

Impacts of Covid-19 Pandemic to the Tourism Industry of Tagaytay, City

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Abstract: This paper investigates the extent to which an epidemic like COVID-19 can impact the tourism industry, with a focus on Tagaytay City. The paper provides an outline of the competitiveness and/or status of tourist destination in Tagaytay City and investigates the environmental and socio-economic implications of the COVID-19 crisis. The paper suggests that in order to control or lessen the spread of virus, tourism establishments must cooperate and adhere to the law, rules, and regulations provided and implemented by the National Government. A campaign should be launched to encourage residents to sort their waste into biodegradable and non-biodegradable categories. As the economy recovers, use a technology platform to open a business in order to limit physical contact, as this is one of the most convenient ways to profit nowadays. This is not an empirical paper; rather, it rehearses some of the situational statements about the impact of the COVID-19 crisis in the tourism industry draws from the views and opinions from the number of authorities in tourism industry. As such, the paper provides an accessible review of the impact of the emergence of the COVID-19 at a critical juncture of industry's history.

Keywords: tourism industry, Tagaytay, COVID-19, pandemic.

I. INTRODUCTION

Tourism is one of the most sectors that greatly affected by the COVID – 19 pandemic. Most of the countries in the world have rapidly implemented lockdown of the cities and the closure of the borders took place without an exception. It shows the rapid negative impact on the country tourism especially in Tagaytay City which is one of the most visited tourist destinations in the Philippines. It started with increased cancellation of hotel and travel reservations. Loss and employment also occurred due to covid-19 pandemic and as a result of incidence of poverty among others. Additionally, there are more than 200 countries in the globe that are affected by the corona virus (Covid-19) pandemic.

Lockdown of towns, closing of borders and other critical health initiatives have been adapted by most countries in the world to avoid the pandemic. The pandemic situation has impacted the worldwide tourism industry tremendously. COVID-19, a disease caused by a new strain of coronavirus known as SARS-CoV-2 (severe acute respiratory syndrome), had a greater effect on the tourism industry. In the international media, tourism has become one of the key public faces of COVID-19 outside the public health domain. The existence of the tourism system means that tourism has both led to the spread of the disease and the effects of the disease have been encountered in all areas of the value and supply chains of tourism. The global reach of the disease and the application of classic disease control (Cooper & Hall, 2019). All domestic tourists from the Philippines will once again enjoy Tagaytay's cool breeze and family-friendly attractions beginning in September 2020. But the Inter-Agency Task Force on Emerging Infectious Diseases (IATF-EID) has issued a set of guidelines and tourist criteria to be followed and considered before making your journey to the famous weekend destination with the danger of the COVID-19 pandemic (Al-Hussaini, 2020).

The association between international tourism and pandemic outbreaks is contradicting. The international tourism will have severe consequences due to COVID-19 outbreak, with accompanying effects on the economic growth of several nations. Some studies determined that infectious disease outbreaks (including COVID-19) obstructed tourism growth given the industry's dependency on human mobility. Nonetheless, the threats international tourism poses to global public health during a pandemic should also well recognized. (Ghoulipour, et al., 2020)

The research gap of the study is the relationship between the environmental, social, and economic impacts of covid-19 to the tourism of Tagaytay City as to what is the present status of the tourist destination in Tagaytay; when it comes to the tourist destination itself, what are the possible proposals for enhanced sustainable plan regarding to tourist destinations. The subject of the study is the tourist destination in Tagaytay City. Tagaytay City is a component city in the province of Cavite. It was known as one of the country's tourist destination because of its natural beauty and breath-taking scenery. Tagaytay is rich in iconic views coming from the nature, one of the best examples is the overlooking view from Taal volcano and lake. The cold weather and fresh air were also the reason why travelers keep on visiting Tagaytay. The city became one of the best weekend destinations near Manila.

