



Digitalized Tourism Practices of Selected Entrepreneurial Hotels in the Philippines Towards a Safe Travel Experience

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Abstract

The development and use of digital technologies are fundamentally altering how people live, work, travel, and conduct business, and they are also reshaping and revolutionizing the tourism industry. This study aimed to assess the digitalized footprint practices of selected hotels in the Philippines towards implementing a safe travel experience among prospective and regular tourists in the city and country. Moreover, it sought to determine whether a significant relationship exists between the perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing a safe travel experience. The researchers used the Quantitative method to quantify data and generalize results from a sample of a target population. It involved one hundred (100) respondents consisting of customers and employees of the selected hotels in Taguig City. Convenience Sampling was used in this research; therefore, participants were chosen based on their availability and willingness to participate. The statistical test that was used in this research is Pearson Correlation Coefficient. This test was designed to determine the relationship or association between an independent variable (categorical data – Frequency of availing services in the establishment) and dependent variable/s (3 digitalized tourism experiences). Based on the result, it is concluded that there is a significant relationship between the respondents' perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing a safe travel experience.

Keywords *Digitalization, Safe Travel, Technology, Taguig City Hotel, Tourism Practices*

INTRODUCTION

Digitization is the conversion of analog data and processes into a machine-readable format, while digitalization is the use of digital technologies and data as well as interconnection that results in new activities or changes to existing activities in the Philippines. Digital transformation refers to the economic and societal effects of digitization and digitalization. The pandemic has shown us that tourism, along with other sectors, can quickly grow digitally: data shows that we have jumped forward 5 years. The greatest opportunity in tourism is to build back better and more sustainably, always through digitalization and smart use of data. It will be key to ensure that every actor is actively involved, from governance and regulators to SMEs. Digitalization blends the boundaries between markets and sectors; therefore, it plays a crucial role when it comes to competition and consumer protection (OECD, 2019).

Starc et al. (2019) expressed that with the emergence of Industry 4.0 technologies, such as the Internet of Things (IoT), Big Data Analytics, Artificial Intelligence (AI), Blockchain, Location-based Services, or Virtual and Augmented Reality Systems, and their implementation in tourism. The influence of technology has changed the way human activities are performed, the mobilization of tangible and intangible resources, and the creation and acquisition of business opportunities. The widespread use of the Internet and the rapid technological evolution have revolutionized all the industries of the world, especially tourism. Nowadays, the tourism platform is becoming more and more boundless on the Internet, which is essential because tourism is an information-based

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industry. Travelers gather a lot of information about the tourist product and the characteristics of the trip. In addition, proper information about the chosen destination can improve travelers' confidence in the decision-making process, help them make the best decision and, at the same time, increase the quality of the trip.

Asian Development Bank (2020) explained that after travel restrictions related to the pandemic are relaxed, the Philippine tourism agency launched a digital tourism campaign to promote its tourist destinations and boost foreign visitor arrivals. They are pressuring companies involved in the tourism industry to implement strict health and safety standards by promoting contactless and cashless transactions. To gain a better knowledge of how to manage COVID-19 instances in the city, local authorities in Baguio City have established a successful digital contract tracing strategy that makes use of cloud-based data encoding and capture, GIS-based geospatial analysis, and link analysis. One of the industries most severely impacted by the COVID-19 epidemic is tourism, particularly in nations where it is a key economic pillar. Digital technologies play a valuable role in helping countries like the Philippines bounce back and restart tourism activities in the new normal.

In addition, A recent study shows that Filipino travelers are looking at destinations closer to home amid health concerns, thus spurring domestic tourism to lead the recovery of the industry. Filipino travelers also prefer online booking, digital payments, and self-service processes such as contactless check-in, according to the study conducted jointly by the DOT, the Asian Institute of Management Dr. Andrew L. Tan Center for Tourism, and Guide to the Philippines.

In Taguig City, various tourism establishments and centers have developed and utilized the power of digitalization in order to recover and promote safe travel experiences among travelers. One example is booking airline tickets or hotel accommodation online, which can be done with an internet connection. Most establishments are going digital, which is more convenient and rewarding; it allows safer transactions by eliminating cash handling, and it establishes a financial and digital footprint that means more presence for a business. This study focused on the assessment of digitalized tourism practices in selected hotels in Taguig City in implementing safe travel experiences and to determine whether there is a significant relationship between the perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing safe travel experiences. This leads to the research gap of the researcher in determining the digitalized tourism experience of the respondents on the selected establishment in the locale that promotes a safe travel experience among the customers or guests. There are no or few available resources focusing on safe travel experience in tourism establishments such as lodging that focuses on the locale of the study.

