need to be addressed in future research. First, all study variables were captured from self-reported measures and therefore the bias of self-reporting cannot be ruled out. Second, the samples taken are generally small which limits the representativeness of the sample and were drawn based on convenience in these various analyses. To further confirm the results of the present study, this research may be repeated with larger samples representative of the locale's population.

Additionally, these researches were adapted in terms of their variables to address the main objective of this research. These cited literatures were all evaluated as related and relevant to the present study being conducted by the researchers. Hence, modifying the push and pull theory by including the Inter-Agency Task Force health and safety protocols imposed under the new normal will be the contribution of the current research.
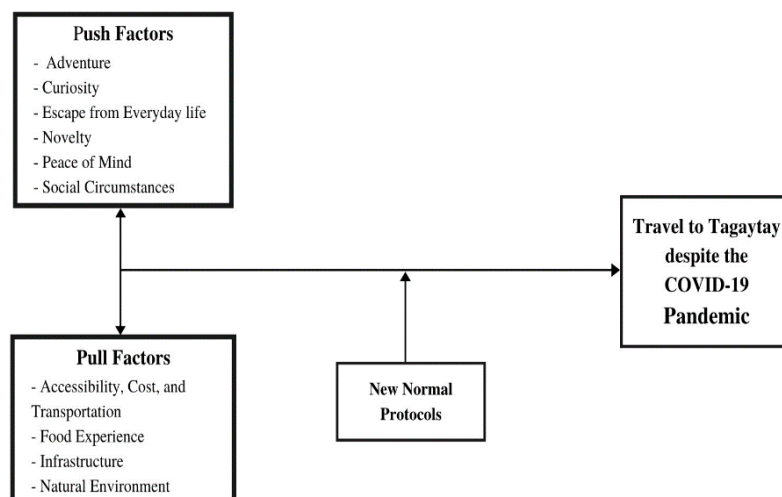
Conceptual Framework

Figure 1: Conceptual Framework

As cited in the study of Said and Maryono (2018), the push and pull theory is a known theory that describe the motivation why travelers visit a specific destination instead of other places and the experience and activity they want to be involved in; this was taken into consideration by the researchers to choose this theory for this study.

Figure 1 shows that travel to Tagaytay City despite the COVID-19 pandemic depends on the push and pull factors. In addition, the new normal protocols influence push factors and pull factors, and travel to Tagaytay City despite the COVID-19 pandemic.

3. METHODOLOGY

The research design of the study was exploratory for it sought to investigate and explore the motivations that drive tourists to travel despite the COVID -19 pandemic. As an exploratory study, it collected factual information to investigate, measure, and examine if there was a significant connection between the travel motivations and the health and safety protocols issued by the IATF under the new normal. More so, this design allowed the researchers to carefully understand how these variables were significantly connected, together with its strength and direction.

The target population for this study was limited to the 244 students, from all year levels, of the College of Tourism and Hospitality Management from De La Salle University - Dasmariñas who traveled to the city from September 2020 to January 2021 and those who plan to travel to Tagaytay City under the new normal. Moreover, the researchers chose convenience sampling in selecting the respondents.

Additionally, the information needed for this study was acquired through Google Forms wherein the researchers input the necessary questions for the study. The research questionnaire was adapted from Yap, et al. (2017), and was divided into three sections hence the first section included the respondents' demographics indicating their gender, year level, and course program. The second section asked whether they went to Tagaytay City during the timeline or plan to visit, and the month they traveled or plan to travel. The third section of the questionnaire contained queries in relation to the tourists' push and pull motivations; 13 dimensions and 52 factors in total. Also, the new normal protocols practiced and adapted by the city government of Tagaytay City are in the aforementioned section.

In order to find out how the respondents measured the degree of motivation and relevance of the new normal protocols; the data were statistically treated using mean and standard deviation. Similarly, the independent t-test was maximized to show if there was a significant difference between the level of motivations and level of importance of the new protocols assessed by the respondents (planning and traveled) and if there was a significant relationship between the level of motivation and the level of importance of the new normal protocol that influences visitors to visit Tagaytay City. With this, in order to analyze the data to be gathered, Statistical Package for Social Sciences (SPSS) was used.

4. RESULTS AND DISCUSSIONS

The analysis of this study is divided into multiple sections namely, demographic profile, mean and standard deviation, and the independent t-test. This will thoroughly discuss the data compiled during the data gathering period.

Demographic Profile

In the study, there were online questionnaires distributed to 244 DLSU-D students through Google Forms, from all year levels, under the College of Tourism and Hospitality Management from De La Salle University - Dasmariñas and altogether, all were returned and found valid. The researchers conducted the study from the month of September of the year 2020 to the month of March of year 2021, the respondents were enrolled during the first semester of the academic year 2020 - 2021.

Out of all the returned online questionnaires, there were 135 female respondent and 145 of the total number are from the Tourism Management program. Majority of the respondents came from the third-year students while 30 and 31 percent came from the second year and first year students simultaneously. Additionally, 51 percent of the respondents revealed that they already traveled to Tagaytay City from September 2020 to January 2021.

Mean and Standard Deviation

All responses were collected on a 4-point Likert scale. For all three items, the anchor points ranged from "not significant= 1" to "extremely significant= 4." Each scale's mean score was determined by adding the scores on each individual item of the scale and taking the mean of the total.

