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| RESEARCH ARTICLE

Wondering Wanderers: Travel Behavior of Employees within NCR Plus Bubble amid Pandemic

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| ABSTRACT
The global health pandemic, which abruptly happened during the first half of the year 2020, has changed the lifestyles of a large worldwide population. This global crisis became a hindrance to the transportation system mainly because most countries imposed the emergency lockdown in order to mitigate the spread of the deadly virus. The Philippines was not an exemption to this lockdown, so, despite the enthusiasm of Filipinos towards traveling for leisure, the travel and tourism industry was the hardest hit because of the pandemic. This paper is focused on addressing the factors that would affect the willingness of the employees working within NCR Plus Bubble to take a vacation during the time of the Covid-19 pandemic. The researchers were able to gather a total of 250 employees as their respondents, coming equally from different places within the declared NCR Bubble. Data was run through the SPSS software. Findings generally indicate that for every one unit, there is a significant increase in the different independent variables such as Travel History, Subjective Norm, Perceived Behavior Control, Perceived Knowledge of Covid-19 and Psychological Risk.

| KEYWORDS

Covid-19, NCR Plus Bubble, SPSS, Theory of Planned Behavior, Travel Behavior

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1. Introduction

The lifestyles of a large worldwide population have abruptly changed during the first half of the year 2020. The COVID-19 pandemic is the first pandemic in decades that nearly stopped the world. By January 30, 2020, the World Health Organization (WHO) declared COVID-19 as a Public Health Emergency of International Concern. By March 11, 2020, the WHO updated its status, declaring it as a worldwide pandemic. The COVID-19 health crisis has turned into a global economic crisis, putting at risk the health, jobs, and incomes of millions of people around the world and is also an unprecedented socio-economic crisis. The strict containment measures adopted by many countries during the first half of 2020 to flatten the rise in contagion put a substantial brake on most economic and social activities.

The travel and tourism industry are among the hardest-hit by coronavirus disease (COVID-19). While it has been booming over the past years, the recent onslaught of COVID-19 gradually scared the sector and everywhere in the world. The pandemic has forced governments around the world to implement unprecedented lockdowns, closed borders from foreign nationals, and mandated several businesses to shut down for extended periods of time. With the imposition of strict quarantine guidelines lessened the movement of people and goods. The Department of Tourism (2020) reported that from January to November 2020, the country's tourism receipts fell by 81 percent to PHP 81.05 billion, a significant drop from PHP 437.9 billion in the same period in 2019.

Despite the great enthusiasm Filipinos have towards traveling, the Philippines is not an exemption to the global crisis at hand. The first case of COVID-19 in the country was reported in January 2020. And this was followed by a new and rapid increase in reported cases by the following month, and shortly thereafter, Luzon was placed in Enhanced Community Quarantine in hopes of preventing the spread of the virus and controlling its movement. Under ECQ, school and university classes were suspended, mass gatherings

were prohibited, government offices were run with a skeletal workforce, businesses were closed except for those providing essential goods and services, mass transportation was restricted, and people were ordered to observe social distancing measures and to stay at home.

To revive domestic tourism, gradual reopening of several establishments were now allowed to operate in areas under a more lenient general community quarantine (GCQ) to recover its slump. In June 2020, major airline companies announced the resumption of domestic flight services following the national government's relaxed lockdown measures in some areas. CNN Philippines (2020) This was followed by the government's announcement of reopening the country's border to foreign nationals. Major airlines offered a wide array of travel promo and packages to stir the Filipino's appetite for travel and leisure in areas with lenient health protocols. Manila Standard (2020). DOH later announced that there is no longer a nationwide requirement for a traveler to present a negative RT-PCR test in order to enter a province or city in the country, and as for international travel, Filipinos were allowed to travel abroad and enter the country upon the compliance of the indicated travel requirements. Vaccination rollout has already started following the arrival of vaccines donated by China. Venzon, C. (2021).

Given the recent developments in the health protocols and efforts to immunize people in the country, the researchers seek to study the willingness of employees to take domestic travel vacations and identify their perceived risks to travel during the COVID-19 pandemic.

1.2 Statement of the Problem

The objective of this study aims to analyze the willingness of employees to take domestic travel vacations outside the NCR plus bubble during the COVID-19 pandemic and identify its implication on the domestic travel and tourism industry. Specifically, it aims to answer the following questions:

1. What is the performance of domestic travel and tourism during the COVID-19 pandemic?
2. What is the relationship between the demographic profile and the behavioral intention to travel vacations outside the NCR plus bubble?
3. What is the significance of the attitude toward the behavior, subjective norm, and perceived behavioral control on the behavioral intention to travel for safer destinations outside the NCR plus bubble among employees in the NCR plus bubble?
4. What is the significance of the travel history of the respondents on the behavioral intention for safer destinations among employees in the NCR plus bubble?
5. What is the significance of the perceived knowledge of COVID-19 on the behavioral intention for safer destinations among employees in the NCR plus bubble?
6. What is the significance of psychological risk to the behavioral intention for safer destination among employees in the NCR plus bubble?

1.3 Hypotheses

The objective is to determine the relationship between the independent variable among its dependent variables. The following hypotheses were tested and validated:

Ho: There is no significant relationship between Behavioral Intention for Safer Destination and Travel History
Ha: There is a significant relationship between Behavioral Intention for Safer Destination and Travel History

Ho: There is no significant relationship between Behavioral Intention for Safer Destination and Attitude toward Behavior
Ha: There is no significant relationship between Behavioral Intention for Safer Destination and Attitude toward Behavior

Ho: There is no significant relationship between Behavioral Intention for Safer Destination and Subjective Norm
Ha: There is a significant relationship between Behavioral Intention for Safer Destination and Subjective Norm

Ho: There is no significant relationship between Behavioral Intention for Safer Destination and Perceived Behavioral Control
Ha: There is a significant relationship between Behavioral Intention for Safer Destination and Perceived Behavioral Control

Ho: There is no significant relationship between Behavioral Intention for Safer Destination and Perceived Knowledge of Covid-19

Ha: There is no significant relationship between Behavioral Intention for Safer Destination and Perceived Knowledge of Covid-19

Ho: There is no significant relationship between Behavioral Intention for Safer Destination and Psychological Risk
Ha: There is a significant relationship between Behavioral Intention for Safer Destination and Psychological Risk

1.5 Significance of the Study

The research at hand was done in hopes of contributing to significant industries and bodies. In this regard, the study is expected to be receiving and entitled to the following sectors:

Philippine Government. Given the setting of the study and with existing mobility restrictions within the dubbed NCR Bubble, the research at hand can help Government units in certain interventions that they may opt to fulfill their mandates for promoting tourism, all the while safeguarding the health and welfare of tourists and locals alike.

Tourism Industry. The present study is beneficial to the tourism industry as it provides invaluable insights into the travel behavior of individuals during this time of the pandemic. In the said manner, it can also help explore plans to boost this specific economic sector while upholding strict health protocols.

The Department of Tourism. The Department of Tourism, being the Philippines' executive office responsible for the regulation and promotion of the Philippine tourism industry, is mandated to encourage, promote, and develop tourism as a major socio-economic activity. In this view, the present study is necessary for a better understanding of measures to be imposed and regulations to be implemented by the said Department in order to regulate tourism activities in this time of the pandemic.

Private and Public Tourist Destination Managements. The research provides relevant statistics and information that may be used by both private and public tourist destination managements for them to create comprehensive guidelines and protocols for their visitors and staff alike. It is expected to help promote tourism and gradually uplift the said sector while ensuring the health and safety of the people involved.

Local Tourists. Tourists or at the very least those who may want to find escapism in this pandemic may refer to findings herein with regard to highly considered tourist destinations and other tendencies of travel behavior from other tourists. In return, this may help them plan their travel considerations with utmost precaution.

UST Faculty of Arts and Letters Economics and its Professors. The college can utilize this thesis and the data gathered herein in the discussion of concepts related to travel behavior and its economic impacts.

Future Researchers and Economics Students. This can be a reference point for future research activities with the same nature of the study. The content of this research may be improved in its weaknesses, and recommendations may be followed for future researchers' aims and purposes.

2. Literature Review

2.1 Performance of Travel and Tourism Industry in Pre and Post Pandemic

The entire landscape for the travel and tourism industry has dramatically changed in just a span of months after the COVID-19 was declared a global pandemic. With the imposition of lockdowns, most countries severely infected by the virus were forced to close their borders. Health protocols and mobility restrictions were made in hopes of halting the spread of the deadly disease. In lieu of the foregoing, there is a significant difference between the pre and post-pandemic travel industry setting.