Furthermore, the study determines the answer to the following research questions that need to be addressed such as to assess the profile of the respondents such as in terms of age, sex, monthly income, hotel availed services, their frequency of availing those services; another is to determine the perception of the respondents on the digitalized tourism experience for a safe travel experience in terms of human-centered design, iterative designing process, and holistic experience concept; in terms of inferential analysis, the researcher would like to assess the significant relationship between the perceived digitalized tourism experience and the commonness of availing service in the selected establishment; and lastly is to have the recommendation to propose inputs for recovery on tourism establishments based from the results of the study.

LITERATURE REVIEW

Digitalized

Technology is what drives reservations across the travel industry. Platforms, such as those that support travel agents, systems for international distribution (Sabre, Amadeus, Galileo), and

those that accept direct reservations from independent tourists Expedia, Booking.com, TripAdvisor, Airbnb, Travelocity Online Travel Agencies (OTAs), before to the crisis, represented 39% of the online travel market in the United States and were exponentially increasing.

Zeqiri et al. (2020) concluded in the study of the new waves of technologies that the advent of new technology made it possible for travelers to do informational searches and make reservations online without having to go through a travel agency. The most modern technologies are addressing issues with mass tourism and enabling sustainable practices and customized experiences. As a result, their adoption and utilization are helping businesses and customers alike while also altering the tourism and hospitality industry's structure.

Barashok et al. (2021) concluded that for the tourism industry, digitalization creates a unique edge in a number of ways. A tailored process of communication between tour operators and customers helps you to preserve the customer's loyalty and the business profit, boost conversion rates, and raise security levels while also benefiting both the consumer and the provider of tourist services. Post-sale support, which includes assistance and feedback, is made possible by digital technologies.

Human-Centered Design

Gonçalves et al. (2019) stated that the benefits of HCD for firms employing the technology include increased operational effectiveness (for example, cheaper training and support costs), improved competitive advantage, and contributions to sustainability goals. HCD is becoming more significant in the tourism industry. And HCD's purpose in this situation is to facilitate interactions and foster trust between visitors and technology by advancing the cause of people-literate technology rather than computer-literate individuals (Case 2015).

Norman (2019) stated that *The Design of Everyday Things*, written by a well-known professor and released in 1988, makes this point. According to him, human-centered design is "an approach that prioritizes human needs, abilities, and behavior before designing to meet those needs, abilities, and behaviors." Claims that as part of its design philosophy, a thorough understanding of people and the needs their needs is always the first step.

Iterative Designing Process

Enginess (2021) expressed that a process known as iterative design views your digital experience as a living project that should be continuously improved upon rather than being created all at once and finished forever. Iterative design can be thought of as a continual cycle of prototyping, testing, and alterations and improvements. Iterative design is a continuous, incremental process as opposed to creating a whole enterprise website from scratch without any testing or user feedback, as you would do if you were utilizing the conventional waterfall style. Future designs will build on the design, development, and testing of one component of a digital experience.

Holistic Experience Concept

Sharpley et al. (2017) stated that travel is seen as a spiritual journey. Traveling is a terrific way to find spirituality, especially if you're trying to figure out who you are as a person and what your purpose in life is. Instead of outlining what individuals should anticipate from their life, the spiritual perspective describes what they look for. This might be interpreted as a connection between the individual and the outside world, which travel provides. Today's tourists are seeking out novel experiences. They want to experience something unique, not just plain interaction with various cultures, people, locations, or landscapes.'

Safe Travel Experience

Elizabeth et al. (2021) stated that the principles and practice of seamless travel have remained relevant over time, ensuring that tourism can live up to its potential as a crucial force for long-term economic development. However, due to the massive negative effect of the pandemic, the tourism sector was one of the major sectors that were affected by this unfortunate event. In accordance with Perceived impacts of COVID-19 on risk perceptions, emotions, and travel intentions: evidence from Macau higher educational institutions study, the perception of risk and management among travelers is an important factor for tourism destinations. Risk management is the practice of identifying potential risks in the travel and tourism industry as a result of the current pandemic and analyzing, improving, and taking preventive measures to mitigate the risk. Many countries around the world have begun to recover from the tourism event crisis.

In the collection and gathering of the literature review and achieving the research objectives through the questions of the research study, the researcher was able to formulate a framework for the study, which can be found below.