For the first table to be presented in this study, it evaluated the push factors in terms of the dimension which is adventure. The data indicates that the top factors tied for those who are still planning to visit Tagaytay City is seeking thrill or adventure and to experience something unfamiliar with the common mean of 3.03. While the result for those who already traveled indicated that having a daring or adventurous feeling is the highest factor with a mean of 2.78. These highest factors could be satisfied in Tagaytay City since there are tourism establishments like Sky Ranch Tagaytay which has various rides and activities. The findings are identical with the study of Agnes and Gamueda (2019), where adventure and activities is the highest intrinsic factor that tourists took into consideration when they are travelling to Sagada.

Table 1: Assessment of Push Factors in Terms of Adventure

Adventure	Planning to Travel				Traveled			
	Mean	SD	Description level	Ranking	Mean	SD	Description Level	Ranking
Seeking thrill or adventure.	3.03	0.86	Significant	1.5	2.76	0.94	Significant	2
Do something challenging.	2.82	0.95	Significant	4	2.58	0.95	Significant	4
Have a daring / adventurous feeling.	2.98	0.93	Significant	3	2.78	0.94	Significant	1
Experience something unfamiliar.	3.03	0.91	Significant	1.5	2.59	1.04	Significant	3
Overall mean	2.96		Significant		2.68		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 2 depicts the push factors in terms of the respondents' assessment on curiosity's level of significance. Under this dimension, it was shown that the top factor for those who are planning to travel is curiosity in experiencing something new with the mean of 3.23, while curiosity about how tourism establishments operate and accommodate tourists in Tagaytay City ranked as the top factor for those who traveled with the mean of 3.19. Moreover, the factors which ranked first in the curiosity table shows that the students from the College of Tourism and Hospitality Management of De La Salle University - Dasmariñas still want to know how the establishments will operate during this time of crisis and what are the new experiences that can influence them to visit Tagaytay City. Likewise, it could be a way for them to compare their previous travels to the area and what makes it different nowadays. These results are similar from the study conducted by Mangwane, et al. (2019), where results showed that curiosity ranked as one of the top three motivating variables in visiting a dark tourism site in South Africa.

Table 2: Assessment of Push Factors in Terms of Curiosity

Curiosity	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Curiosity about what travelling feels like in Tagaytay City.	2.89	0.84	Significant	4	3.10	0.81	Significant	2
Curiosity about how tourism establishments operate and accommodate tourists in Tagaytay City.	3.20	0.76	Significant	2	3.19	0.79	Significant	1
Curiosity in experiencing something new in Tagaytay City	3.23	0.82	Significant	1	2.83	0.99	Significant	3
Curiosity about how Tagaytay city is recognized as the top tourist destination in CALABARZON region.	2.97	1.01	Significant	3	2.35	0.96	Significant	4
Overall mean	3.07		Significant		2.87		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 3 reveals that the highest motivator under the dimension of escape from everyday life is to go out from the respondents' usual environment, which is the top factor for both groups with the mean of 3.66 for those who are planning, and 3.61 for those who already visited the tourist destination. The findings is an implication that the respondents nowadays tend to travel to Tagaytay City in order to get away or escape from their daily routine especially in this time of global health crisis and to simply get out of their own houses to relieve themselves from the same routine they have been doing during the time of lockdown caused by the spread of the SARS-CoV-2 since the year of 2020. These results are similar to the study conducted by Baniya and Paudel (2016), wherein it was shown that escape from everyday life is ranked as the top push motivator that influences Nepali domestic tourists to travel.

Table 3: Assessment of Push Factors in Terms of Escape from Everyday Life

Escape from Everyday Life	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Escape from academic responsibilities.	3.58	0.62	Extremely Significant	3.5	3.58	0.54	Extremely Significant	3
Do things I desire.	3.58	0.59	Extremely Significant	3.5	3.60	0.51	Extremely Significant	2
Go out from the usual environment.	3.66	0.54	Extremely Significant	1	3.61	0.52	Extremely Significant	1
Physical relaxation.	3.63	0.61	Extremely Significant	2	3.51	0.62	Extremely Significant	4
Overall mean	3.61		Extremely Significant		3.57		Extremely Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

As per Table 4, it shows that factors exploring tourism establishments and attractions that tourists have never seen before and enjoyment on things they've never seen before, are the top factors for those who are planning to travel with the same mean of 3.23, while experiencing the uniqueness of visiting Tagaytay city, is the top factor for those who already traveled with the mean of 3.06. The results in the table indicate that the least reason respondents plan or visited Tagaytay city is for academic purposes. It can be assumed that the CTHM students, both under the Tourism and Hospitality programs, of De La Salle University - Dasmariñas go to the locale of the study for non-academic related activities such as for leisure and recreation. This can be regarded to be linked to one of the previous push factors which is in terms of escape from everyday life. Due to the pandemic, students are expected to do their academic responsibilities even in the comfort of their homes which could be the reason why the reason for them to visit Tagaytay City is far from their academic duties. The study of Mangwane, et al. (2019), is identical in these outcomes as the researchers also found that novelty was the most powerful motivator in their study.

Table 4: Assessment of Push Factors in Terms of Novelty

Novelty	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Experience the uniqueness of visiting Tagaytay City.	3.13	0.81	Significant	3	3.06	0.84	Significant	1
Explore tourism establishments and attractions I have never visited before.	3.23	0.79	Significant	1.5	2.78	1.01	Significant	2
Enjoyment on things I have not seen before.	3.23	0.80	Significant	1.5	2.74	1.08	Significant	3
Broaden knowledge for academic purposes.	2.97	0.98	Significant	4	2.00	0.95	Less Significant	4
Overall mean	3.14		Significant		2.65		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

For Table 5, it showcases that out of the four factors under peace of mind, free from stress or pressure ranked first for those who plan to travel with the mean of 3.71 while for those who already traveled, free from stress or pressure and spending time with myself both ranked as the highest factor in this dimension with the mean of 3.68. This is an implication that peace of mind is a significant intrinsic factor that people take into consideration that is why they feel the need to travel in Tagaytay City even with the risk of contracting SARS-CoV-2 during their visit. The amount of stress that was caused by COVID-19, alongside the shift to online classes, could be contributing factors as to why the respondents were eager to relax and destress. The findings are similar from the study of Shukor, et al. (2017) wherein peace of mind ranked as the second push factor that is being considered by tourists when travelling.