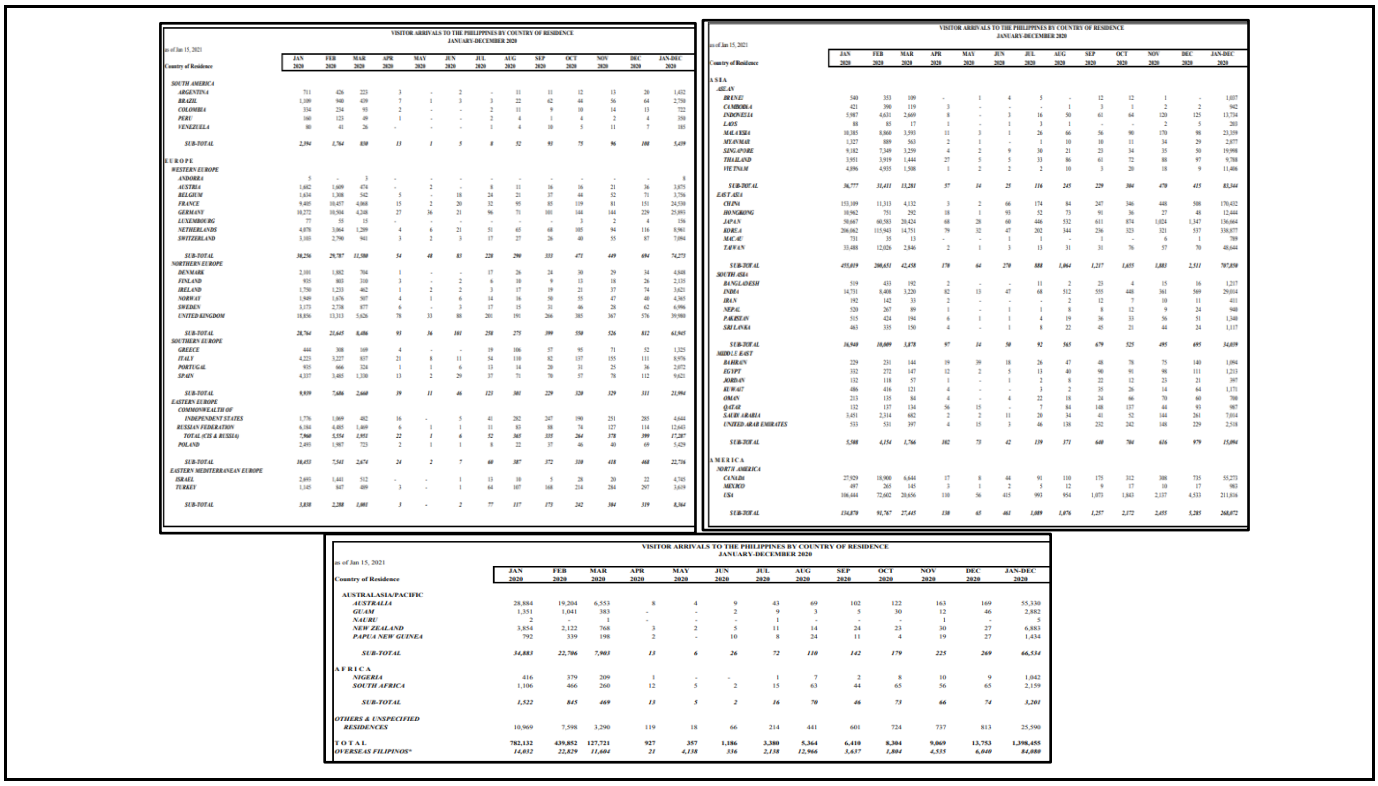
Official reports on tourism statistics were collated for the purpose of this paper. These statistical data covered the pre-pandemic years, which included the year 2016 until 2019. Post-pandemic involves the years 2020 and 2021 at present. The published statistics on the official website of Worldbank.Org with regard to the number of travelers revealed that the Philippines had a total of 5,967,000 reported arrivals in the year 2016. By the following year, a figure of 6,621,000 arrivals was reported. In the year 2018,7,168, 000 arrivals were noted on the website. A year before the COVID-19 in 2020, a significant figure of 8,261,000 reported arrivals were made in 2019.

Table 1. Number of Arrivals of Tourists in the Philippines

Country Name	Philippines
Country Code	PHL
Indicator Name	International tourism, number of arrivals
Indicator Code	ST.INT.ARVL
2016	5,967,000
2017	6,621,000
2018	7,168,000
2019	8,261,000

A statistical report on Philippine tourism issued by Macrotrends.net showed international tourism receipts as expenditures by international inbound visitors. The information was necessary for the study in terms of understanding the tourism landscape in terms of services and product trade. It included prepayment for goods received in the Philippines in specific years. The data shown are in U.S. dollars. The reported figure for 2016 was 6, 289, 000, 000.00 and was interpreted as a 1.95 % decline from the previous year 2015. In the following year, a total of 8,349,000,000.00 or 32.76 % increase from 2016. By 2018, a total of 9,730,000,000.00, which was interpreted as a 16.54 increase from 2017.

Table 2. Reported Visitor Arrivals in the Philippines for 2020



VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY-DECEMBER 2020

as of Jan 15, 2021

Country of Residence	JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 2020	JUN 2020	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN-DEC 2020
SOUTH AMERICA													
ARGENTINA	711	426	223	3	-	2	-	11	11	12	13	20	1,432
BRAZIL	1,109	940	439	7	1	3	3	22	62	44	56	64	2,750
COLOMBIA	334	234	93	2	-	-	2	11	9	10	14	13	722
PERU	160	123	69	1	-	-	-	2	4	1	2	4	366
VENEZUELA	80	41	26	-	-	-	1	4	10	5	11	7	185
SUB-TOTAL	*2,394*	*1,764*	*850*	*13*	*1*	*5*	*8*	*52*	*93*	*75*	*96*	*108*	*5,439*
EUROPE													
WESTERN EUROPE													
ANDORRA	5	-	3	-	-	-	-	-	-	-	-	-	8
AUSTRIA	1,682	1,609	474	-	2	4	8	11	16	16	21	36	3,879
BELGIUM	1,634	1,308	542	5	-	18	24	21	37	44	52	71	3,756
FRANCE	9,405	10,457	4,068	15	2	20	32	95	85	119	81	151	24,530
GERMANY	10,272	10,504	4,248	27	36	21	96	71	101	144	144	229	25,893
LUXEMBOURG	77	55	15	-	-	-	-	-	-	3	2	4	156
NETHERLANDS	4,078	3,064	1,209	4	6	21	31	65	68	105	94	116	8,961
SWITZERLAND	3,103	2,790	941	3	2	3	17	27	26	40	55	87	7,094
SUB-TOTAL	*30,256*	*29,787*	*11,500*	*54*	*48*	*83*	*228*	*290*	*333*	*471*	*449*	*694*	*74,273*
NORTHERN EUROPE													
DENMARK	2,101	1,882	704	1	-	-	17	26	24	30	29	34	4,868
FINLAND	935	803	310	3	-	2	6	10	9	13	18	26	2,135
IRELAND	1,750	1,233	462	1	2	2	3	17	19	21	37	74	3,621
NORWAY	1,949	1,676	597	4	-	6	14	16	50	55	47	48	4,369
SWEDEN	3,173	2,738	877	6	-	3	17	15	31	46	28	62	6,996
UNITED KINGDOM	10,856	13,313	5,626	78	33	88	201	191	266	385	367	576	39,980
SUB-TOTAL	*20,764*	*21,645*	*8,486*	*93*	*36*	*101*	*258*	*275*	*399*	*550*	*526*	*812*	*61,945*
SOUTHERN EUROPE													
GREECE	444	308	169	4	-	-	19	106	57	95	71	52	1,325
ITALY	4,223	3,227	837	21	8	11	54	110	82	137	155	111	8,976
PORTUGAL	935	666	224	1	1	6	13	14	20	31	25	36	2,072
SPAIN	4,337	3,485	1,330	13	2	29	37	71	70	57	78	112	9,623
SUB-TOTAL	*9,939*	*7,686*	*2,660*	*39*	*11*	*46*	*123*	*301*	*229*	*320*	*329*	*311*	*21,996*
EASTERN EUROPE													
COMMONWEALTH OF INDEPENDENT STATES	1,776	1,069	482	16	-	5	41	282	247	190	251	285	4,644
RUSSIAN FEDERATION	4,184	4,485	1,469	6	1	1	11	83	88	78	127	114	12,641
TOTAL (CIS & RUSSIA)	*7,960*	*5,554*	*1,951*	*22*	*1*	*6*	*52*	*365*	*335*	*268*	*378*	*399*	*17,285*
POLAND	2,493	1,987	723	2	1	1	8	22	37	46	40	69	5,429
SUB-TOTAL	*10,453*	*7,541*	*2,674*	*24*	*2*	*7*	*60*	*387*	*372*	*314*	*418*	*468*	*22,714*
EASTERN MEDITERRANEAN EUROPE													
ISRAEL	2,693	1,441	512	-	-	1	13	10	5	28	20	22	4,745
TURKEY	1,145	847	489	3	-	1	64	107	168	214	284	297	3,619
SUB-TOTAL	*3,838*	*2,288*	*1,001*	*3*	*-*	*2*	*77*	*117*	*173*	*242*	*304*	*319*	*8,364*

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ASIA													
ASEAN													
BRUNEI	540	353	109	-	1	4	5	-	12	12	1	-	1,037
CAMBODIA	421	390	119	3	-	-	-	1	3	1	2	2	942
INDONESIA	5,987	4,631	2,669	8	-	3	16	50	61	64	120	125	13,734
LAOS	88	85	17	1	-	1	3	1	-	-	2	5	203
MALAYSIA	10,285	8,860	3,593	11	3	1	26	66	56	90	170	98	23,359
MYANMAR	1,327	889	563	2	1	-	1	10	10	11	34	29	2,877
SINGAPORE	9,182	7,349	3,259	4	2	9	30	21	23	34	35	50	19,998
THAILAND	3,951	3,919	1,444	27	5	5	33	86	61	72	88	97	9,788
VIETNAM	4,896	4,935	1,508	1	2	2	2	10	3	20	18	9	11,406
SUB-TOTAL	*36,777*	*31,411*	*13,281*	*57*	*14*	*25*	*116*	*245*	*229*	*306*	*470*	*415*	*83,344*
EAST ASIA													
CHINA	153,189	11,313	4,132	3	2	66	174	84	247	346	448	508	170,432
HONGKONG	10,962	751	292	18	1	93	52	73	91	36	27	48	12,444
JAPAN	50,667	60,583	20,424	68	28	60	446	532	611	874	1,024	1,347	136,664
KOREA	206,062	115,943	14,751	79	32	47	202	144	236	323	321	537	338,677
MACAU	751	35	13	-	-	-	1	-	1	-	6	1	809
TAIWAN	33,488	12,026	2,846	2	1	3	13	31	31	76	57	70	48,644
SUB-TOTAL	*455,019*	*200,651*	*42,458*	*170*	*64*	*270*	*888*	*1,064*	*1,217*	*1,655*	*1,883*	*2,511*	*707,850*
SOUTH ASIA													
BANGLADESH	519	433	192	2	-	-	11	2	23	4	15	16	1,217
INDIA	14,731	8,408	3,220	82	13	47	68	512	555	448	361	569	29,014
IRAN	192	142	33	2	-	-	-	2	12	-	7	11	401
NEPAL	520	267	89	1	-	1	3	8	8	12	9	24	940
PAKISTAN	515	424	194	6	1	1	4	19	36	33	56	51	1,340
SRI LANKA	683	335	150	4	-	1	8	22	45	23	44	24	1,337
SUB-TOTAL	*16,940*	*10,009*	*3,878*	*97*	*14*	*50*	*92*	*565*	*679*	*525*	*495*	*695*	*34,039*
MIDDLE EAST													
BAHRAIN	229	231	144	19	39	18	26	47	48	78	75	140	1,094
EGYPT	332	272	147	12	2	5	13	40	90	91	98	111	1,213
JORDAN	152	118	57	1	-	1	2	8	22	12	23	21	397
KUWAIT	486	416	121	4	-	-	3	2	35	26	14	64	1,171
OMAN	213	135	84	4	-	4	22	18	20	66	70	60	706
QATAR	132	137	134	56	15	-	7	84	148	137	44	93	987
SAUDI ARABIA	3,451	2,314	682	2	2	11	20	34	41	52	144	261	7,014
UNITED ARAB EMIRATES	533	531	397	4	15	3	46	136	232	202	148	229	2,518
SUB-TOTAL	*5,508*	*4,154*	*1,766*	*102*	*73*	*42*	*139*	*371*	*640*	*704*	*616*	*979*	*15,096*
AMERICA													
NORTH AMERICA													
CANADA	27,929	18,900	6,644	17	8	44	91	110	175	312	388	735	55,273
MEXICO	497	265	145	3	1	2	5	12	9	17	10	17	983
USA	106,444	72,602	20,656	110	56	415	993	954	1,073	1,863	2,137	4,533	211,816
SUB-TOTAL	*134,870*	*91,767*	*27,445*	*130*	*65*	*461*	*1,089*	*1,076*	*1,257*	*2,172*	*2,455*	*5,285*	*268,072*