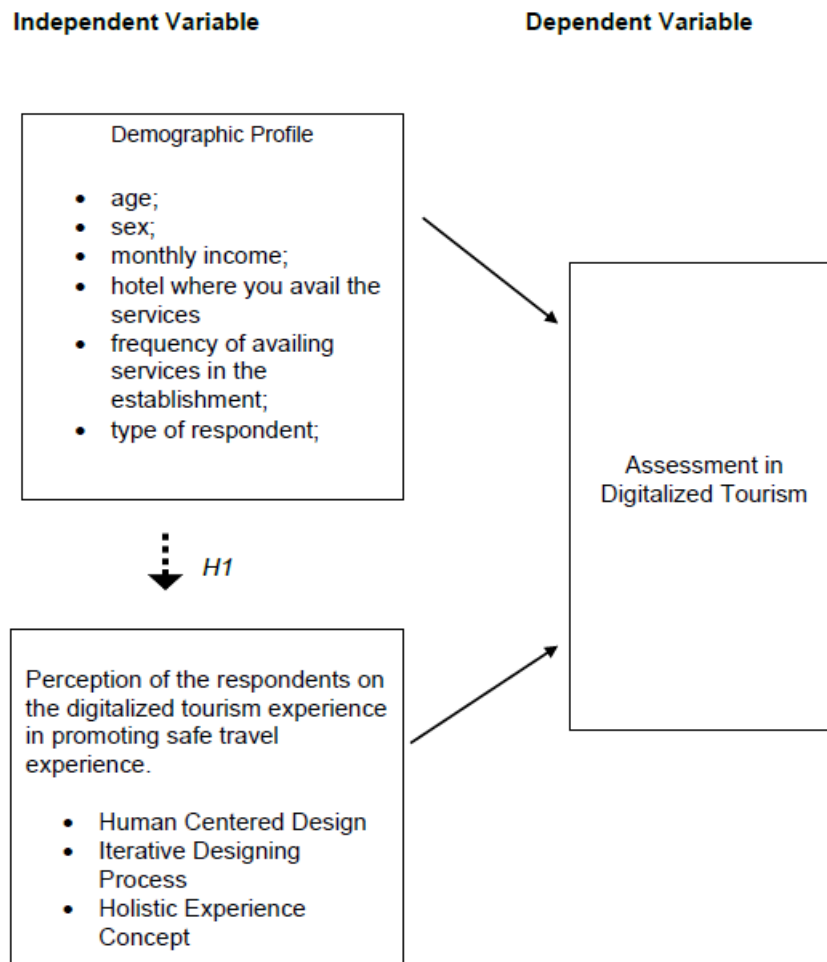


Figure 1. Operational model of the study of digitalized tourism

The operational framework of the study stated the independent and dependent variables of the study. The independent variables considered the profile of the establishment in terms of age, sex, monthly income, hotel where you avail the services, frequency of availing services in the establishment, type of respondents, and business category. The independent variables also focus on the areas on how the researchers would measure the perception of the respondents on the

digitalized tourism experience in promoting safe travel experience in terms of human-centered design, iterative designing process, and holistic experience concept. The dependent variable would focus on the assessment of digitalized tourism. Whatever the results on the independent variables would rely on and have a direct effect on the dependent variable of the study.

The hypothesis is the tentative answer to the research problems. The null forms will be subjected to statistical testing at a .05 level of significance through the corresponding appropriate statistical tests: There is no significant relationship between the perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing safe travel experiences.

A thorough understanding of people and their requirements is always the first step, according to the theory behind human-centered design, which is “an approach that prioritizes human needs, abilities, and behavior before creating to suit those wants, abilities, and behaviors.” Tourists desire a holistic experience that meets their emotional enjoyment thresholds as well as their needs for intellectual challenge, psychological growth, and self-expression as stated that there were changes in computer, mobile communication, and digital technologies as the year passed. It has been stated that technology turbulence has a relationship with these changes, and it has become a phenomenon that is remarkable that has been faced by lots of countries, especially in the tourism industry. It has a contribution when it comes to the innovation and moderation of changes in the effect of technology turbulence.

RESEARCH METHOD

The researcher used the Quantitative method to quantify data and generalize results from a sample of a target population. The researchers used a Quantitative approach. Haq (2019) stated that this approach is often used by researchers who follow the scientific paradigm. Moreover, Macdonald et al. (2018) expressed that this method seeks to quantify data and generalize results from a sample of a target population. It follows a structured data collection process with data output in the form of numbers. Quantitative research also observes objective analysis using statistical means. It involved one hundred (100) respondents consisting of customers and employees of the selected hotels in Taguig City, particularly in selected entrepreneurial hotels. Convenience Sampling was used in this research; therefore, participants were chosen based on their availability and willingness to participate.