Table 5: Assessment of Push Factors in Terms of Peace of Mind

Peace of Mind	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Relax mentally.	3.70	0.54	Extremely Significant	2	3.65	0.50	Extremely Significant	4
Free from stress and/or pressure.	3.71	0.54	Extremely Significant	1	3.68	0.47	Extremely Significant	1.5
Surrounded by a calm atmosphere.	3.68	0.55	Extremely Significant	3	3.66	0.49	Extremely Significant	3
Spend time with myself.	3.54	0.75	Extremely Significant	4	3.68	0.52	Extremely Significant	1.5
Overall mean	3.66		Extremely Significant		3.67		Extremely Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 6 shows that out of the four factors under the social circumstances dimension, both groups, those who are planning and those who already traveled to Tagaytay City, assessed wanting to spend some quality time with my friends and family as the highest motivating factor with each mean resulting in 3.57. The data also showed that the respondents prioritized having some quality time with their friends and / or family despite the current global health crisis which could be regarded as an aftermath of the restrictions imposed such as the limited number of people during gatherings, travel restrictions, and numerous lockdowns all over the country. In this analysis, the respondents could be overworked from their academic commitments, leaving them with insufficient time to spend with their families and friends, which is why they feel the need of travelling in this time of pandemic. Lastly, being locked down from months to years really affects not only the physical health but also the mental health of all individuals. Spending time with your loved ones will have a significant contribution in order to overcome this kind of set up that people are currently in. These findings are contradicting the study of Shukor, et al. (2017) wherein the researchers found social circumstance as the least motivating factor that motivates and influences tourists to travel in Malaysia.

Table 6: Assessment of Push Factors in Terms of Social Circumstances

Social Circumstances	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Visiting friends or relatives.	2.77	1.09	Significant	4	2.64	1.10	Significant	4
Hangout with friends even in the midst of pandemic.	3.37	0.82	Significant	3	3.42	0.77	Significant	2
Wanting to spend some quality time with my friends and/or family.	3.57	0.63	Extremely Significant	1	3.57	0.60	Extremely Significant	1
Reconnect with friends and/or family.	3.46	0.77	Significant	2	3.28	0.92	Significant	3
Overall mean	3.29		Significant		3.23		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 7 shows the six push factors and out of the six intrinsic motivations that were assessed by the respondents, those who are still planning to visit Tagaytay City and those who already went have the same top motivator which is peace of

mind, with an overall mean of 3.66 and 3.67 consecutively. In this sense, the researchers discovered that, as a result of the global health crisis, the majority of travelers desired peace of mind in order to relieve the tension caused by the current global setup. These results are close to the study of Yap et al. (2017), who revealed that the push factor has the greatest influence on tourists' willingness to return to Penang. This implies that the majority of the CTHM students of De La Salle University - Dasmariñas were pushed to visit the destination to relieve stress and to relax, this can also be in relation to the second topmost factor for both groups of respondents which is escape from everyday life that includes responsibilities such as their academic deadlines.

Table 7: Summary of Push Travel Motivations

Push Factor	Planning to Travel			Traveled		
	Overall Mean	Description level	Rank	Overall Mean	Description Level	Rank
Adventure	2.96	Significant	6	2.68	Significant	5
Curiosity	3.07	Significant	5	2.87	Significant	4
Escape from Everyday Life	3.61	Extremely Significant	2	3.57	Extremely Significant	2
Novelty	3.14	Significant	4	2.65	Significant	6
Peace of Mind	3.66	Extremely Significant	1	3.67	Extremely Significant	1
Social Circumstances	3.29	Significant	3	3.23	Significant	3
Average	3.28	Significant		3.11	Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 8 shows that the two groups of respondents from differ in assessing the pull factors in terms of accessibility, costs, and transportation. For those who are still planning to travel to Tagaytay City, the limited number of public transportations is the top factor being considered with a mean of 3.11 and for those who already traveled, the proximity of Tagaytay city to their place of origin is the top consideration with a mean value of 3.15. The results showed that students were attracted to visit Tagaytay City for it is located near their homes while some are still in the process of planning since the current situation limits the modes of transportation for tourists. The researchers discovered that due to the current situation, visitors considered the location of the place because there are only limited destinations that are operating due to the COVID - 19 outbreak. The findings of this study in comparison to the study of Agnes and Gamueda (2019), showed that the tourists assessed accessibility to be the least important extrinsic factor when visiting a cultural site in Sagada since their respondents focused more on the scenery of the area.

Table 8: Assessment of Pull Factors in Terms of Accessibility, Cost, and Transportation

Accessibility, Cost and Transportation	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
The number of public transportation is limited.	3.11	0.85	Significant	1	2.65	1.07	Significant	4
Tagaytay City is relevant near to my place of origin.	3.08	0.94	Significant	2.5	3.15	0.95	Significant	1
Good ground transportation system.	3.08	0.77	Significant	2.5	3.02	0.87	Significant	2
Fare is affordable.	3.07	0.83	Significant	4	2.86	1.01	Significant	3
Overall mean	3.09		Significant		2.92		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 9 reveals the respondents' assessment of the pull factors in terms of food experience. The data tabulated below showed that the highest factor under this dimension is tasting foods and delicacies prepared by local people with the mean of 3.51 and 3.41 respectively. These results could be interpreted that the respondents are also driven to visit the locale of the study for the local food it offers such as the infamous *bulalo,* in almost all restaurants in the area, and *buko pie* which are few of the words commonly linked to Tagaytay City when it comes to the tourist destination's gastronomic tourism.