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AUSTRALASIA/PACIFIC													
AUSTRALIA	28,884	19,204	6,553	8	4	9	43	69	102	122	163	169	55,330
GUAM	1,351	1,041	383	-	-	2	9	3	5	30	12	46	2,882
NAURU	2	-	1	-	-	-	1	-	-	-	1	-	5
NEW ZEALAND	3,854	2,122	768	3	2	5	11	14	24	23	30	27	6,883
PAPUA NEW GUINEA	792	339	198	2	-	10	8	24	11	4	19	27	1,434
SUB-TOTAL	*34,883*	*22,706*	*7,903*	*13*	*6*	*26*	*72*	*110*	*142*	*179*	*225*	*269*	*66,534*
AFRICA													
NIGERIA	416	379	209	1	-	-	1	7	2	8	10	9	1,042
SOUTH AFRICA	1,106	466	260	12	5	2	15	63	44	65	56	65	2,159
SUB-TOTAL	*1,522*	*845*	*469*	*13*	*5*	*2*	*16*	*70*	*46*	*73*	*66*	*74*	*3,201*
OTHERS & UNSPECIFIED RESIDENCES	10,969	7,598	3,290	119	18	66	214	441	601	724	737	813	25,590
TOTAL	782,132	439,852	127,721	927	357	1,186	3,380	5,364	6,410	8,304	9,069	13,753	1,398,455
*OVERSEAS FILIPINOS**	*14,032*	*22,829*	*11,604*	*21*	*4,138*	*336*	*2,138*	*12,966*	*3,637*	*1,804*	*4,535*	*6,040*	*84,080*

According to an article in statista.com, during the first quarter of 2020, the period when the travel restrictions and lockdowns in most countries started, international tourist arrivals declined by 22%. It is stated that the tourism industry is just one of the sectors that have been greatly affected ever since the COVID-19 pandemic happened. The imposed lockdown in the selected parts of the country, which includes the closing of borders, airports, and restrictions on mass gatherings, land travel, and related services across the world, put millions of jobs at risk. Many were forced to return to their homes unemployed due to the closing of borders for tourists, suspending international flights totally, or partially banning the arrivals from specific countries. This is to ensure safety protocols and lessen the risk of being infected by the virus.

In a study spearheaded by Wachyuni and Kusumaningrum (2020), they have discussed the future travel preferences for people ever since the COVID-19 virus happened. Traveling across borders has been restricted in many parts of the world, limiting the number of people to go and aboard. This study was intended to conduct empirical research to predict the immediate recovery of the tourism industry once the pandemic ends. The results showed that travel preferences are (78%), which proves that the majority

of respondents are willing to go back on tour. The desired tour duration for the majority is only a short-period, which is about 1-4 days. The results showed that the majority of the respondents have higher tourist intention compared to tourist anxiety. Filling the gap, this study would determine how big the changes are and what should be taken into consideration with the new travel preferences when the quarantine restrictions have eased down, and air travel is now available for people.

2.2 Theory on Planned Behavior

Ajzen's Theory of Planned Behavior, or collectively TPB, represents one of the major examples of predicting individuals' behaviors based on one's beliefs and attitudes. It was originally based on the theory of reasoned action or TRA, in which behavior is predicted by attitudes and subjective norms. However, the model has later presented the theory on TPB with an additional variable, perceived behavioral control, due to the lack of explanatory power on such behaviors that are influenced by multiple determinants. According to the TPB, attitude, subjective norms, and perceived behavioral control act as determinants of behavioral intention, which, in turn, influences behavior Terry et al. (1999).

Expounding on the former, Bronn and Buhmann (2018) indicated that the Theory of Planned behavior has three factors which are attitudes toward the behavior, subjective norms, and behavioral control. The results explained the perception of engagement in the M&E outcome level. With this, it showed how attitude, perceived norms, and perceived behavior determine behavioral preferences and found out that perceived behavior is one of the main factors as to perceiving the different behaviors.

Similarly, Fabrigar and Kan (2017) have indicated that there are four main parts in the Theory of planned behavior. These are action, target, context, and time. With the resulting factor of the study they pioneered, they have determined that behavior intentions could affect three factors, and these are the attitude toward behavior, subjective norms, and perceived behavioral control.

This theory would aid in seeking what will be the employee's attitudes in terms of traveling during the time of the pandemic. The researchers would analyze the respondents in terms of their behavioral control that would influence a person's intention and final behavior. If a person truly believes that they have control over the behavior which they want to carry out, then one needs to know the knowledge, as well as have the skills to act. Without this, it is deemed that an individual is less likely to carry out their final behavior. The combination of both theories has brought upon The Integrated Behavioral Model. This is similar to both theories, in which the most important determinant is motivation/intention.

Prasetyo et al. (2020) extended the theory of planned behavior. This was used in order to evaluate factors affecting the perceived effectiveness of COVID-19 prevention measures among Filipinos. This study was assessed during the enhanced community quarantine in Luzon, the Philippines, with a total of 649 Filipinos as their respondents. Structural equation modeling was utilized to derive an understanding of the variables. The results showed the significant direct effects of COVID-19 on the perceived vulnerability and perceived severity among Filipinos. In conclusion, this was one of the first studies to analyze the factors affecting the perceived effectiveness of the emerging virus and its prevention measures.

2.3 Application of Theory of Planned Behavior on Tourism/Travel Industry

Several studies were found that utilized the Theory of Planned Behavior. The proposed theoretical framework was altered in a number of ways to serve in-depth analyses of travelers' behaviors. These research initiatives were done in a time of the COVID-19 prevalence and thus were pursued in light of the said predicament. A study initiated by Marquez Santos et al. (2020) provided an analysis of the potential effects of the COVID-19 outbreak on employment as a result of tourism flow slowdown. Based on reports, there are potential changes in tourist behavior. The psychological factors associated with the study are related to the fear of contamination. The findings suggest that as long as there is no vaccine or treatment, there will also be a significant impact on the willingness to travel and on the conditions and preferences of tourist destinations. Economic factors, on the other hand, refer to the reduction of household income—which may be consequences of unemployment or working hours reduction. These factors altogether have been revealed to greatly influence the willingness of people to travel.

According to Castillo et al. (2020), they have used the Theory of Planned Behavior in order to measure the perception of preventiveness during the pandemic. Structural Equation Modeling (SEM) was used to analyze the following: perceived vulnerability, perceived severity, attitude, subjective norm, perceived behavioral control, intention to follow, actual behavior, adapted behavior, and perceived effectiveness. Also, they have classified these variables into three main parts such as behavioral control, subjective norm, and attitude. Based on these variables, they have proved that the model showed no relationship between the attitude rather than having an indirect relationship. They also proved that there is a direct relationship between perceived vulnerability and perceived severity. Having this perceived severity, on the other hand, has an inverse relationship with intention to follow. Intention to follow is a direct relationship between the actual behavior and the adapted behavior that leads to the effectiveness of the TPB model.

Abdullah et al. (2020), in their study, examined changes that occurred in travel behavior due to the COVID-19 pandemic. Data were collected through an online questionnaire survey that included questions on trip purposes, mode choice, distance traveled, frequency of trips before and during COVID-19. A total of 1,203 responses were collected from various countries. The survey was designed through Google forms and distributed through emails and social media platforms such as Facebook and Linked-In. Findings revealed that variables used in the study were significantly different from before and during the onset of the pandemic. The majority of trips were made for shopping essentials while there was a significant shift from public transport to private ones and non-motorized modes. Gender, car ownership, employment status, travel distance, the purpose of travel, and COVID-19 contraction concerns were significant predictors of mode choice, consequently suggesting transport planning and policy-making based on the travel needs of people during this time.

Al-Ansi et al.'s (2020) study aimed to develop a conceptual framework that explains US International post-pandemic travel behaviors by expanding the Theory of Planned Behavior (TPB). Through a quantitative process, the TPB was successfully broadened by incorporating the travelers' perceived knowledge of COVID-19 and further deepened by integrating the psychological risks. Perceived knowledge of COVID-19 contributed to boosting the prediction efficacy of intention. Associations among subjective norms, attitudes, and intentions are the significant influence of tourists' psychological risks regarding international travel. The theoretical framework developed through this research resulted in better comprehension of individuals' convoluted post-pandemic decision-making process and behavior for safer destination choices.

Research conducted by Mohamaddian et al. (2020) investigated how and to what extent people's mobility styles and habitual travel behaviors have changed since the onset of the COVID-19 pandemic. This used a stated preference-revealed preference (SP-RP) survey, which incorporated a comprehensive set of questions associated with individuals' travel behaviors, habits, and perceptions before and during the pandemic as well as perceptions into the future. In more detailed figures, results reveal that those who live in low-income households have been dealing with at least one discontinued source of income. On the other hand, those who still belong to income groups have been spending more on groceries and meals rather than errands. This suggested that people are more apt to be concerned instead about how safe and accessible products are. With companies adopting work-from-home set-ups as well, travel has been greatly reduced.

The study made by Bae, So Young, and Chang, Po-Ju (2020) highlighted tourism as a health-protective behavior stemming from an individual's perception of COVID-19 risks. As explained in the study, untact tourism means undoing contact, which refers to tourists avoiding crowded places or indoor activities. Similar to the studies mentioned and the current, it utilized an extended Theory of Planned Behavior and the Health Belief Model to examine the effect of COVID-19 risk perception on behavioral intention towards untact tourism.