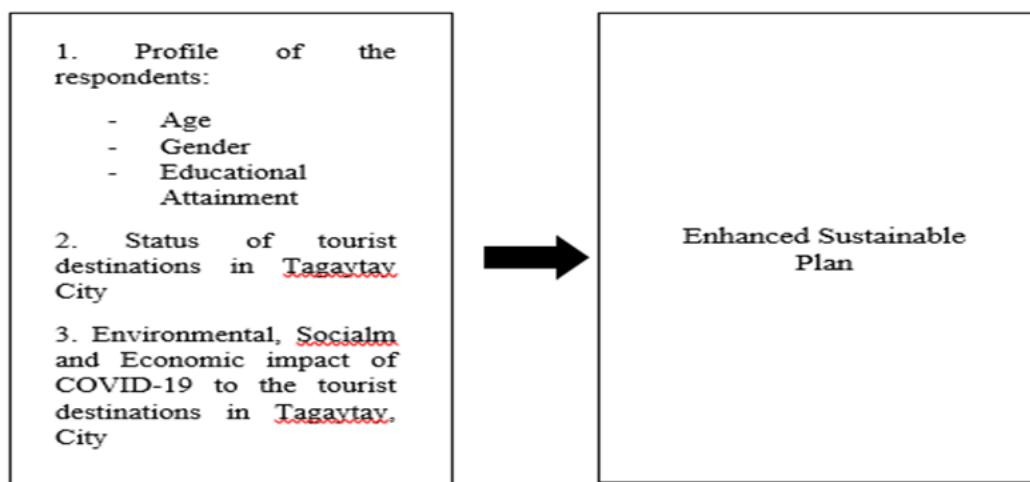


Figure 1.2 Conceptual Paradigm

The goal of the study is to determine the environmental, social, and economic impact of Covid 19 pandemic in Tagaytay City as input for a proposed enhanced sustainable plan. This study will seek to answer the following objective: to know the profile of the respondents relative to their age, gender and educational attainment; to determine the present status of the tourist destinations in Tagaytay City; to assess the impacts of Covid-19 pandemic in different tourist destinations in Tagaytay City; to ascertain the significant differences on the respondents' assessment of impacts when grouped according to profile, to propose an enhanced sustainable plan for tourist destinations.

The study aimed to know the environmental, social, and economic impacts of Covid-19 pandemic in Tagaytay City and to have an idea on the valuable inputs and baseline information. To the local and foreign tourists of Tagaytay City, who helped them have an overview about the condition of the destination despite this pandemic. In addition, they were given an overview on the proper protocol in order to continuously enjoy the tourist destinations of Tagaytay. To the local government, who helped them to develop possible plans on tourism amidst the current pandemic. This intended to help them to collect data on the insights of tourists with regards to visiting Tagaytay during the pandemic. To the Department of Tourism and Provincial Tourism Office, who assisted them to maintain the goodness and wellness of the destination. This study also aimed to make a sustainable tourism plan which may be used in the future. To the private tourist destinations, who helped them to device strategic plans to boost their customer satisfaction. It gave them information on how tourists would like the service, both for enjoyment and for safety. To the community, who helped them through giving them livelihood, as well as giving them security from the threats of the pandemic. To the tourism education institution and educators, who intended to provide additional information about tourism sustainable plan. To the future researchers, this study would be a great help to disseminate information and additional insights of the impacts of Covid-19 in the tourism industry of the city of Tagaytay.

II. LITERATURE REVIEW AND CONCEPTUAL/THEORETICAL FRAMEWORK

As stated on the latest protective measures being taken by countries, recent developments in Asia and the pattern of previous crises, the UN World Tourism Organization has estimated a decrease of between 20% to 20% international tourist arrivals and equivalent economic earnings in 2020 compared to 2019. However, the UNWTO acknowledges that such estimates must be treated with proper caution, given the size, being unstable and completely different profile of this crisis with respect to previous ones. Nevertheless, the UNWTO admits that much approximates must be activated with appreciable care given the impact and all dissimilar visibility of this turning-point with esteem to previous ones. (Romagosa, 2020)

The framework that will be used in this study is the “Three Pillars of Sustainability”. The three main pillars are the environmental, social, and economic are informally referred to as planet, people and profits. The environmental pillar is all about the overall effect of the development of the area to the environment. It prioritizes natural resource management and pays attention to the environmental factors that would be stressed. The social pillar focuses on the people that surround and are influenced during development. It is about making improvements without impacting the quality of life of individuals. Finally, the economic foundation would be the influence of growth on the economy of the country. It is about rising companies and the region's revenues. It is important to balance all three of the said pillars. If one of the foundations is unfair, then that would make the whole structure unsustainable.