Page | 200

The food available in the city is not like the food and delicacies tourists get to eat daily, making them attracted by the idea of trying new food. Similarly, the results in the study of Yap, et al. (2017) showed that food tourism has a significant contribution in motivating the tourists to revisit Penang.

Table 9: Assessment of Pull Factors in Terms of Food Experience

Food Experience	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Tasting foods and delicacies prepared by local people (e.g. Bulalo).	3.51	0.73	Extremely Significant	1	3.41	0.91	Significant	1
Local "pasalubong" to take home.	3.28	0.89	Significant	4	2.92	1.12	Significant	4
Exploring foods available in tourist destinations before visiting the place.	3.35	0.81	Significant	3	3.02	1.10	Significant	3
Tasting new and different varieties of foods.	3.42	0.79	Significant	2	3.10	1.05	Significant	2
Overall mean	3.39		Significant		3.11		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 10 shows that for respondents who are still planning to travel to Tagaytay City, the factor under infrastructure which was assessed as the highest in terms of their mean is the appeal and attractiveness of the tourism establishments, with a mean value of 3.58. On the other hand, for those who already visited the destination, the appeal and attractiveness of the tourism establishments and the sufficient and safe parking spaces and pedestrian walkways were tied to be the most important factor in terms of the infrastructure in Tagaytay City, both their mean values resulting in 3.60. Both groups consider the appeal and the attractiveness of tourism establishments which is common to tourists nowadays. People post where they've been on their social media accounts and since the age group of the respondents belong to those who are connected to their phones and the internet all the time, it is one of the top considerations for them. These results are comparable to the findings in the research by Shukor, et al. (2017) wherein it was revealed that infrastructure has an impact to tourist visiting the country with an average mean of 3.82.

Table 10: Assessment of Pull Factors in Terms of Infrastructure

Infrastructure	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Popularity of tourism establishment in terms of its ambiance and/or view.	3.56	0.61	Extremely Significant	2	3.57	0.51	Extremely Significant	3
Appeal and attractiveness of the tourism establishment.	3.58	0.54	Extremely Significant	1	3.60	0.51	Extremely Significant	1.5
Aesthetic of the establishment.	3.55	0.56	Extremely Significant	3	3.52	0.60	Extremely Significant	4
Sufficient and safe parking spaces and pedestrian walkways.	3.49	0.59	Significant	4	3.60	0.51	Extremely Significant	1.5
Overall mean	3.55		Extremely Significant		3.58		Extremely Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

In contradiction to the study by Yap, et al. (2017) wherein natural landscape is not a top factor to be considered by tourists to revisit Penang, Table 11 which is the pull factors in terms of the natural environment of Tagaytay City shows that there are two top factors for those who are planning, and another two for those who already traveled to the destination. For those who are planning, their top considerations are the climate and weather and the natural scenery and landscape, both with a mean value of 3.68. While those who traveled to Tagaytay city considered visiting places that they find appealing

and beautiful and the climate and weather as their top factors with the common mean of 3.67. The results could be taken as an indication that the respondents are most likely to visit Tagaytay City because of the cold weather which is unusual within the South Luzon area and even in the Philippines in general for it is a tropical country.

Table 11: Assessment of Pull Factors in Terms of Natural Environment

Natural Environment	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
Climate/weather.	3.68	0.50	Extremely Significant	1.5	3.67	0.49	Extremely Significant	1.5
Natural scenery and landscape.	3.68	0.52	Extremely Significant	1.5	3.62	0.58	Extremely Significant	3
Getting close to nature.	3.33	0.91	Significant	3	2.96	0.95	Significant	4
Visiting places that to me are beautiful and appealing.	3.64	0.58	Extremely Significant	2	3.67	0.47	Extremely Significant	1.5
Overall mean	3.58		Extremely Significant		3.48		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

In Table 12, it shows that there are four pull factors to be assessed. The lowest pull factor for both groups of respondents is the accessibility, cost, and transportation, with an overall mean of 3.09 for those who are still planning, while 2.92 is the mean value for those who already visited Tagaytay City. In terms of the highest-ranking pull factor, the groups differ with their assessments. Those who already visited the destination evaluated infrastructure as the highest with an overall mean of 3.58 while the results of the assessment of those who are still planning to visit Tagaytay City only ranked infrastructure as second, with an overall mean of 3.55, making natural environment the top pull factor for the group with an overall mean value of 3.58. The results show that the respondents are attracted to visit a destination because of its natural environment and infrastructure which is evident in Tagaytay City as it houses aesthetic tourism spots, establishments, and natural environment, such as the overlooking view of Taal lake and volcano. This suit the taste of the group of the respondents who are CTHM students from DLSU-D. The lowest in rank for both groups which is accessibility, cost, and transportation, that includes the limited number of public transportations could be a basis to conclude that the respondents visit Tagaytay city using their private vehicles.