Bastarianto (2021) conducted a similar study contextualized in Indonesia. The research examined changes in activities and associated travel during the beginning of the COVID-19 pandemic. It was specifically centered on analyzing the role of attitudes, descriptive norms, protective behaviors toward COVID-19, travel frequency before the pandemic, the spatial and individual characteristics on travel-activity behavior changes in relation to Information and Communication Technology (ICT) use. It had a total of 1,062 respondents through a web-based questionnaire. It was found that the descriptive norms were positively relevant to the frequency of travel during the pandemic. Males tend to travel more in comparison to females even before the pandemic. On the contrary, online shopping did not contribute to outside activities amidst the pandemic. People were still going out for shopping essentials and non-essentials alike despite the availability of online shopping and delivery platforms. There is, however, a proven decline in travel frequency and ride-hailing. The study significantly proved that the more people perceived the severity of the virus' effects, the more they minimized outside activities.

Kim and Kang (2021) conducted a study that determined the relationship between leisure rumination in Korean employees according to the modified theory of planned behavior. There is a trend among employees which has been proven as an effective method to overcome stress within the workplace, and one of the reasons stated is for them to do 'other things' which are non-work-related activities or to engage in leisure activities. This study was conducted in the Seoul metropolitan area and Gyeongsang-do district in 2019. Using partial least squares structural equation modeling has provided basic data on the meaning of leisure activities and leisure rumination in office workers who suffer from failure to recover from work stress. The results showed that some of these hypotheses were unsupported; however, in the overall research model, the influence of leisure rumination was verified through the modified theory of planned behavior. In relation to this study, the main objective is to determine the behavioral intentions of the employees within the NCR Plus Bubble and how traveling despite the period of a pandemic would affect their decisions and final behavior as an employee who wants to feel relaxed by traveling.

The study made by Hagoort (2020) provided new insights on travel behavior changes by researching the effects of COVID-19 on travel behavior in the Netherlands. This research adds to available knowledge about the effects of the spread of a life-threatening

contagious disease on travel behavior. Travel behavior has changed because of the pandemic; half of the day-to-day activities are discontinued. Only essential activities are allowed, while work and school-related activities are prohibited. Furthermore, due to the perceived risk of getting the virus, public transport was used less and was often substituted by other modes of transport. To conclude, travel behavior has changed due to COVID-19, and these changes are due to the perceived risk of the virus and the availability of telecommunication. Compared to the role of perceived risk and telecommunication, knowledge of the virus appears to have less influence on travel behavior.

De Jong et al. (2020), in their paper, aimed to investigate the impacts of the pandemic on travel behavior in Istanbul, Turkey, through a longitudinal panel study conducted in three phases during the early stages of the epidemic and pandemic. The paper reflects the evolution of travel behavior during the development of the outbreak resulting from residents' self- regulation and governmental measures, distinguishing travel for commute, Social/Recreational/Leisure (SRL), and shopping activities, as well as the use of different travel modes based on various socio-economic characteristics. Due to the application of the social distancing of at least 1.5 m, closure of numerous non-essential venues, encouraging teleworking and distance education, job losses, and cancellation of all social gatherings in Istanbul between the second and third phase of our data collection, the transition in travel activity pattern and transport mobility appears to be quite extreme, particularly for commuting and SRL trips.

2.4 COVID-19 Preventive Measures

Research conducted by Song and Choi (2020) was all about the perspective of the sustainability of aviation demand study. This investigated passenger perception with regards to whether or not Korean people will resume the use of air transport after COVID-19. The similarity of this study falls under the perceptions of the employees living mainly in NCR as the respondent. The study measured the main levels of determination per factor. The results, with regards to the restart of using air transport, showed that there is a significant impact on passenger perceptions. Some may even consider resuming overseas travel with air transport prior to the development of a COVID-19 cure or vaccine, corresponding to travel requirements for self-isolation if there is in any way a chance of a fall in the number of confirmed cases. It is the study's main objective to pave a way in monitoring passenger behavior in the future that would lead to the development of sustainable strategies for recovering aviation demand. Filling the gap, the study aims to discover what are the implications of easing the aviation demand amidst the pandemic.

A study conducted by Hassan, T. H., and Salem, A. E. (2021) discussed and analyzed the effects of the perceived importance of safety measures at the Sharm El Sheikh airport. A total of 954 international travelers as the respondents of the study were asked to fill out a survey. This includes questions about the intention of international passengers to revisit the destination, which might reflect their behavioral control for traveling to other destinations. The researchers used a SEM model to integrate the results. It showed that passengers with low-risk perceptions and highly perceived importance of logistic and sanitization procedures, as well as traveler- and staff-related safety measures, were more likely to exhibit a desire to go to the city rather than changing future plans to go to other tourist places. This concludes that health safety protocols should be stressed as the most important priority in future strategic plans by governmental authorities' activities to mitigate the psychological barriers of tourists once the aviation industry eases down. This study could relate their findings into determining what greatly affects the employees' perception of traveling amidst a pandemic.

According to the study of Linka, K. et al. (2020), a key strategy to prevent a local outbreak during the COVID-19 pandemic is to restrict incoming travel. This study explored the impact of border reopening, combining a network epidemiology model with machine learning to infer parameters and predict the COVID-19 dynamics upon partial and total airport reopening, even with quarantine conditions. The results showed that upon full reopening, every other day, a new COVID-19 case would enter the Canadian province of Newfoundland and Labrador. Provided by this study, there are quantitative results about the efficacy of travel restrictions. This paper suggested that strict implementations of COVID-19 responses must be abided still even without the increase of daily cases and that it could also be used to inform political decision-making in the controversy of reopening airlines and easing the travel demand.

One study explored the perspective of global health governance. "Travel health transcends national borders and involves multilevel actors, thus needs global cooperation and governance. Safeguarding the health of cruise travelers during the entire trip is of ultimate importance for both the industry and global public health." Zhou, S. et al. (2020). As a conclusion, regulations and legislation at the global and country-level are a must in order to prevent large-scale humanitarian crises on travel health. It is significant for countries to work on multilateral coordination, cooperation, and collaboration mechanisms between governments, intergovernmental organizations, non-governmental organizations, and industry. As suggested by this study, the public could only rely on their country's government authorities; hence, there must be a sound regulation system to form a clarity of a community with a common future in travel health, building more durable, equitable, and better-funded forms of cross-border cooperation mechanisms to solve issues within the industry effectively.

2.5 Travel Reports on Post-Pandemic

According to Tourism.gov.ph, in order to revive the economy, domestic traveling will help steer the economy. Their survey showed 77 percent of people who are eager to travel once guidelines are lifted. Although, 80 percent of respondents expect that these local destinations or places will still follow precautionary measures such as proper sanitizing of facilities, health protocols, and negative RT-PCR results before going to the said destination. Despite reopening the tourism industry, it is still a must to strictly follow the rules and regulations to help regulate future problems. Since cases of COVID-19 are still rising, the Department of tourism still advises travelers to cooperate with the government to ensure both the safety of travelers and the respective destinations.

After a year of a tragic pandemic that has happened, a lot of people long to travel and go to different places. According to Ranada, P. (2021), IATF has several new protocols for people who are willing to travel in this time of the pandemic. First is to secure a negative RT-PCR result. Second is upon entering the place; no one is required to isolate or quarantine themselves not unless they possess any symptoms. Third, health certificates, as well as travel documents, are also unnecessary. Fourth, having these set of implementations, IATF still advises following strict protocols such as wearing face masks, face shields, and observing physical distancing.

New protocols are being implemented called the "point to point'' travel leisure which entails traveling through chartered flights provided the following according to Department of Tourism Secretary Bernadette Romulo Puyat which she specifically points out the following requirements and these are the purpose to travel, an approval from the LGU's to welcome guest from the NCR plus bubble, and providing health declaration or any proof of assurance that one is capable of traveling. The Department of Health has also approved these "point to point '' chartered travel exclusively for NCR plus bubble residents. Ranada, P. (2021)

An article stated the current situation and listed general statistics about the country's tourism industry. This industry has been deemed as a significant source of the country's GDP throughout the years. It was deemed that the Philippines' share was one of the highest-ranking. However, due to the COVID-19 pandemic, this had disrupted the tourism market's supply chain, which resulted in an economic downturn. It was stated that the industry had created major strategies and plans for domestic traveling in the new normal to keep tourism alive even with the closure of traveling across international borders. It is said that local tourism has improvised ways to adjust to the new normal nowadays. A recent survey was conducted among Filipinos. This showed that the majority of the respondents were willing to adhere to health and safety protocols when traveling and were willing to submit medical certification prior to travel. Given the current situation, in the same survey, most respondents were willing to travel domestically, even in the absence of a vaccine.

2.6 Research Synthesis and Gap

Notable academic papers, research, and literary texts were gathered and reviewed to have a better understanding of the present research course. As relevant theories and perspectives were garnered useful for this study, the gaps and discrepancies from such research works were also important gaps that were addressed in the current and were bridged as this paper's new proposed resolution. Data gathered on the performance of the travel and tourism industry helped the researchers grasp a deeper perspective on the situation of COVID-19 and its settlement before and after the pandemic. With statistical data covering the pre-pandemic years, which included the year 2016 until 2019 and the post-pandemic involving the years 2020 and 2021 at present, significant differences were observed.

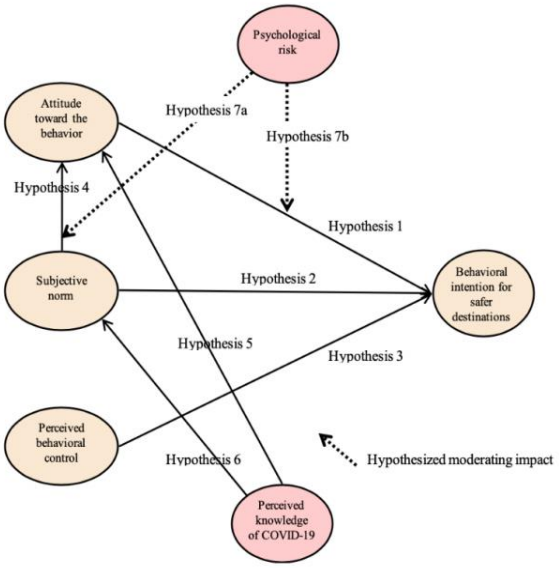
Literary texts published contributed to the significant parts of the theory, which helped explain the strengths of such theory and to the extent to which it can be applied. In establishing those points, it also raised the gaps and flaws of such theory to which studies aimed to improve. Several studies were found that utilized the Theory of Planned Behavior but in varying contexts not only during the pandemic but even before the circumstance.

Several foreign studies were contextualized at the time of the pandemic, similar to the intent of the present study. Few enhancements were made on the working theory to see it fit the situation and the goal of their respective research. A significant discrepancy from the cited and published works is that no similar work has been done yet at the local level. A strong point of the current research was to bring the theory to the context of tourism behavior in the Philippines, thereby contributing to the larger body of work from around the world on understanding tourism behavior in different countries and seeing significant differences and similarities in responses.