In times like this, the tourism industry is a big aspect in the spreading of the virus. As of March 2020, tourism establishments have been closed due to the proliferation of COVID-19. According to Republic Act (RA) No. 11469 or the Bayanihan to Heal as One Act, Tourism establishments can operate as long as they adhere to the safety protocols mandated by the national government. Second, Operation of establishments are required to carry out the declared national policy of mitigating the transmission of COVID-19. However, RA 9593 or the Tourism Act of 2009, rules and regulations regarding the operation and activities of all tourism enterprises is authorized by the Department of Tourism. The “New Normal” will be standardized as an emerging conduct and minimum health standards will remain even after the pandemic to avoid proliferation of the disease according to the Inter-Agency Task Force (IATF) for the Management of Emerging Infectious Diseases Omnibus Guidelines on the Implementation of Community Quarantine in the Philippines. The following laws and memorandum stated above will be the grounds in performing this research regarding COVID-19 (Department of Tourism, 2020).

This study is considered unique in a way of analyzing the impact of the Covid-19 pandemic in the tourist destinations in Tagaytay City. It focuses on the status of the destinations in the research locale and emphasizing the positive and negative impact of the Covid 19 pandemic in the selected tourist destinations of the abovementioned city. The proponents found out that nobody in this university has ever conducted a study on this research topic which leads to a proposed tourism sustainable plan.

III. METHODOLOGY

The researchers used quantitative as their research design for this study. Quantitative research is used to measure attitudes, opinions, behaviors, and other defined variables. It is also used to generalize results from a larger sample population. The study used descriptive research design to express the aspects of the environmental, social, and economic impact of the pandemic to the following destinations in Tagaytay City. The researchers used different one tourism establishment (Leslie's Restaurant) to gather information for the study.

As the sampling process, Purposive Sampling was used. The 398 respondents required for this research are visitors, guests, and customers of the listed establishments. To collect data, 100 respondents from each establishment are required. A letter of permission was given to Leslie's Restaurant to notify the management of the study being conducted. The researchers sent the consent letters through e-mail to avoid direct contact with people. The consent given by the respective management of the following establishments is essential in order to distribute the survey questionnaire. The data that were obtained in the survey were used statistically to evaluate the information needed. The data that the research retrieved was treated with utmost confidentiality.

Survey questionnaire was the means in gathering all of the necessary information to the study. The researchers used “Google Form” as their questionnaire and was sent to the respondents online to avoid personal contact and is mandatory in following safety protocols. Collecting data through online survey is an efficient tool for evaluators, researchers, and other educators. According to Minnaar and Heystek (2013), online data collection will benefit the researchers in three significant ways. Firstly, it may spare researchers valuable effort, time and financial expense and, secondly, it may enhance the validity, reliability and quality of their research data, results and findings and ultimately the success of their studies. Thirdly, it will assist researchers in making informed decisions regarding the feasibility of using the Internet and an online survey as a data collection instrument for their own empirical research studies (Minnaar & Heystek, 2013).

The questionnaires were checked thoroughly and was be authenticated by the adviser before the data collection to ensure the accuracy of the results. The data gathering process started on the months of March year of 2021 onwards. Survey was conducted during weekends wherein respondents could answer responsibly. The results were collected from the respondents by the software and was adhered by the researchers for further statistical analyzation.

The researchers used percentage and frequency to interpret and analyze the answers collected from the respondents. The computation of the standard deviation in the study is important because it was computed to the standard weighted mean. The following points are the correspondence to the standard weighted mean. 1.00 to 1.99 Strongly Disagree, 2.00 to 2.99 Disagree, 3.00 to 3.99 Agree and 3.99 to 4.99 Agree. Lastly, One-ways Analysis of Variance or ANOVA was used to determine whether there are any statistically crucial contrasts between the variable of the respondents and the results given. The proper analyzation of the information gathered from the respondents are very essential to fabricate valid and legible results.