The research instrument is divided into two (2) parts. Part 1 will determine the profile of the establishment in terms of the selected Hotel; The two parts of the research instrument determined the perception of the respondents on the Digitalized Tourism experience of the establishments in terms of; Human Centered Design, Iterative Designing Process, and Holistic Design Experience. It was a questionnaire face-to-face survey, which is a survey administration application that is made in order to know the responses of the participants. The researcher seeks validation of the instrument from the experts in digital technology and innovation and employees working in the hotel establishment with digital tourism practices. After the validation, the researcher proceeds with reliability resting using the Cronbach Alpha computation, and it has a result of .951 from 30 pre-testing respondents, which shows an excellent set of questions for the data-gathering procedure. This study involved one hundred (100) respondents consisting of customers and employees of the selected hotels in Taguig City. Participants are chosen based on their availability and willingness to participate. The research instrument is divided into two (2) parts. Part 1 will determine the profile of the establishment in terms of selected hotels; The two parts of the research instrument determined the perception of the respondents on the Digitalized Tourism experience of the establishments in terms of; Human Centered Design, Iterative Designing Process, and Holistic Design Experience. It was a questionnaire face-to-face survey, which is a

survey administration application that is made in order to know the responses of the participants. The researcher set a week of survey methods in a selected locale and proceeded with data tabulation, categorization, interpretation, and presentation of the data. The researcher seeks approval from the locale on the conduct of the study. The researcher also includes the consent form as part of the questionnaire to protect the confidentiality of the data answered by the respondents. The statistical test that was used in this research is Pearson Correlation Coefficient. This test was designed to determine the relationship or association between an independent variable (categorical data – Frequency of availing services in the establishment) and dependent variable/s (3 digitalized tourism experiences). Moreover, in the pre-testing stage, the researcher used Cronbach Alpha from the SPSS to test the reliability result of the survey questionnaire.

FINDINGS AND DISCUSSION

Human-Centered Concept

Gonçalves et al. (2019) stated that the benefits of HCD for firms employing the technology include increased operational effectiveness (for example, cheaper training and support costs), improved competitive advantage, and contributions to sustainability goals. HCD is becoming more significant in the tourism industry. And HCD's purpose in this situation is to facilitate interactions and foster trust between visitors and technology by advancing the cause of people-literate technology rather than computer-literate individuals (Case 2015).

Table 1. Perception of the Respondents on the Digitalized Tourism Experience in Promoting Safe Travel Experience in terms of Human-Centered Design

| Human-Centered Design | Weighted Mean | Verbal Interpretation |
|---------------------------------------------------------------------------------------------------------|---------------|-----------------------|
| 1. I think that booking travel online is more or less confidential than booking through a travel agent. | 3.70 | Strongly Agree |
| 2. Feel confident conducting business using the establishments' website. | 3.57 | Strongly Agree |
| 3. It is easier to navigate booking online. | 3.68 | Strongly Agree |
| 4. I found the systems unnecessarily complex. | 3.38 | Agree |
| 5. I would like to use the establishments' website more frequently. | 3.56 | Strongly Agree |
| 6. I would need a support of a technical person to be able to use the system. | 3.55 | Strongly Agree |
| 7. I found the various functions in the system were well integrated. | 3.60 | Strongly Agree |
| 8. I thought there was too much inconsistency in the system. | 3.50 | Strongly Agree |
| 9. I feel very confident booking travel online. | 3.62 | Strongly Agree |
| 10. I needed to learn a lot of things before I could get going with the system. | 3.48 | Agree |

| | | |
|------------------------------|-------------|-----------------------|
| Overall Weighted Mean | 3.56 | Strongly Agree |
|------------------------------|-------------|-----------------------|

Table 1 displays the respondents' Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of Human Centered Design question with the highest value of the weighted mean of 3.70 in terms of Human Centered Design is "I think that booking travel online is more or less confidential than booking through a travel agent." with a verbal interpretation of Strongly Agree. On the other hand, the "I found the systems unnecessarily complex.." had the least value of weighted mean equal to 3.38, which is also Agree with the total weighted mean of 3.56 with the Verbal Interpretation of Strongly Agree by the Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of Human Centered Design. A customer can do all the work for you by using an automated online booking system. They will be presented with a list of available spaces, given the option to select the date and time that best suits them, and then asked to enter all necessary details. Online reservations can provide a more individualized experience. Customer can also protect their confidential data as they don't need to share their details to support that may cause a data breach.