2.7 Theoretical Framework

2.7.1 Al-ansi and Radic's Theory of Planned Behavior Model

Figure 1. The Theory of Planned Behavior Model



This study is anchored on the Theory of Planned Behavior (TPB) model, which posits that behavior is planned and predicts deliberate behavior Ajzen (1991). The model assumes that attitude toward the behavior, subjective norm, and perceived behavioral control influence behavioral intention. The model has been used successfully to explain and predict behavior in a multitude of behavioral domains, which will be discussed in the related literature chapter. The researchers specifically adopted the model from the related study conducted by Al-ansi and Radic (2020). In this paper, the researchers adopted this model to predict and discuss the behavior of the target respondents towards taking travel vacations outside the NCR-plus bubble during the COVID-19 pandemic and discuss its implication to the local travel and tourism industry.

2.7.2 Prospect Theory

Moreover, the researchers also adapted the concept of Prospect theory and Tourist's choices wherein, according to Cati (2020), such choices on whether to go on a holiday often involve risk of uncertainty. It also assumes the decision on what to do (whether to travel, where to go, the travel mode, the route choice, the departing time, etc.) to a specific reference point and explains the tourist behavior by considering value function as defining deviations from the chosen reference point.

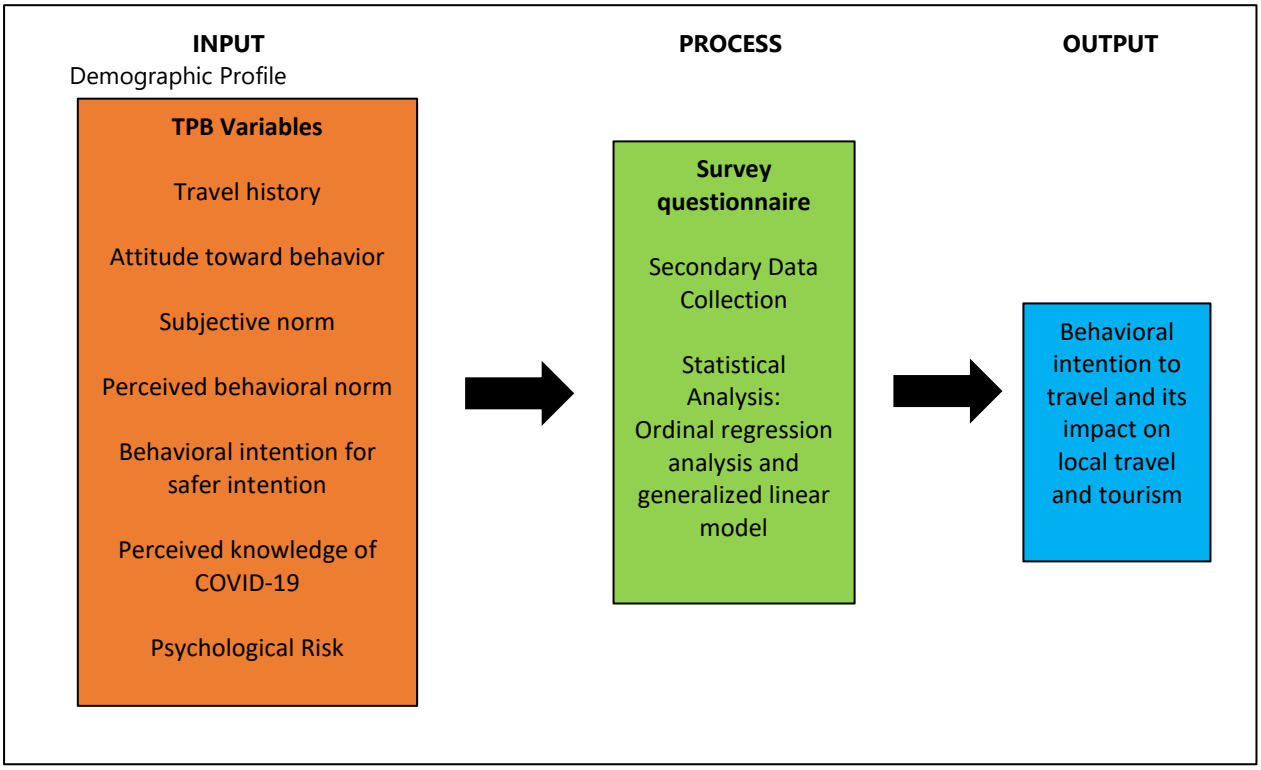
Behavioral Economics is considered as an instrument for having a better description of the decision process of tourists (demand side) and entrepreneurs (supply side) in the tourism market. It is significant because they are used for the design of marketing strategies of tourism products and policy lines drawn up by governmental institutions. For this purpose, the following three case studies are examined: 1. 'Loss Aversion' bias affects decision-making in the tourism sector wherein tourists tend to give more emphasis on what goes wrong and prefer the default option rather than risk a little and choose something new); 2. 'Scale Perception Bias' gives biased results and negatively affects one's choices; 3. 'Nudge approach' as defined by Thaler and Sunstein (2008) is a means for an effective and better analysis of the decision-making process in the tourism sector.

2.7.3 Pathogen Stress Theory

The researchers also used the concept of Pathogen-Stress Theory to draw interpretation and conclusions as well as to evaluate the travel risk and management perception due to the COVID-19 uncertainty while determining human behaviors in societal issues. Some authors have explored the influence of the Pathogen threat in the situation of COVID-19. In this concept, the personality traits are predicted by a parasite-stress theory of human sociality that highlights the infection risks related to the interaction with conspecifics. The risk of human-to-human transmission can be attributed to the management perception and travel risk, while the infection risks can be connected to the openness of human contact. The higher the contact with many group members, the higher the risk of human-to-human transmission. Moreover, this theory implies that when people develop in a parasite-infested environment, they become less curious, less open to visitors, less exploration and travels that could reduce their chance of getting an infection. Generalizing the concept of pathogen-stress theory, this study explores the effect of COVID-19 and its impact on travel risk and management perceptions. Rahman, M. et al. (2021)

2.8 Conceptual Framework

Figure 2: **Conceptual Framework on the Input-Process-Output Model**



The input contains the leading variables such as the demographic profile of the respondents, TPB variables such as attitude toward the behavior, subjective norm, perceived behavioral norm, behavioral intention for safer intention, and perceived knowledge of COVID-19.

The process contains the methods and procedures that were used to gather and analyze data through a survey questionnaire, collection of secondary data, and application of appropriate statistical tools and methods.

The output contains the results of the process in which the researchers discuss the findings of the research and suggest recommendations. The arrows refer to the workflow of information in the research process.

3. Methodology

3.1 Research Design

This research employed quantitative research designed for the purpose of determining relationships between collected data and observations based on mathematical calculations. This type of research can be used to establish generalizable facts about a given topic through observations recorded as numbers or through surveys involving closed-ended questions like a rating scale. It is a descriptive type of research as well, as the study sought to describe the current status of an identified variable Streefkerk (2021). In this paper's sense, the research was aimed at describing certain travel behaviors of employees within the NCR Plus Bubble in a time of pandemic where variables were determined through a demographic profile type of survey, and a Likert-scale evaluated questionnaire.

It also involved statistical analysis, which is defined by Brooks (2020) as collecting, exploring, and presenting large amounts of data to discover underlying patterns and trends. Here, the researchers collected data for respondents' demographic variables, their measures on planned travel behavior, and the extended theory of planned behavior through a three-set questionnaire or survey form.

3.2 Variables and Measures

The table below summarizes and shows the variables and measures which were used in the study:

Table 3. Summary of Variables and Measures

Variables	Measures
Descriptive statistics for the Demographic Variables	Set of questions that would determine the: ● Gender ● Age ● Career Sector (Private or Government) ● Company/Office Size ● Average Monthly Income ● Educational Attainment
Theory of Planned Behavior Measures	Set of questions to obtain the following: ● attitude toward the behavior ● subjective norm, ● perceived behavioral control ● behavioral intention to travel ● actual behavior
Extended Theory of Planned Behavior	Set of questions to obtain the following: ● perceived knowledge on COVID-19

The first part of the questionnaire consists of questions relating to the demographic profile of the respondents. These were questions on gender, age, career sector (private or government), company and office size, average monthly income, and educational attainment. The second part consists of inquiries specifically designed to elicit respondents' attitudes towards travel behavior, subjective norms, perceived behavioral control, behavioral intention to travel, and respondents' actual travel behavior. The third set of questions was primarily focused on respondents' perceived knowledge of COVID-19 and how such consequently affects their travel behavior. The two latter sets of questionnaires were designed as a 5-point Likert scale. The variables underwent ordinal regression analysis to explicate the needed answers to the posed problems at hand.

3.3 Sampling Design

According to Frankel and Warren (2006), population refers to the complete set of individuals, including subjects or events having common characteristics in which the researchers are interested. The population of the study was determined based on a convenience sampling technique. Convenience sampling is a method of collecting samples by taking samples that are conveniently located around a location or with the use of Internet services Edgar T., and Manz, D. (2017). Given the predicament that is the COVID-19 pandemic and existing health protocols, human mobility is still regulated. Thus, convenience sampling is a safe way as well for the researchers to determine its respondents based on proximity to their locations and willingness of the respondents to participate in the survey. The data collection was conducted from 2020 from areas belonging to the NCR Plus Bubble, namely: Metro Manila, Laguna, Cavite, Bulacan, and Rizal.

3.4 Sample Size and Sampling Technique

Previously, Management Science Letters 8 (2018) stated that for analyses involving ordinal regression processes, a sample size of 100 is considered small, between 100 and 200 is considered medium, and more than 200 is considered large. Roscoe (1975) proposed the rule of thumb that has been practiced until recent times to follow when determining sample size, wherein it is stated that the number of participants in a questionnaire should be larger than 30 and less than 500. It is also worth taking into consideration that in multivariate research like ordinal regression analysis, the sample size should be at least preferably 10 times or more as large as the number of variables in the study. In this study, there are a total of twelve (12) independent and dependent variables subjected to ordinal regression analyses. Initially, a total of one hundred twenty (120) is ideal for a population to fit the sample data for an observation. However, the researchers understood that the number is not representative of generalizing an entire population. Therefore, the study opted for target respondents or a sample size of 250 as deemed appropriate. This study followed the rule of thumb to ensure reliable data generation and analyses at the ensuing stage. A total of 250 complete data were collected. The breakdown of two hundred fifty respondents is distributed as 50

respondents per provincial/geographic premises: 50 respondents from Metro Manila; 50 respondents from Bulacan; 50 respondents from Cavite; 50 respondents from Laguna; and 50 respondents from Rizal.