IV. RESULTS AND DISCUSSION

I. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1.1 Age of the Respondents

Age	Frequency	Percent
16-25	210	54.7
26-35	115	29.9
36-55	59	15.4
Total	384	100.0

The table above shows the result of the age of the respondents the result shows that most of the respondents of the tourists who visited Tagaytay City during the pandemic were age 16 to 25 with 210 (54.7%) respondents followed by respondents with an age group of 26 to 35 with 115 (29.9%) respondents. The lowest number of respondents gathered was 36 to 55 (15.4%).

Most of the tourists who visited Tagaytay during the pandemic is at the age of 16 to 25 years old, the most convincing reason is that individuals who are in that age range are still looking for leisure. They are longing for leisure and recreation due to the lockdown. Most likely tourists who are aged 18 above are the ones who travelled to Tagaytay City frequently during lockdown since the Philippines has an age restriction of 19 to 65 years old.

As of now, age restrictions have quite relaxed. According to IATF (Inter Agency Task Force) Resolution No. 95 (2021), any person below ten (10) years old and those who are over sixty-five (65) years of age shall be required to remain in their residence at all times. The government imposed the “age-restriction” policy for the reason that individuals aged 18 below and 65 above can acquire severe COVID symptoms and effects. The government implemented this to lessen the mortality rate of COVID patients in the country.

Table 1.2 Gender of the Respondents

Gender	Frequency	Percent
Female	195	50.8
Male	189	49.2
Total	384	100.0

The table above shows the result of the gender of the respondents the result shows that most of the respondents of the tourist who visited Tagaytay City during the pandemic were Female with 195 (50.8%) respondents and male with a total of number 189 (49.2%) respondents.

According to Jogaratnam and Chiang (2005), most likely women had the time, finances and social networks to realize a journey. It is noted that women have become the primary target for travel agencies. Younger women are more likely to look for adventure. It is found out that university-educated women sought to relax, socialize, get together with family, shop, and take part in physical activities as they took vacation. In contrary to the, the Inter Agency Task Force (IATF) stated that pregnant female is restricted the non-essential entry of people to the contained area. Especially they are the one who are at high risk of being infected. They are required to remain in their residences at all times, except when indispensable under the circumstances for obtaining essential goods and services.

Table 1.3 Educational Attainment of the Respondents

Educational Attainment	Frequency	Percent
College Graduate	134	34.9
College Level	156	40.6
Highschool Graduate	20	5.2
Highschool Level	19	4.9
Undergraduate	55	14.3
Total	384	100.0

The table above indicates the educational attainment of the respondents. The result shows that most of the respondents are a college student with 156 people corresponding to 40.5% of the respondents followed by college level with 134 respondents and a percentage of 34.9% while the lowest in the result that gets 4.9% is in High School level.

The apparent reason why most of the respondents had educational attainment of college student was that tourist in Tagaytay aged mostly ranges from 15-25 that was in college-level and due to pandemic, people who can only go outside must be 21 and above which also shows why college graduates were mostly the respondents. On the other hand, high school students have the lowest number of respondents since minors are not allowed in a tourist destination as of now. As stated by Rita, P., et al (2019), millennials are one of the largest groups to be targeted by tourism companies. The most important motivational factors for both are 'to relax' and 'to escape from the ordinary'. Studies show that the most attractive destination activities are 'to try local food' and 'to go sightseeing'.

II. IMPACTS OF COVID-19 PANDEMIC TO THE TOURISM INDUSTRY OF TAGAYTAY

Table 2.1 Status of tourist Destination in Tagaytay

Status of Tourist Destination in Tagaytay	Mean	Standard Deviation	Agree	Rank
1. The tourism establishments in Tagaytay city are following the health and safety protocols as compliance to the laws mandated by the national government	3.18	.495	Agree	1
2. The health protocols in Tagaytay city are well observed and secured	2.93	.6076	Agree	2
3. The tourism establishments have enough manpower to operate during this pandemic	2.87	.5649	Agree	3
4. The tourism establishments are now fully implementing their operation to cater to guests.	2.81	.6100	Agree	4
5. The tourism establishments are still offering all of their products	2.58	.5093	Agree	5
Overall Competitiveness	2.88	.3460	Agree(?)	