Table 12: Summary of Pull Travel Motivations

Pull Factor	Planning to Travel			Traveled		
	Overall Mean	Description level	Rank	Overall Mean	Description Level	Rank
Accessibility, Cost and Transportation	3.09	Significant	4	2.92	Significant	4
Food Experience	3.39	Significant	3	3.11	Significant	3
Infrastructure	3.55	Extremely Significant	2	3.58	Extremely Significant	1
Natural Environment	3.58	Extremely Significant	1	3.48	Significant	2
Average	3.40	Significant		3.27	Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

In Table 13, the average of the push and pull factors for both group respondents shows that the extrinsic factors are the top contributor in their decision-making. This means that the attributes of Tagaytay City are more significant in comparison to their psychological and personal motives according to the computed average mean of all factors. In contrast to these findings, the study conducted by Mangwane, et al. (2019) shows that the tourists are highly driven to travel due to their intrinsic travel motivators.

Table 13: Average of the Push and Pull Motivations

Travel Motivation	Planning to Travel		Traveled	
	Average	Description Level	Average	Description Level
Push Factors	3.28	Significant	3.11	Significant
Pull Factors	3.40	Significant	3.27	Significant

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Table 14 reveals that the new normal protocols implemented by the IATF were significant to both groups with an overall mean of 3.49 and 3.40 consecutively. Respondents have assessed wearing of face masks and face shields is mandatory as the top factor that they consider when they're travelling under the new normal. While the existence of checkpoints before entering Tagaytay City is the lowest in ranking for both groups. This can be concluded that the respondents, regardless of their desire to travel, still want to be assured of their safety during their visit with the observance of the minimum health and safety protocols imposed by the task force during this time of pandemic.

Table 14: Assessment of the Inter-Agency Task Force Health and Safety Protocols

IATF Protocols	Planning to Travel				Traveled			
	Mean	SD	Description level	Rank	Mean	SD	Description Level	Rank
The number of COVID-19 cases in Tagaytay city.	3.19	1.00	Significant	11	3.56	0.63	Extremely Significant	5.5
Wearing of face masks and face shields are mandatory.	3.82	0.39	Extremely Significant	1	3.64	0.48	Extremely Significant	1
QR code or personal profile for contract tracing are available.	3.61	0.57	Extremely Significant	7	3.56	0.56	Extremely Significant	5.5
Respective sanitation zones are available.	3.68	0.47	Extremely Significant	4.5	3.63	0.49	Extremely Significant	2
Temperature check is necessary in all establishments.	3.77	0.42	Extremely Significant	2	3.57	0.56	Extremely Significant	4
Social distancing (per seat) inside establishments are being implemented.	3.68	0.50	Extremely Significant	4.5	3.54	0.58	Extremely Significant	7
Limiting number of customers inside the establishments.	3.64	0.56	Extremely Significant	6	3.53	0.60	Extremely Significant	8
The tourism facilities are well-maintained, sanitized, clean, and safe.	3.70	0.50	Extremely Significant	3	3.60	0.49	Extremely Significant	3
There are checkpoints present before entering Tagaytay City.	2.82	1.14	Significant	12	2.50	1.15	Significant	12
Limiting number of passengers in public utility vehicles (PUVs).	3.21	0.91	Significant	10	3.15	0.88	Significant	10
There are barriers separating passengers and markings of public utility vehicles (PUVs)	3.27	0.84	Significant	9	3.04	0.94	Significant	11
Driver/s and/or conductor/s of public utility vehicles (PUVs) shall wear face masks and gloves.	3.47	0.72	Significant	8	3.42	0.66	Significant	9
Overall mean	3.49		Significant		3.40		Significant	

Legend: 1.00-1.49 - Not Significant; 1.50-2.49 - Less Significant; 2.50-3.49 - Significant; 3.50-4.00 - Extremely Significant

Independent T-Test

For Table 15, the results signify that it failed to reject the null hypothesis which implies that there is no significant difference on the respondents' assessment regarding the level of motivations and level of importance of the protocols imposed by the Inter-Agency Task Force when grouped according to whether they were able to visit or planning to visit to Tagaytay City. This indicates that both groups (planning and already traveled) placed equal value on the level of motivation and the significance of the mandated protocols under the new normal.

Table 15: Significant Difference of the Variables

	Travel	Mean	SD	t-comp	p-value
Push	Yes	3.2191	.40215	.583	.446
	No	3.1774	.44813		
Pull	Yes	3.3656	.44760	1.176	.279
	No	3.3065	.40422		
IATF	Yes	3.4243	.47706	.293	.589
	No	3.4563	.44689		

Legend: p-value < level of significance, the decision is to reject null hypothesis; if p-value> level of significance, decision is failed to reject null hypothesis

According to the result shown in Table 16, the correlation coefficients of the push and pull factors rejected the null hypothesis. The findings also revealed that there is a significant relationship between both the push and pull factors' levels of motivation and the importance of the new normal protocols. In general, the result suggests that if the visitors tend to state that they are positively motivated to travel by IATF protocols, they tend to state that they are positively motivated by the push and pull factors as well.

Table 16: Significant Relationship of the Variables

	Correlation coefficient	p-value
Push Factors	0.351	0.0000
Pull Factors	0.504	0.0000

5. CONCLUSION

After examining the overall means of each dimension, in terms of the push factor, both groups of respondents assessed peace of mind as the highest intrinsic motivator influencing their decision-making when travelling to Tagaytay City. For those who already travelled, the overall mean is 3.67, while for those who are still planning to travel, the overall mean value is 3.66. Additionally, the lowest factor in terms of the push motivations for those who are still planning is adventure with an overall mean of 2.96 and novelty for those who already travelled with an overall mean of 2.65.

For the extrinsic factors, the highest and lowest motivations assessed by those who are planning to travel to Tagaytay city were natural environment, with an overall mean of 3.58, and accessibility, cost, and transportation, with an overall mean of 3.09. Furthermore, the results showed that the highest pull factor for those who already travelled is infrastructure with an overall mean of 3.58, and the lowest is similar with the other group of respondents, with an overall mean of 2.92.