3.5 Research Instrument

A survey questionnaire will be utilized in gathering data. The researchers will adapt the questions provided from another related study conducted by Al-ansi (2020). The survey and its contents are placed in the appendices of this paper. All measurement items, except for the items for attitude, will be evaluated with a five-point Likert scale system with the following correspondence: 5- Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree, 1- Strongly Disagree.

3.6 Data Gathering Procedure

The researchers created a questionnaire via Google Forms online. The link to the survey was distributed or sent via available social media platforms and as preferred by respondents. Among the platforms used to disseminate the survey forms were Facebook Messenger, Instagram Direct Messaging, e-mails such as Gmail and Yahoo mail, and text messages.

3.7 Ethical Consideration

The researchers ensure that no harm occurred to the participants and that they have made the decision to contribute to this paper with full information as to what is only required. If any, potentially negative consequences that may arise from such participation were properly disclosed to them.

The research was limited to a total of two hundred fifty (250) employees participating in the survey, with an equal division of fifty (50) employees per domain within the NCR Bubble. All participants were given the option to provide their full names or remain anonymous to protect their identities. Sex variables were a required field in the survey as consumption or answers based on their sex identities are needed for the purpose of the research. It was also limited to sex and not gender, as the latter may prove to be a wider spectrum that may not be totally representative of the whole in addressing the goal of this paper.

All participants also volunteered in the survey, and no coercion or deception was made for them to do so. They have given their informed and explicit consent to take part in the research. With the aforementioned, the researchers have evaluated all possible risks that may arise from the study in terms of participants and that such risks were discussed with depth and brevity to them.

4. Results and Discussion

This section is a comparative or descriptive analysis of the study based on the study results, previous literature, etc. The results should be offered in a logical sequence, given the most important findings first and addressing the stated objectives. The author should deal only with new or important aspects of the results obtained. The relevance of the findings in the context of existing literature or contemporary practice should be addressed.

Since the research design includes descriptive analysis and statistical analysis, the results will be using both of these methods to discuss and scrutinize the results provided.

The Likert Scale Survey results were scrutinized through the Ordinal Regression analysis and Generalized Linear Model analysis to predict the odds ratios reflecting the multiplicative change in the odds of being in a higher category on the dependent variable. A total number of 250 respondents were gathered, which came from different areas under the NCR+ Bubble region, such as 50 respondents from NCR, 50 respondents from Laguna, 50 respondents from Cavite, 50 respondents from Bulacan, and 50 respondents from Rizal. The survey was conducted online through google forms in view of the increasing number of COVID-19 cases in the Philippines.

The survey answers which served as variables to the study underwent SPSS software--which is short for Statistical Package for the Social Sciences--and is used by various kinds of researchers for complex statistical data analysis. In an elaborate sense, the SPSS software package was created for the management and statistical analysis of social science data.

Table 4: Likert Scale Variables and Questions

VARIABLES	QUESTIONS	ITEMS
Behavioral Intention for Safer Destination	I plan to travel again in the future after the number of daily cases has decreased and we have reached herd immunity across the country.	BISD1
	I do not plan to travel again, especially with the number of daily cases in the Philippines continuously increasing.	BISD2
	I will make an effort to follow the strict health protocols and quarantine guidelines while I travel in the future.	BISD3
Travel History	Did you often travel for leisure before the pandemic started?	TH1
	Do you likely travel for leisure?	TH2
	Are you willing to travel despite the current pandemic?	TH3
Attitude Toward Behavior	Choosing a place that is not seriously affected by COVID-19 for my next vacation trip would be...	ATB1
	Choosing to travel during the time of pandemic following strict health protocols and quarantine guidelines would be...	ATB2
	Implementing strict health protocols and quarantine guidelines for traveling would be...	ATB3
Subjective Norm	People who are important to me think that I should travel to a place that is not severely affected by COVID-19.	SN1
	People who are important to me support me to travel to a place that is not severely affected by COVID-19.	SN2
	People who are close and whose opinions I value agree that I travel to a place that is not severely affected by COVID-19.	SN3
Perceived Behavioral Control	Whether I travel to a tourist destination that is not severely affected by COVID-19 is entirely up to me to decide.	PBC1
	I am capable of traveling to a tourist destination that is not severely affected by COVID-19.	PBC2
	I have sufficient resources, time, and opportunities to visit a tourist destination in a place that is not severely affected by COVID-19.	PBC3
Perceived Knowledge of Covid-19	Compared with the average person, I know the facts about COVID-19.	PKC1
	Compared with some of my friends, I know the facts about COVID-19.	PKC2
	Compared to people I see who travel frequently, I know the facts about COVID-19.	PKC3
Psychological Risk	The thought of traveling to a place severely affected by COVID-19 makes me nervous.	PR1
	The thought of traveling to a place severely affected by COVID-19 makes me feel uncomfortable.	PR2
	The thought of traveling to a place severely affected by COVID-19 causes me to experience unnecessary tension.	PR3

As shown in Table 4, the Likert Scale Survey that was utilized by the researchers is represented in this format for the ordinal regression analysis. The dependent variable is Behavioral Intention for Safer Destination represented as BSID, while independent variables are Travel History, Attitude Toward Behavior, Subjective Norm, Perceived Behavioral Control, Perceived Knowledge of COVID-19, and Psychological Risk represented as TH, ATB, SN, PBC, PKC, and PR, respectively.

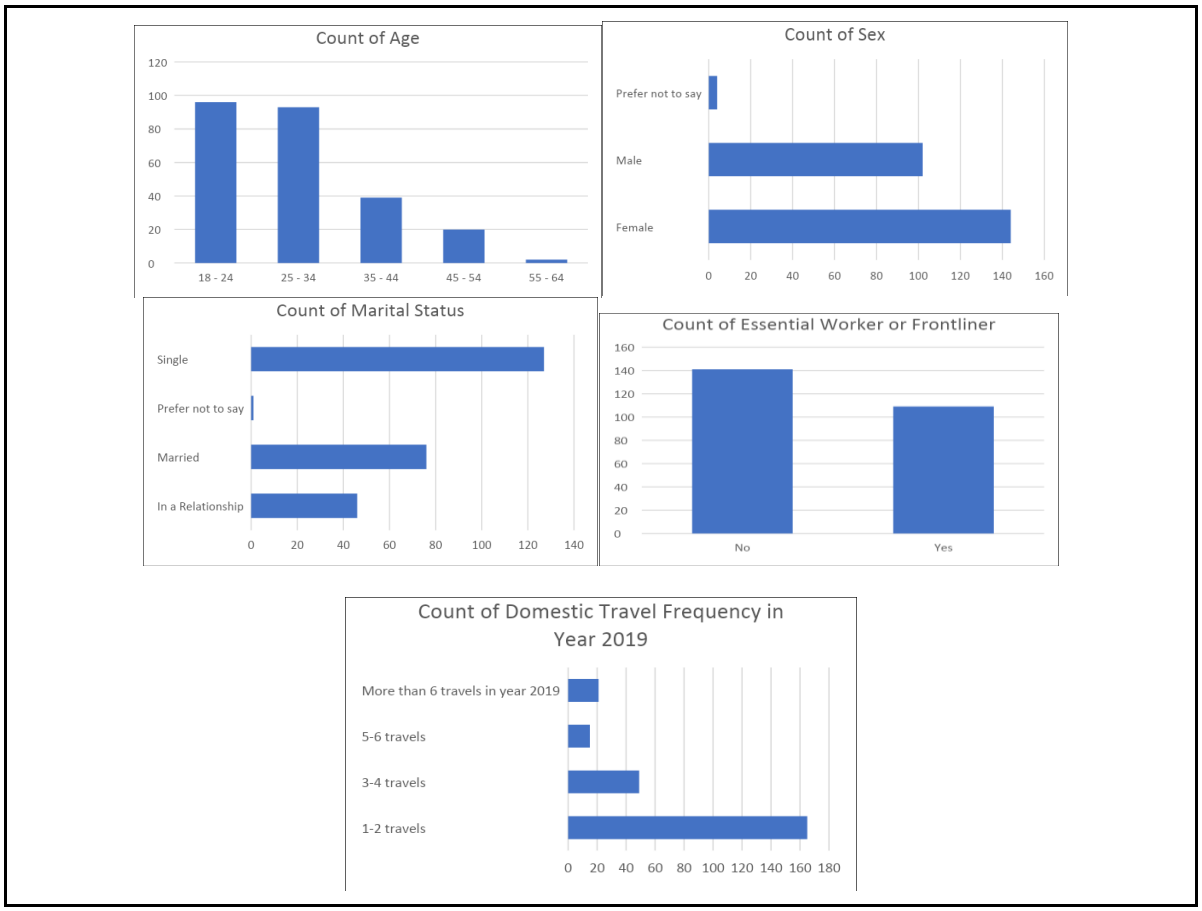
In the regression analysis, these variables are represented in an econometric model as:

$$\mathbf{BSID = B_0 + B_1TH + B_2ATB + B_3SN + B_4PBC + B_5PKC + B_6PR + u_i}$$

Or can be represented as:

BSID=f(TH,ATB,SN,PBC,PKC,PR)

Table 5: Demographic Profile



These figures represent the demographics of the 250 respondents which consists of: count of age, count of sex, count of marital status, count of essential worker or frontliners, and count of domestic travel frequency in the year 2019. For the count of age, there are over 90 who are between ages 18-24; there are over 80 who are between ages 25-43, there are over 30 between who are ages 35-44, and there are over 10 between who are ages 45-54, and a small portion of those who are between ages 55-64. For the count of sex, there are over 144 who are female respondents; there are over 102 who are male respondents, and there are 4 who do not prefer to state their sex. For the count of marital status, there are 127 who are single respondents; there are 76 who are married respondents; there are 46 who are in a relationship respondent, and 1 of those who do not prefer to state their marital status. For the count of employees' work background, there are over 141 who are not part of the essential workforce/frontliners, and there are over 109 who are part of the essential workforce/frontliners. Respondents indicated these as their respective jobs: 21 respondents answered as nurses, 12 respondents answered working in the bank, 10 respondents answered as government employees, 10 respondents answered as police officers, 9 respondents answered as financial officers, 9 respondents answered as production officers, 9 respondents answered as office staffs. Lastly, for the count of travel frequency, there are 165 who had 1-2 travels; there are 49 who had 3-4 travels; there are 15 who had 5-6 travels, and there are 21 who had more than 6 travels in the year 2019.