The table above shows the result of the Competitiveness/Status of Tourist Destination in Tagaytay to the tourism industry during pandemic. The results found out that the tourism establishments in Tagaytay city are following the health and safety protocols as compliance to the laws mandated by the national government is the highest Competitiveness/Status of tourism destination with a mean of 3.18 and interpreted as Agree, while the lowest mean can be found in the tourism establishments are still offering all of their products with a mean of 2.58 and interpreted as agree as well. The overall mean is 2.88 proposes that all of that the status of the tourist destinations in Tagaytay City is slightly sustainable.

The government lessen the spread of Covid-19 to the tourist by establishing the tourism in Tagaytay city following the health and safety protocols as compliance to the laws mandated by the national government. The competitiveness/Status got the highest mean since local and tourist are following the order and listen to the laws of our government. The tourism establishment in Tagaytay city practices the proper safe protocols and make sure that the tourist and locals will cooperate and able to follow the rules and regulations. Always wear a mask and face shield, practice social distancing, lessen occupation (Depends on the quarantine status). To prevent the spread of Covid-19

According to De Vero, M., et al (2021), the Inter Agency Task Force (IATF) created national action plan to mitigate the spread of the virus in the country. This strategy aims to control the spread of the virus and to ensure public health safety among the citizens. Also, this strategy encourages the constituents to continue following the minimum health standards, including regular hand washing, wearing of face mask and face shield and observing social distancing. Considering that the COVID-19 cases in the Philippines still rise after a year, the Philippine government should carefully identify the procedures and preventive measures which will ensure improvement in public health with organized planning.

As regards to the lowest mean found in the tourism establishment are still offering all their products, it is determined that one of the negative effects of this pandemic in our tourism industry is that some of our establishment cannot operate well or have a full capacity. Some products and businesses chose to close their establishment. Tourism establishment like leisure cannot operate like before the pandemic because of following the health and safety protocols. According to Shafi, M., et al (2020), most businesses and establishments have been severely affected and they are facing several issues such as financial, supply chain disruption, decrease in demand, reduction in sales and profit, among others.

As an output for the study, financial assistance is required for this enhanced sustainable plan that the researchers is proposing to fund out the training programs, seminars, equipment, and other activities that involves monetary assistance. Online programs require manpower and technical knowledge to execute that will be used to execute the activity. The rules and regulations that will be implemented should be monitored at all times by the designated personnel. The “fixed price policy” should always be watched by the local government. Designated trash bins should also be visible in establishments and other areas. All of these operation and protocols should be financed by the local government unit and private sectors in order to be possible and successful.

Unexpected scenarios can happen during the visitation of the tourists. Examples are accidents and death. This should have a contingency plan that will be facilitated by the Inter Agency Task Force for all of it to be organized and prepared. These kinds of scenarios should be planned ahead of time on how to prevent it. They should know what the main reason of the problem is and how to resolve it quickly. All of those possible worst-case scenarios should be included in the contingency plan of the municipality to avoid any other unwanted cases like accident and death.

As stated by the findings of this research, the tourism industry of Tagaytay City during the pandemic is currently not as sustainable so the researchers came up with a plan of proposing an enhanced sustainable plan for it to be considered a sustainable and safe tourist destination amidst the situation our country is in. This plan involves the cooperation of everyone in the city including the local government, private sectors and the local community. This proposal aims to have a long-term effect so that the city of Tagaytay can still be one of the best tourist destinations in the country that generates a lot of opportunities and income for the locals.

Table 2.2 Environmental Impacts

Environmental	Mean	Standard Deviation	Interpretation	Rank
1. Did Tagaytay have increased in number of pollution due to improper waste management of tourists during pandemic?	2.39	.7736	Least Evident	13
2. Does Tagaytay have any heavy traffic reported that will cause air pollution due to exhaust gases?	2.49	.8014	Least Evident	12
3. Do the hospitals in Tagaytay dispose their disinfectants, masks, and gloves properly?	2.37	.8758	Least Evident	14
4. Did the surroundings became cleaner when less tourists are coming because of the pandemic?	3.10	.6444	Evident	8
5. Does the residents still manage to separate their household wastes (biodegradable and non-biodegradable) during pandemic?	2.28	.8642	Least Evident	15
Overall Evidence	2.53	.3519	Evident	

The table above shows the environmental impacts of Covid-19 on the tourism industry of Tagaytay City. Apparently, the surroundings became cleaner when less tourists are coming because of the pandemic with a mean of 3.10 and is interpreted as evident. On the other hand, the residents still manage to separate their household wastes (biodegradable and non-biodegradable) during pandemic got the lowest impact with a mean of 2.38 and is interpreted as least evident. The overall mean of 3.20 proposes that most of the impacts are evident and perceptible.