The researchers also assessed if there is a significant difference and significant relationship between push factors, pull factors and the IATF protocols through independent t-test. For the third hypothesis, the independent t-test revealed that there is no significant difference on the level of motivations and the level of the IATF protocols assessed by the respondents which implicates that these variables are equally important to influence visitors to travel in the new normal setting. In relation to this, the findings of the study showed that the correlation coefficients of the push and pull factors

Page | 204

rejected the null hypothesis, indicating that there is a significant relationship between the variables. Based on the analysis, it showed that the intrinsic and extrinsic motivators contributed a lot in influencing visitors to travel. In addition, during the COVID-19 outbreak, the new normal protocols imposed were also a significant factor that simulates the decision-making of travelers.

While the world is currently dealing with the COVID-19 situation, the study found that visitors are still motivated by certain factors to travel and consider the idea of travelling amidst COVID-19. The Inter-Agency Task Force guidelines imposed in Tagaytay City are highly valued by the respondents in their decision-making. Alongside, the newly implemented IATF protocols all have a huge effect on people's willingness to travel. As the pandemic spreads, the tourism industry of the Philippines is becoming more reliant on domestic visits and travels, making health and safety protocols more important not only in boosting the industry but also in ensuring the safety of tourists especially when the industry returns to normal, allowing more tourists to visit and travel. While the study suggests that the IATF protocols are taken into account by visitors, it is important to note that, of the three variables involved, it is clear that the guidelines are not the most important factor taken into account by most tourists. Therefore, in a post-pandemic environment, it is significant to implement preventive-measures to mitigate public fear and improve tourist safety in which it also has a direct impact on the motivating factors of tourists who plan to travel under the new normal.

REFERENCES

[1] Agnes, J., & Gamueda, Ma. R. (2019). The Impact and Motivations of Tourists in Visiting a Cultural Site in Sagada. *LPU-Laguna Journal of International Tourism and Hospitality Management,* 4(2). http://ejournals.ph/form/cite.php?id=15270.

[2] Aquino R. S., Schänzel H. A., & Hyde K. F. (2017). Analysing Push and Pull Motives for Volcano Tourism at Mount Pinatubo, Philippines. *Geoheritage*, 11(1), 177–191. https://doi.org/10.1007/s 12371-017-0254-z.

[3] Baniya, R., & Paudel, K. (2016). An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal. *Journal of Management and Development Studies*, 27, 16-30. https://doi.org/ 10.3126/jmds.v27i0.24945.

[4] Booky Guide (2020). 13 Beautiful Cafés in Tagaytay for a Post-GCQ Quick Getaway. https://ph.phonebooky. com/blog/tagaytay-cafes/.

[5] Bruselas, A. (2020). 18 Reopened Restaurants in Tagaytay that Should be on Your post-GCQ Itinerary. *Booky Guide*. https://ph.phonebooky.com/blog/restaurants-in-tagaytay/.

[6] Choe, Y., Wang, J., & Song, H. (2021). The Impact of the Middle East Respiratory Syndrome Coronavirus on Inbound Tourism in South Korea Toward Sustainable Tourism. *Journal of Sustainable Tourism,* 29(7), 1117-1133. https://doi.org/10.1080/09669582.2020.1797057.

[7] COVID-19 Philippines (2020). COVID-19 Report for Tagaytay, Cavite as of December 1 DOH Data Drop. https://covid19stats.ph/stats/by-location/tagaytay-cavite.

[8] Department of Health (2020). DOH Confirms First 2019-NCOV Case in the Country; Assure Public Intensified Containment Measures. https://doh.gov.ph/doh-press-release/doh-confirms-first-2019-nCoV-case-in-the-country.

[9] Department of Health (2020). Inter-Agency Task Force for the Management of Emerging Infectious Diseases. https://doh.gov.ph/sites/default/files/basic-page/IATF%20Resolution.pdf

[10] Department of Tourism (2020). Health and Safety Guidelines Governing the Operations of Accommodation Establishments Under the New Normal. http://www.tourism.gov.ph/healthandsafetyguidelinesnewnormal.aspx.

[11] Escasinas, M. (2020). You'll Go Bulalo-ko for these 15 Tagaytay Spots!. *Booky Guide*. https://ph.phonebooky. com/blog/tagaytay-cafes/.

[12] Edrada, E., Lopez, E., Villarama, J., Salva Villarama, E., Dagoc, B., & Smith, C., et al. (2020). First COVID-19 infections in the Philippines: a case report. *Tropical Medicine And Health*, *48*(1). https://doi.org/10.1186/s41182-020-00203-0.

[13] Giron, A. (2019). Visitors to Tagaytay Double in Just 2 Years. Manila Bulletin. https://mb.com.ph/2019/07/14/visitors-to-tagaytay-double-in-just-2-years/.

[14] Goodman, J. R. (2021). A Pandemic Like No Other. New Scientist, 249(3316), 38–41. https://doi.org/10.1016/S0262-4079(21)00020-8.

[15] Inter-Agency Task Force (2020). Recommendations Relative to the Management of the Coronavirus Disease 2019 (COVID-19) Situation. https://doh.gov.ph/sites/default/files/health-update/IATF-Resolution-No.-27.pdf.

[16] Klook (2020). Where to Eat in Tagaytay: 15 Restaurants With a View - Open with Guidelines. https://www.klook.com/en-PH/blog/tagaytay-restaurants/.

[17] Kortepeter, M. (2020). Why Is Covid-19 More Deadly Than Ebola? An Infectious Disease Doctor Explains. *Forbes*. https://www.forbes.com/sites/coronavirusfrontlines/2020/07/31/why-is-covid-19-more-deadly-than-ebola-an-infectious-disease-doctor-explains/?sh=49ac0212f734.