Table 6: Case Processing Summary of the Data

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TH	250	100.0%	0	0.0%	250	100.0%
ATB	250	100.0%	0	0.0%	250	100.0%
SN	250	100.0%	0	0.0%	250	100.0%
PBC	250	100.0%	0	0.0%	250	100.0%
PKC	250	100.0%	0	0.0%	250	100.0%
PR	250	100.0%	0	0.0%	250	100.0%
BISD	250	100.0%	0	0.0%	250	100.0%

Table 6 shows the case processing summary of the Likert Scale Survey data with zero (0) missing cases and 250 total and valid cases. The respondents gave an answer to the questions based on their experience or knowledge and measured quantitatively by using 1 for Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree, 5 for Strongly Agree.

Table 7: Kolmogorov-Smirnov Test of Normality Result

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TH	.113	250	.000	.966	250	.000
ATB	.127	250	.000	.922	250	.000
SN	.113	250	.000	.915	250	.000
PBC	.130	250	.000	.943	250	.000
PKC	.196	250	.000	.886	250	.000
PR	.181	250	.000	.856	250	.000
BISD	.143	250	.000	.915	250	.000
a. Lilliefors Significance Correction						

Table 7 shows the tests of normality using Kolmogorov-Smirnov, which is applicable for data with more than 100 observations, and Shapiro-Wilk, which is applicable for data with less than 100 observations. The null hypothesis for the normality test is that the data is normally distributed. Based on the estimates in Kolmogorov-Smirnov, since the p-value of BISD, TH ATB, SN, PBC, PKC, and PR are less than 0.05 level of significance; *therefore, we reject the null hypothesis, which states that the data are normally distributed*. In this case, the researchers cannot use linear regression analysis; instead, ordinal regression analysis is deemed appropriate.

Table 8: Model Fitting Information Result

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	1027.728			
Final	859.647	168.080	6	.000
Link function: Logit.				

In Ordinal Regression analysis of the data, the researchers used 250 numbers observations, and according to estimates in Table 8, since the computed p-value of 0.000, the significance is less than 0.05 level of significance; *therefore, we can say that the model fits the collected data very well.*

Table 9: Goodness of Fit Result

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	2424.031	2444	.609
Deviance	858.261	2444	1.000
Link function: Logit.			

In addition, Table 9 below shows the goodness of fit of the data based on Pearson and Deviance. Based on the estimates, the chi-square distribution of Pearson is 2424.031 while Deviance is 858.261. It is evident that their significance level of 0.609 and 1.000, respectively, is greater than the 0.05 level of significance; *therefore, sample data fits the distribution from a certain population.*

Table 10: Pseudo R-Square Result

Pseudo R-Square	
Cox and Snell	.489
Nagelkerke	.498
McFadden	.163
Link function: Logit.	

In Table 10 above, Cox and Snell R-square test and Nagelkerke R-Square test were used to determine how well the regression model fits the observed data. Based on the results, the computed r-square value of 0.489 and 0.498 indicate that 48.9 percent and 49.8 percent of the variance of the dependent variable being studied is explained by the variance of the independent variable.

Table 11: Test of Parallel Lines Result

Test of Parallel Lines[a]				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	859.647			
General	824.452[b]	35.195[c]	54	.978

In Table 11 above, the researchers used the test of parallel lines under the following conditions: a) Link function is Logit, b) The log-likelihood value cannot be further increased after a maximum number of step-halving, and c) The chi-square statistic is computed based on the log-likelihood value of the last iteration of the general model. The null hypothesis of this test states that the location parameters (slope coefficients) are the same across response categories. Based on the estimates, the computed p-value of 0.978 is greater than the 0.05 level of significance; therefore, we do not reject the null hypothesis. Moving forward, the researchers predicted the change in the dependent variables as explained by the independent variables based on the results presented in Table 8 below using Ordinal Regression analysis.

Table 12: Parameter Estimates Result

Parameter Estimates								
		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[BISD = 1.00]	3.726	.868	18.446	1	.000	2.026	5.426
	[BISD = 2.00]	4.697	.854	30.261	1	.000	3.024	6.371
	[BISD = 2.33]	5.585	.840	44.238	1	.000	3.939	7.231
	[BISD = 2.67]	6.303	.834	57.103	1	.000	4.668	7.937
	[BISD = 3.00]	8.175	.866	89.073	1	.000	6.477	9.873
	[BISD = 3.33]	8.876	.886	100.342	1	.000	7.139	10.612
	[BISD = 3.67]	10.373	.939	122.064	1	.000	8.533	12.213
	[BISD = 4.00]	11.441	.975	137.558	1	.000	9.529	13.353
	[BISD = 4.33]	12.471	1.009	152.761	1	.000	10.493	14.449
	[BISD = 4.67]	13.225	1.032	164.248	1	.000	11.203	15.248
Location	TH	.295	.125	5.609	1	.018	.051	.539
	ATB	-.023	.167	.020	1	.889	-.351	.305
	SN	.261	.132	3.906	1	.048	.002	.520
	PBC	.717	.156	21.015	1	.000	.411	1.024
	PKC	.491	.172	8.170	1	.004	.154	.827
	PR	1.100	.139	62.576	1	.000	.827	1.373
Link function: Logit.								

The researchers first looked for the individual significance of each independent variable if they have a significant impact on the dependent variable, BSID. Based on the significance column of Table 12, since the computed p-value of TH, SN, PBC, PKC, and PR are 0.18, 0.48, 0.00, 0.04, and 0.00, respectively, which are less than 0.05 level of significance, therefore accept null hypothesis which states that there is a significant impact between X and Y variable when taken as an individual variable. However, ATB appeared to be insignificant with a computed p-value of 0.889.

Moreover, the ordinal regression coefficients are simply interpreted as the estimated or predicted change in log odds of being in a higher (as opposed to a lower) group/category on the dependent variable (controlling for the remaining independent variables) per unit increase in the independent variable. Based on the estimates in Table 12, all the independent variables are statistically significant with a positive coefficient or direct impact on dependent variables, except ATB. The interpretation of the coefficients is as follow:

First, Travel History is a significant positive predictor of Behavioral Intention for Safer Destination that is for everyone (1) unit increase in Travel History; there is a predicted increase of 0.295 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

Second, Subjective Norm is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Subjective Norm. There is a predicted increase of 0.261 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

Third, Perceived Behavioral Control is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Perceived Behavioral Control; there is a predicted increase of 0.717 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

Fourth, Perceived Knowledge of COVID-19 is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Perceived Knowledge of COVID-19, there is a predicted increase of 0.491 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

Fifth, Psychological Risk is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Psychological Risk, there is a predicted increase of 1.100 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

Lastly, the Attitude Towards Behavior of COVID-19 is a significant negative predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Attitude Towards Behavior of COVID-19, there is a predicted decrease of -0.23 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

More generally, the results of the coefficients of all positive and significant independent variables indicate that there is an increased probability of falling at a greater level on the dependent variable, Behavioral Intention for Safer Destination, as values rise on independent variables such as in TH, SN, PBC, PKS, and PR.

4.1 Generalized Linear Models

Another way to predict the changes in the dependent variable is through the Generalized Linear Model. The researchers applied this model and showed that one of the key differences between ordinal regression analysis and a generalized linear model is the Exp(B) column and the confidence interval. The procedure applies the cumulative link function to the dependent variable values in ascending order. As shown in Table 13 below, the researchers used the same number of dependent variable observations of 250.

Table 13: Categorical Variable Information

Categorical Variable Information				
			N	Percent
Dependent Variable	BISD	1.00	4	1.6%
		2.00	2	0.8%
		2.33	3	1.2%
		2.67	4	1.6%
		3.00	25	10.0%
		3.33	16	6.4%
		3.67	51	20.4%
		4.00	45	18.0%
		4.33	41	16.4%
		4.67	23	9.2%
		5.00	36	14.4%
		Total	250	100.0%

Likewise, the researchers also used the same number of observations for the independent variables of 250 for TH, ATB, SN, PBC, PKC, and PR, as shown in Table 13 above.

Table 14: Continuous Variable Information

Continuous Variable Information						
		N	Minimum	Maximum	Mean	Std. Deviation
Covariate	TH	250	1.00	5.00	3.1320	1.06290
	ATB	250	1.00	5.00	3.8000	.99844
	SN	250	1.00	5.00	3.5653	1.18388
	PBC	250	1.00	5.00	3.5347	.96706
	PKC	250	1.00	5.00	3.9507	.83635
	PR	250	1.00	5.00	4.0080	1.01261

In addition, Table 14 shows the goodness of fit of the data based on Pearson and Deviance. Based on the estimates, the chi-square distribution of Pearson is 2424.031 while Deviance is 858.261. It is evident that their significance level of 0.992 and 0.351, respectively, is greater than the 0.05 level of significance; *therefore, sample data fits the distribution from a certain population very well.*

Table 15: Goodness of Fit

Goodness of Fit[a]			
	Value	df	Value/df
Deviance	858.261	2444	.351
Scaled Deviance	858.261	2444	
Pearson Chi-Square	2424.031	2444	.992
Scaled Pearson Chi-Square	2424.031	2444	
Log Likelihood[b]	-429.824		
Akaike's Information Criterion (AIC)	891.647		
Finite Sample Corrected AIC (AICC)	893.982		
Bayesian Information Criterion (BIC)	947.991		
Consistent AIC (CAIC)	963.991		

Dependent Variable: BISD
Model: (Threshold), TH, ATB, SN, PBC, PKC, PR
a. Information criteria are in smaller-is-better form.
b. The full log likelihood function is displayed and used in computing information criteria.

Moreover, the claim that the data is statistically significant is supported by the Omnibus Test. As shown in Table 15, since the computed chi-square of 168.080 with a p-value of 0.000 is less than 0.05 percent level of significance, *therefore the data is statistically significant.*

Table 16: Omnibus Test

Omnibus Test[a]		
Likelihood Ratio Chi-Square	df	Sig.
168.080	6	.000

Dependent Variable: BISD
Model: (Threshold), TH, ATB, SN, PBC, PKC, PR
a. Compare the fitted model against the threshold-only model.