The surroundings became cleaner when a smaller number of tourists are coming during the pandemic since fewer people are going, it has less possibility to produce waste and pollution. According to Muhammad, Long, & Salman (2020), the recent data released by NASA (National Aeronautics and Space Administration) and ESA (European Space Agency) indicates that pollution in some of the epicenters of COVID-19 such as Wuhan, Italy, Spain and USA etc. has reduced up to 30%.

As for the lowest impact, the most probable reason why residents still do not care to manage the separation of their wastes for the reason that their priority is on how to lessen the spread of the virus and to strengthen their health. Locals and residents are not that aware on how separation of wastes can benefit them in several ways. Some are incognizant that buying of disposable products like alcohol, gloves, cleaning products and alcohol leads to generate tons of wastes. According to Zand and Heir (2021), urban solid waste management has long been recognized as a serious environmental issue in developing countries. Non-sustainable handling of wastes in many developing countries makes them more vulnerable to the possibility of Coronavirus propagation through waste management practices.

Based on the survey conducted by the researchers, it is interpreted that promotion of health consciousness to locals and tourist, as well as decreased number of tourist capacity resulted to the preservation and maintenance of tourist establishments are both highly evident. Due to this, it can be recommended to strengthen such practices which will let the tourists feel secured and will make risks in contacting COVID-19 less. In this way, the environment can also be more preserved compared to the former busy and crowded destinations. However, increase in price of commodity and products for tourists are observed to be least evident among the factors. Though it can help attracting customers, the weakness it serves is the decreased budget for environmental preservation and protection. It is recommended to have a fee for environmental protection especially during the times of pandemic.

In the context of this study, the researchers will propose an enhanced tourism sustainable plan mainly to improve the status of the tourism industry of Tagaytay City during the pandemic. This development plan is said to be proposed by the use of activities that corresponds to the status of the tourism industry and three pillars of sustainability. As for the status of the tourism industry, the activities are the following: strict implementation of health and safety protocols in every establishment such as restaurants, hotels, and recreation areas and to allow businesses and establishments to operate in full while following the imposed health standards. In regards with the environmental aspect, the activities are the following: strict implementation of rules and regulations regarding proper medical waste disposal, implementation waste segregation

in household and establishments. This activity will be led by the Local Government Unit and the Tourism Development sector of Tagaytay City. Contingency Plan should also be considered for the natural calamities that may occur during the pandemic.

Table 2.3 Socio-Economic Impacts

Socio-Economic Impact	Mean	Standard Deviation	Interpretation	Rank
1. Increase in price for the establishments	2.64	.7794	Evident	11
2. Decreased leisure opportunities for tourists	3.41	.7422	Evident	4
3. Loss of employment and income for locals	3.46	.7323	Evident	3
4. Decreased interest for tourism	3.22	.8147	Evident	7
5. Generated entrepreneurial opportunities for locals	3.34	.7624	Evident	6
6. Promotion of health consciousness to locals and tourists	3.53	.6291	Highly Evident	1
7. Dependency of locals to the help of the Local Government Unit	3.39	.6733	Evident	5
8. Increase in price of commodity and products for tourists	2.66	.7292	Evident	10
9. Economic dependence of the local community on tourism	2.88	.6211	Evident	9
10. Decreased number of tourist capacity resulted to the preservation and maintenance of tourist establishments	3.52	.6087	Highly Evident	2
Overall Socio-economic	3.20	.3630	Evident	

The table above shows the result of the Socio-Economic Impact of Covid-19 pandemic to the tourism industry of Tagaytay City. It is conveyed that the promotion of health and consciousness to locals and tourists is the highest impact with a mean of 3.53 and interpreted as highly evident while the lowest mean can be found in increase in price for the establishments with a mean of 2.64 and interpreted as evident. The overall mean of 3.20 proposes that most of the impacts are evident and profound.