[18] Mangwane, J. et al. (2019). Who Visits the Apartheid Museum and Why? An Exploratory Study of the Motivations to Visit a Dark Tourism Site in South Africa. *International Journal of Culture, Tourism and Hospitality Research,* 13(3), 273-287. https://doi.org/10.1108/IJCTHR-03-2018-0037.

[19] Michael, N., et al. (2017). Push and Pull Escape Travel Motivations of Emirati Nationals to Australia. *International Journal of Culture, Tourism, and Hospitality Research,* 11(3), 274-296. https://doi.org/10.1108/IJCTHR-04-2016-0039.

[20] Mutuc, M. (2020). CAVITE: List of Coffee Shops in Tagaytay. https://www.morefunwithjuan.com/2020/10/coffee-shops-in-tagaytay.html.

[21] Official Gazette (2014). Executive Order No. 168, s. 2014. https://www.officialgazette.gov.ph/2014/05/26/executive-order-no-168-s-2014/.

[22] Philippine News Agency (2020). Global Tourism Industry Lost $460 billion Due to Pandemic: UN. https://www.pna.gov.ph/articles/1115609.

[23] Rebollo, H. P. (2018). A Structural Model of Millennial Tourist Behavior Towards Tourism in Davao Region. *Journal of Advances in Humanities and Social Sciences* 2018, 4(1), 26-36. https://doi.org/10.20474/jahss-4.1.3

[24] Rocamora, J.L. (2020). PH Records 73% Drop in Visitor Arrivals in First 7 Months of 2020. Philippine News Agency. https://www.pna.gov.ph/articles/1111917.

[25] Romo & Wiel (2019). Understanding the Motivations to Travel Through Destination Images and Sources of Information: Amsterdam and its Relationship with the Spanish People. Tourism Today: *A Journal of Tourism and Hotel Management and the Department of Management, Ball State University,* No. 18, 129-161. https://www.researchgate.net/publication/338233586_Understanding_the_motivations_to_travel_through_destination_images_and_sources_of_information_Amsterdam_and_its_relationship_with_the_Spanish_people.

[26] Rosales, C. (2020). Tagaytay's Sky Ranch, Picnic Grove, Restaurants Now Open to Tourists. *Reportr*. https://www.reportr.world/news/tagaytay-partially-reopens-to-tourists-a4373-20200921.

[27] Said, J., & Maryono, M. (2018). Motivation and Perception of Tourists as Push and Pull Factors to Visit National Park. *E3S Web of Conferences,* 31, 1. https://doi.org/10.1051/e3sconf/20183108022

[28] Shukor, M.S. et al. (2017). An Evaluation of the Effects of Motivation, Satisfaction on Destination Loyalty: Case Study Tourism Malaysia. *International Journal of Social Sciences and Management,* 4(2), 137-147. https://doi.org/10.3126/ijssm.v4i2.16577.

[29] Sibi. P.S., Arun, D., & Mohammed, A. (2020). Changing Paradigms of Travel Motivations Post COVID- 19, *International Journal of Management,* 11(11), 489-500. https://doi.org/10.34218/IJM.11.11.2020.047.

[30] Tabios, H. (2020). LGUs Have Final Say on Opening Tourist Sites — DOT. *Manila Bulletin*. https://mb.com.ph/2020/09/08/lgus-have-final-say-on-opening-tourist-sites-dot/.

[31] Uğur, N. & Akbıyık, A. (2020) Impacts of COVID-19 on Global Tourism Industry: A Cross-Regional Comparison. *Tourism Management Perspectives*, 36. https://doi.org/10.1016/j.tmp.2020.100744.

[32] Wang, C. (2016). University Students' Travel Motivation, Memorable Tourism Experience and Destination Loyalty for Spring Break Vacation. https://etd.auburn.edu/bitstream/handle/10415/5059/Cheng%20Wang%2c%20Thesis. pdf?sequence=2&isAllowed=y.

[33] World Health Organization (2020). Coronavirus Disease 2019 (COVID-19) Situation Report – 94. https://www. who.int/docs/default-source/coronaviruse/situation-reports/20200423-sitrep -94-covid-19.pdf.

[34] World Travel & Tourism Council (2020, August 6). Economic Impact Reports. https://wttc.org/Research/Economic-Impact.

[35] Yap, P. H., Teoh, Y. S., & Tan, H. J. (2017) Intention to Revisit Penang: A Study of Push and Pull Factors. Universiti Tunku Abdul Rahman. http://eprints.utar.edu.my/2641/1/MK17 01-022_Intention_to_revisit_Penang-A_study_of_Push_and_Pull_factors.pdf.

[36] Yee, J. (2020). Nearly 1,000 Firms Laid Off Workers. Inquirer.Net. https://newsinfo.inquirer.net/1320317/nearly-1000-firms-laid-off-workers.

[37] Yousaf, A., Amin, I., & Santos, J. A. C. (2018). Tourists' Motivations to Travel: A Theoretical Perspective on the Existing Literature. *Tourism & Hospitality Management,* 24(1), 197–211. https://doi.org/10.20867/thm.24.1.8.

[38] Zheng, D., Luo, J., & Ritchie, B. (2021). Afraid to Travel After COVID-19? Self- Protection, Coping and Resilience Against Pandemic "Travel Fear". *Tourism Management,* 83. https://doi.org/10.1016/j.tourman.2020.104261.