Using the Generalized Linear Model, the researchers looked for the individual significance of each independent variable if they have a significant impact on the dependent variable, BSID. Based on Table 16, since the computed p-value of TH, SN, PBC, PKC, and PR are 0.018, 0.055, 0.000, 0.007, and 0.000, respectively, which are less than 0.05 level of significance, therefore accept null hypothesis which states that there is a significant impact between X and Y variable when taken as an individual variable. However, ATB appeared to be insignificant also in this analysis with a computed p-value of 0.888.

Table 17: Parameter Estimates Using Generalized Linear Model

Parameter Estimates

Parameter		B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
				Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
Threshold	[BISD=1.00]	3.726	.8762	2.009	5.443	18.083	1	.000	41.507	7.453	231.158
	[BISD=2.00]	4.697	.8637	3.004	6.390	29.577	1	.000	109.645	20.174	595.912
	[BISD=2.33]	5.585	.8556	3.908	7.262	42.608	1	.000	266.342	49.793	1424.671
	[BISD=2.67]	6.303	.8497	4.637	7.968	55.021	1	.000	546.050	103.270	2887.303
	[BISD=3.00]	8.175	.8869	6.437	9.913	84.953	1	.000	3551.028	624.288	20198.696
	[BISD=3.33]	8.876	.9144	7.083	10.668	94.221	1	.000	7154.727	1192.022	42943.947
	[BISD=3.67]	10.373	.9689	8.474	12.272	114.603	1	.000	31975.727	4786.973	213589.510
	[BISD=4.00]	11.441	1.0037	9.474	13.408	129.939	1	.000	93055.461	13014.108	665379.343
	[BISD=4.33]	12.471	1.0330	10.446	14.496	145.743	1	.000	260663.308	34417.127	1974172.908
	[BISD=4.67]	13.225	1.0539	11.160	15.291	157.488	1	.000	554257.645	70252.184	4372839.651
TH		.295	.1250	.050	.540	5.563	1	.018	1.343	1.051	1.716
ATB		-.023	.1660	-.349	.302	.020	1	.888	.977	.705	1.353
SN		.261	.1365	-.006	.529	3.658	1	.056	1.298	.994	1.697
PBC		.717	.1626	.399	1.036	19.467	1	.000	2.049	1.490	2.818
PKC		.491	.1817	.135	.847	7.298	1	.007	1.634	1.144	2.332
PR		1.100	.1373	.831	1.369	64.178	1	.000	3.004	2.295	3.932
(Scale)		1[a]									

Dependent Variable: BISD
Model: (Threshold), TH, ATB, SN, PBC, PKC, PR
a. Fixed at the displayed value.

One of the key differences between ordinal regression analysis and generalized linear model results is the Exp(B) column and the confidence interval. The Exp(b) column contains odds ratios reflecting the multiplicative change in the odds of being in a higher category on the dependent variable for every one-unit increase on the independent variable, holding the remaining independent variables constant. An odds ratio greater than 1 suggests an increased probability of being at a higher level on the dependent variable as values on an independent variable increase. Whereas a ratio of less than 1 suggests a decreasing probability with increasing values on an independent variable. An odd ratio equal to 1 suggests no predicted change in the likelihood of being in a higher category as values on an independent variable increase. The interpretation of coefficients is as follows: First, the odds ratio indicates that the odds of being in a higher level on BSID increases by a factor of 1.343 for every one unit increase on TH. Second, the odds ratio indicates that the odds of being in a higher level on BSID increases by a factor of 1.298 for every one unit increase on SN. Third, the odds ratio indicates that the odds of being in a higher level on BSID increases by a factor of 2.049 for every one unit increase on PBC. Fourth, the odds ratio indicates that the odds of being in a higher level on BSID increases by a factor of 1.634 for every one unit increase on PKC. Lastly, the odds ratio indicates that the odds of being in a higher level on BSID increases by a factor of 3.004 for every one unit increase on PR.

5. Conclusion

5.1 Summary of Findings

With all the data gathered from the survey conducted, the following are the salient findings of the study:

1. Reports reveal a great and comparable gap in the number of tourist arrivals in the country. In the year 2019, a significant figure of 8, 261, 000 tourist arrivals were reported. By the onset of COVID-19 in 2020, only a total of 83, 344 arrivals were reported.
2. The study showed the demographic profile of the respondents, which were categorized into different components, namely: age, the background of work, sex, marital status, sex, and travel frequency. 96 respondents are between 18-24 years old, 93 respondents are between 25-34 years old, 39 respondents are between 35-34 years old, 20 respondents are between 45-54 years old, and 2 respondents are between 55-64 years old. 144 respondents of the survey are female, 102 respondents are male, while 4 prefer not to say. 127 respondents are single, 76 respondents are married, 46 respondents are in a relationship, and 1 respondent preferred not to say. There are 12 people working in the bank, 10 people who are government employees, 21 who are nurses, 10 who are police officers, and 9 production officers. 165 respondents had 1-2 travels in 2019, 49 respondents had 3-4 travels, 15 respondents had 5-6 travels, and 21 respondents had more than 6 travels in 2019.
3. For the relationship of the dependent variables to the independent variable, the researchers found that:
    a. Travel History is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Travel History; there is a predicted increase of 0.295 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.
    b. Subjective Norm is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Subjective Norm; there is a predicted increase of 0.261 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.
    c. Perceived Behavioral Control is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Perceived Behavioral Control; there is a predicted increase of 0.717 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

4. Subjective Norm and Perceived Knowledge of COVID-19 is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Perceived Knowledge of COVID-19, there is a predicted increase of 0.491 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.
5. Psychological Risk is a significant positive predictor of Behavioral Intention for Safer Destination that is for every one (1) unit increase in Psychological Risk; there is a predicted increase of 1.100 in the log odds of being at a higher level on Behavioral Intention for Safer Destination.

5.2 Conclusions

On the basis of the findings presented, the following conclusions are drawn:

1. The significant figures reported above provided a deeper understanding of how well the tourism industry in the Philippines was operating in the four years prior to the pandemic as part of its major economic sector. Evidently, the derived indicators can be interpreted with the said industry's significant roles in economic growth and stability. However, drastic changes and a major decline in the demand for the services and products of the tourism sector are not only observed but felt months after the COVID-19 entered one country after another.
2. The majority of the respondents belong in the younger age bracket between ages 18 to 24, while the rest were adults. Most of the respondents are female, with males taking the second lead while a small number preferred not to disclose. The majority of respondents are also single, while married people came next in the ranking. Only one (1) respondent did not state civil status. From the pool of respondents, it can be safely interpreted that they have stable sources of income from their respective jobs. Their jobs may also be monotonous, if not demanding, in nature. Hence, it can be a safe assumption for the need to travel in leisure whenever for these respondents when they have the chance. The survey conducted also revealed that the respondents have had frequent travels in the year 2019, before the onset of the pandemic. The COVID-19 and the lockdowns imposed as an attempt to contain the virus also affected the mobility of these travelers; hence they have not been able to engage in travels as frequently compared to previous months and years.
3. The results generally indicate that for every one unit, there is a significant increase in the different independent variables such as: Travel History, Subjective Norm, Perceived Behavior Control, Perceived Knowledge of COVID-19, and Psychological Risk. Although they differ in the odds ratio.
4. The significance between Travel History and the dependent variable BISD draws the analysis that the willingness of the respondents to travel amid the pandemic is present, knowing that their safety is guided by strict health protocols with proper quarantine guidelines.
5. The insignificance between Attitude Toward Behavior and the dependent variable BISD draws the analysis that the respondents may have a hard time deciding whether to choose a place to visit that was not severely affected by the virus.
6. The significance between Subjective Norm and the dependent variable BISD draws the analysis that the values and opinion of the respondent's close friends and family matters and is considered a big factor in making one's decision.
7. The significance between Perceived Behavioral Control and the dependent variable BISD draws the analysis that the respondents are capable of making use of their resources properly in order to combat the virus while aiming to travel safely.
8. The significance between Perceived Knowledge of Covid-19 and the dependent variable BISD shows that the respondents are well-informed and well-versed about the virus.
9. The significance between Psychological Risk and the dependent variable BISD draws the analysis that the respondents are not that at ease when it comes to enjoying the idea of traveling for leisure amid the pandemic.
10. The pathogen stress theory highlights the infection risks related to the interaction with conspecifics. With the presence of the pandemic, results showed that employees within the NCR Plus Bubble are affected by the risks with the openness of human contact and virus transmission; thus, their intended behavior for the safer destination is evidently affected.
11. In relation to prospect theory, the results presented a visual presentation and a quantitative analysis that there is a visible gap between the behavioral intention of the employees to travel pre-pandemic and during this period of the pandemic, taking into consideration that their safety is still the number one priority in deciding whether or not they would consider traveling.

5.3 Recommendations

With all the findings and conclusions presented, the researchers have listed the following recommendation:

1. **Philippine Government.** The Government should continue its collective efforts in controlling the spread of COVID-19. Community Quarantine should gradually be lifted while strengthening the health sector and health services. As the executive head, it should provide clear information to travelers and businesses and limit uncertainty in every aspect.

2. **Tourism Industry.** The tourism industry in the Philippines should continue promoting and pursuing its domestic travel opportunities to help in its meaningful recovery. The root of travelers' hesitance in traveling in this time of pandemic is also heavily influenced by the sanitary and health responses of travel destinations. Thus, it is suggested that these places adhere to one strictly implemented policy on health and safety protocols as they go about in their operations.
3. **Department of Tourism.** Being the branch of Government that caters to the concerns of the tourism industry, it should carry the interest of promoting and educating the public on safer travel actions and destinations. Because public perception influences the social norm, it is of great importance that the public is educated on proper ways to follow health protocols while promoting travel destinations that are government-certified to be safe. Proper education of travelers can help restore their confidence in the process.
4. **Private and Public Tourist Destination Managements.** Both public and private tourist destination management may gain credibility in following health and safety protocols by adhering to what policies are released and mandated by the Government. Sanitary procedures must be observed at all times.
5. **Local Tourists.** It is evident from the research that there are different layers or factors that affect a traveler's decision-making. Tourists must be accountable at all times when they decide to travel by adhering to protocols such as swab tests, wearing of face masks/face shields, and temperature check, among others and as required by destination.
6. **UST Faculty of Arts and Letters Economics and its Professors.** The Department of Economics and its Professors can utilize this study and the data yielded herein for the purpose of educating its students on the current situation of the Tourism industry. Data projected may be subject to discussion in classes along with the processes and methods used in generating data for this research.
7. **Future Researchers and Economics Students.** Future researchers may pursue a study similar to the present one and may enhance on aspects proven to be lacking in this paper. They may explore the same industry or apply the theories and methods used herein in a different context as per their perusal.

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