The Covid-19 pandemic affected the locals positively by promoting health and consciousness. The impact got the highest mean since locals and tourists are aware how severe the disease can be and how easily it can spread. The local government unit of Tagaytay City also made their best efforts to educate the locals on how to enhance their immune system, practice social distancing or wearing of facemasks, and other ways to prevent the mitigation of the virus.

In the opinion of Broucke (2020), the rapid and continuous evolution of the COVID-19 problem and the scale of the measures that are put in place may, rightly or wrongly, create the perception that the existing health system is failing to protect citizens against the spread of the virus. This creates a need for people to regain control of their health, to protect oneself against the disease and to deal with its disruptive consequences.

As regards to the lowest mean found in the increase in price for the establishments, it is determined that inflation is one of the negative effects of this pandemic. As the Covid-19 pandemic is disrupting economies across the globe, establishments and their products tend to raise their price because they lack supply. Many jobs and businesses have closed as a result of the pandemic therefore some establishments have lost their suppliers. Moreover, people prioritize buying their essential needs and that results of putting leisure aside.

According to Balleer (2020), prices reflect shifts in demand and supply and thus are ideally suited to infer their relative importance. Given demand, a reduction in the supply of goods and services generates inflation. Holding production constant, demand shortages lead to disinflation.

Based on the survey conducted, the researchers interpreted the response regarding the waste segregation to be least evident. The residents were not able to manage separating their household wastes (biodegradable and non-biodegradable) during pandemic. The researchers recommend households to observe proper waste segregation especially during pandemic to avoid cross-contamination and other infections that improper waste management may bring.

As an output for the socio-economic aspect, the activities involved are the following: Online health awareness seminar for the locals and workers, impose fixed rates policy for establishments, online virtual tours of Tagaytay City, and online seminars or trainings for locals regarding entrepreneurship and opening small businesses.

Significant comparison of impact according to Demographic Profile of the Respondents;

The responses of people from the citizens of Tagaytay City show the demographic profile relative age, gender, and educational attainment of respondents formulated to compare the impact of Covid-19 in tourism according to the profile of the respondents.

To test the given hypothesis, the researchers used ANOVA in sampling the comparison of the impact on age and educational attainment of the respondents.

Table (no) shows the comparison of the demographic profile of respondents in terms of age and gender to obtain the impact of Covid-19 on tourism. As well as utilized T-test to determine if educational level encountered the same impact in tourism of Covid-19.

Based on the table of comparison of impact according to profile, Covid-19 has the same impact on age, gender, and educational attainment. As included in the testing hypothesis, if the p-value is less than 0.05 it will be interpreted as significant. Otherwise, the hypothesis was retained and not significant. This indicates the significant impact of covid 19 in comparison to the demographic profile of the respondents.

Comparison of Impact according to profile:

Demographic Profile	test statistic	statistic value	df	p-value	Interpretation	Implication/Remarks
Age	ANOVA	0.606	383	0.546	Not Significant	The impact is the same across all ages
Gender	t-test	0.843	382	0.4	Not Significant	The impact is the same between male and female
Educational Attainment	ANOVA	2.11	383	0.079	Not Significant	The impact is the same across all educational level

In this table, different ages have the same impact on tourism encountered during Covid-19 that the results justified and obtained a p-value of 0.5 interpreted as not significant. In a group of gender that attained a P-value of 0.4, the impact is the same between males and females and marked as not significant. However, the educational attainment with a p-value of 0.079 and also commemorated as not significant exhibits that the impact is the same across all educational levels. This study is designed to assess the hypothesis that the impact of covid-19 on tourism according to the demographic profile of respondents has the same impact.

This is related to the study of Anastasya Golets, which was carried out during the first semester of the Covid-19 pandemic. They analyze the influence of pandemic on the personal difference variable and the demographic measures such as all ages, any educational attainment, and income underlie the traveling behavior of everyone. In connection with the study of Azzedine, shows men and women need to avoid tourist places during the widespread of coronavirus and both impacted by the crisis.

This study shows that demographic variable even in the difference of age, gender and educational attainment has the same impact on tourism encountered during Covid-19. It has become clear that coronavirus has many consequences on all levels especially on tourism and impacting the lives of everyone. Based on the statement released by United Nations World Tourism Organization, leader in travel ethics and sustainability. The tourism should respect the equality of women and men, different groups, different ages, even it has disabilities and part of indigenous peoples since demographic profile has same impact encountered during this pandemic.