APPENDICES - A

Section A: Demographic Profile

Directions: Please choose the appropriate answer

- Gender
  - Male
  - Female
- Course
  - BS Tourism Management
  - BS Hospitality Management
- Year Level
  - First Year
  - Second Year
  - Third Year

Section B: Travel to Tagaytay City

- Travelled to Tagaytay City from September 2020 to January 2021?
  - ❑ Yes, I travelled to Tagaytay City between September 2020 and January 2021.
  - ❑ No, but I am planning to travel to Tagaytay City.
- What month did you visit Tagaytay City?
  - ❑ September 2020
  - ❑ October 2020
  - ❑ November 2020
  - ❑ December 2020
  - ❑ January 2021
- What month do you plan to visit?
  - ❑ February 2021
  - ❑ March 2021
  - ❑ April 2021
  - ❑ May 2021
  - ❑ June 2021
  - ❑ July 2021
  - ❑ August 2021
  - ❑ September 2021
  - ❑ October 2021
  - ❑ November 2021
  - ❑ December 2021
- What attraction/establishment did you visit or want to visit?

Family Restaurants

- Balay dako
- Balinsasayaw
- Bulalo Point
- Josephine's Restaurants
- Leslie's
- Lime & Basil Restaurant
- LZM Lutong Bahay
- Memory Lane
- Mer-Ben Tapsilogan
- Pamana Restaurant
- The Dining Room at Gourmet Farms
- Other: _____

Casual Dining

- Breakfast at Antonio's
- Chateau Hestia
- Fire Lake Grill
- Sonya's Garden
- Other: _____

Coffee Shops

- Bag of Beans
- Coffee Project
- Starbucks
- The Coffee Bean & Tea Leaf
- Other: _____

Cafes

- Aozora Caffe & Bistro
- Buon Giorno Caffe & Bistro
- Cafe Vio La
- Tsokolateria
- Other: _____

Amusement Parks

- Sky Ranch
- Other: _____

Section C: Travel Motivations

Please read carefully each statement below and rate it based on the level of motivation for each statement when you visit Tagaytay City.

Push Motivations	Extremely Significant	Significant	Less Significant	Not Significant
	4	3	2	1
Adventure				
a. Seeking thrill or adventure.				
b. Experience an unfamiliar destination.				
c. Have a daring / adventurous feeling.				
d. Do something challenging.				
Curiosity				

a. Curiosity about what travelling feels like in Tagaytay City.				
b. Curiosity about how Tagaytay city is recognized as the top tourist destination in CALABARZON region.				
c. Curiosity about how tourism establishments operate and accommodate tourists in Tagaytay City.				
d. Curiosity in experiencing something new in Tagaytay City.				
Escape from everyday life				
a. Escape from academic responsibilities.				
b. Do things I desire.				
c. Go out from the usual environment.				
d. Physical relaxation.				
Novelty				
a. Experience the uniqueness of visiting Tagaytay City				
b. Explore tourism establishments and attractions I have never visited before.				
c. Enjoyment on things I have not seen before.				
d. Broaden knowledge for academic purposes.				
Peace of Mind				
a. Relax mentally.				
b. Free from stress and/or pressure.				
c. Surrounded by calm atmosphere				
d. Spend time with myself.				
Social Circumstances				
a. Visiting friends and/or relatives.				
b. Hangout with my friends even in the midst of pandemic.				
c. Wanting to spend some quality time with my friends and/or family.				
d. Reconnect with friends and/or family.				
Pull Motivations	Extremely Significant	Significant	Less Significant	Not Significant

	4	3	2	1
Accessibility, Cost, and Transportation				
a. The number of public transportation is limited.				
b. Tagaytay City is relevantly near to my place of origin.				
c. Good ground transportation system.				
d. Fare is affordable.				
Food Experience				
a. Tasting foods and delicacies prepared by local people. (E.g. bulalo)				
b. Local "pasalubong" to take home.				
c. Tasting new and different varieties of foods.				
d. Exploring foods available in tourist destinations before visiting the place.				
Infrastructure				
a. Popularity of tourism establishment in terms of its ambience or view.				
b. Sufficient and safe parking spaces and pedestrian walkways				
c. Appeal and attractiveness of the tourism establishment				
d. Aesthetic of the establishment				
Natural Environment				
a. Natural scenery and Landscape.				
b. Getting close to nature.				
c. Visit places that to me are beautiful and appealing.				
d. Climate / Weather				

Please read carefully each statement below and rate it based on the level of significance for each statement when you visit Tagaytay City during the New Normal.

New Normal Protocols	Extremely Significant	Significant	Less Significant	Not Significant
	4	3	2	1
GENERAL PROTOCOLS				

a. The number of Covid-19 cases in Tagaytay does not restrain me from traveling.				
b. Wearing of face shield and face masks are mandatory.				
c. QR code or personal profile for contact tracing are available.				
d. Respective sanitation zones are available.				
ESTABLISHMENT PROTOCOLS				
a. Temperature check is necessary in all establishments.				
b. Social distancing (per table and/or seat) inside establishments are being implemented.				
c. Limiting number of customers inside the establishments.				
d. The tourism facilities are well-maintained, sanitized, clean and safe.				
TRANSPORTATION PROTOCOLS				
a. There are checkpoints present before entering Tagaytay City.				
b. Limiting number of passengers in public utility vehicles (PUVs).				
c. There are barriers separating passengers and markings of public utility vehicles (PUVs).				
d. Driver/s and/or conductor/s of the public utility vehicles (PUVs) shall wear face masks and gloves.				

Questionnaire was adapted from the study entitled "Intention to Revisit Penang: A Study of Push and Pull Factors Universiti Tunku Abdul Rahman" by Yap et al. (2017) with revisions incorporating the New Normal Protocols.