OUTPUT**ROADMAP OF ACTIVITIES****Table 3. Roadmap of Activities**

Objective	Time Frame	Implementing Body	Result
Implementation of health and safety protocols in every establishment such as restaurants, hotels, and recreation areas and to allow businesses and establishments to operate in full while following the imposed health standards.	1-Week	Local Government Unit	Implement workplace controls to reduce transmission among employee and help customers maintain control in infection and social distancing.
Strict implementation of rules and regulations regarding proper medical waste disposal, implementation of waste segregation in household and establishments	1-Month	Private Sectors	Effective segregation of waste makes it cheaper and better for people and the environment which is also important to segregate for public health.
Online health awareness seminar for the locals and workers, impose fixed rates policy for establishments, online virtual tours of Tagaytay City, and online seminars or training for locals regarding entrepreneurship and opening small businesses.	1-Month	Private Sectors	Using an online platform for health awareness gives people more insight into their health as well as is timesaving. Online seminars help to share information efficiently to develop skilled entrepreneurs.

The table above shows the roadmap of activities as an output for this study. The first activity is the implementation of health and safety protocols in every establishment such as restaurants, hotels, and recreation areas and to allow businesses and establishments to operate in full while following the imposed health standards. The duration of the implementation can lead up to 1-month and will be implemented by the Local Government Unit of Tagaytay. This activity will be done to implement workplace controls to reduce transmission among employee and help customers maintain control in infection and social distancing. For the second activity, the Strict implementation of rules and regulations regarding proper medical waste disposal, implementation of waste segregation in household and establishments which time frame can also lead up to 1-month and will be implemented by the private sectors. This will be executed to make an Effective segregation of waste makes it cheaper and better for people and the environment which is also important to segregate for public health. Online health awareness seminar for the locals and workers, impose fixed rates policy for establishments, online virtual tours of Tagaytay City, and online seminars or training for locals regarding entrepreneurship and opening small businesses is the last activity and will also have a duration of 1-month and will also be implemented by the private sector. This activity is a tool for health awareness gives people more insight into their health as well as is timesaving. Online seminars help to share information efficiently to develop skilled entrepreneurs.

V. CONCLUSION

The city of Tagaytay is greatly affected by the pandemic in terms of environmental, social, and economic aspect. Whereas the major problem of the city as determined in the result's highest negative is that the locals lost employment and source of income. The pandemic caused public and private companies, and other establishments to lessen their employees due to loss of income. Although, decreases number of people in an establishment is a great way to mitigate the spread of the virus. On the other hand, the highest positive in the results is that the promotion of health and consciousness to the locals. The pandemic raised awareness to the locals to take care and prioritize their health.

Therefore, the city of Tagaytay's sustainable assessment by considering the three pillars of sustainability is an evidence that the city is coping up with the effects of the Covid-19 pandemic. Although, the attraction has still a lot of major actions and improvement that is required to be done to be able to enhance the state of tourism industry of Tagaytay city amidst the pandemic. In the previous events of interviews to the respondents who are tourists who visited Tagaytay city during the pandemic, the researchers came up to different perspectives and opinions. Along with all the three pillars of sustainability, it shows that based on the conducted interviews the city is in the state of being a sustainable and effective tourist attraction. There is no significant difference on the respondent's assessment on the impact when grouped according to profile.

Based on the findings, the researchers have recommended the following: The tourism establishment should cooperate and comply to the law, rules and regulations provided and implemented by the National Government in order to control and eliminate the virus. Limit, prohibit and avoid the offer of the product to public if it is included in the law and regulations during the pandemic. The management of every tourism establishment should always check and be responsible to their employees and to the strict compliance to the authority. A regular visitation of the authority to the tourism establishment must occur. As to the separation of household waste, there should be a campaign in order to encourage the residents to separate their waste into group of biodegradable and non-biodegradable. Use the platform of social media to encourage people to do the same. Since the price cannot stop its increase, encourage people to be resourceful while the economy is in its recovery stage. Use the technology platform in order to open business as to limit the physical contact and it is the most convenient ways to profit nowadays.

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