The results of Monterey et al.'s (2021) study confirm the notion that online booking platforms offer an opportunity for travel agents to engage with customers and address any inquiries they may have. In this scenario, customers are offered personalized and humanized services to enhance their satisfaction and encourage their loyalty, as well as positive word-of-mouth recommendations. One appealing aspect of online travel agencies is the provision of simple and secure services. This is particularly important as travelers and clients seek personalized and customized travel experiences that align with their expectations.

Iterative Designing Process

Enginess (2021) expressed that a process known as iterative design views your digital experience as a living project that should be continuously improved upon rather than being created all at once and finished forever. Iterative design can be thought of as a continual cycle of prototyping, testing, and alterations and improvements. Iterative design is a continuous, incremental process as opposed to creating a whole enterprise website from scratch without any testing or user feedback, as you would do if you were utilizing the conventional waterfall style.

Table 2. Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of the Iterative Designing Process

| Iterative Designing Process | Weighted Mean | Verbal Interpretation |
|-----------------------------------------------------------------------------------------|----------------------|------------------------------|
| 1. The digital platforms Are having a good interaction with the customer | 3.58 | Strongly Agree |
| 2. users can easily adopt the digital platforms of the establishment. | 3.55 | Strongly Agree |
| 3. the design of platforms spread awareness about their product information | 3.59 | Strongly Agree |
| 4. the establishment has a complex digital design | 3.47 | Agree |
| 5. digitalized platforms of establishments have basic software functionality. | 3.61 | Strongly Agree |
| 6. the establishment includes an active engagement of end users and other stakeholders. | 3.68 | Strongly Agree |

| | | |
|-------------------------------------------------------------------------------------------------------------------|-------------|-----------------------|
| 7. users can feel connected to a product because of design elements, including color, form, typography, and text. | 3.71 | Strongly Agree |
| 8. digital platforms help the establishment identify usability problems. | 3.64 | Strongly Agree |
| 9. their design is unique from what they had previously done | 3.68 | Strongly Agree |
| 10. cyclical improvement is present in their digital platforms | 3.62 | Strongly Agree |
| Overall Weighted Mean | 3.61 | Strongly Agree |

Table 2 displays the respondents' Perceptions of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of the Iterative Designing Process question with the highest value of the weighted mean of 3.71 in terms of the Iterative Designing Process is "Users can feel connected to a product because of design elements including color, form, typography, and text." with a verbal interpretation of Strongly Agree. On the other hand, "The establishment has a complex digital design." had the least value of weighted mean equal to 3.47, which is also Agree with the total weighted mean of 3.61 with the Verbal Interpretation of Strongly Agree by the Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of Iterative Designing Process. The image of tourist destinations is important because it influences not only tourists' choice of destination but also their level of satisfaction. Destinations frequently compete with one another based on more than just the image that they can project in the minds of potential visitors, what the most diversified travel agencies do when they aim to reach into the creative imaging ability of people, advertising places and unique experiences through captivating symbols and tales that people appreciate and incorporate them into their life tales.

Flavian et al. (2018); Lee et al. (2017); and Petre et al. (2020) stated that business-to-consumer interactions mainly occur online, and website design is critical in engaging users. Poorly designed websites may frustrate users and result in a high "bounce rate" or people visiting the entrance page without exploring other pages within the site. On the other hand, a well-designed website with high usability has been found to positively influence visitor retention (revisit rates) and purchasing behavior. These findings are validated by Nielsen (2020), who stated that usability is the quality attribute that assesses how easy and learnable user interfaces are. Rouse (2018) noted that "usability is the measure of a product's potential to accomplish the goals for the user". The author further refers to usability as a method for improving the ease of use of a website.

Holistic Experience Concept

Sharpley et al. (2017) stated that travel is seen as a spiritual journey. Traveling is a terrific way to find spirituality, especially if you're trying to figure out who you are as a person and what your purpose in life is. Instead of outlining what individuals should anticipate from their life, the spiritual perspective describes what they look for. This might be interpreted as a connection between the individual and the outside world, which travel provides. Today's tourists are seeking out novel experiences. They want to experience something unique, not just plain interaction with various cultures, people, locations, or landscapes.

Table 3. Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of the Holistic Experience Concept

| Holistic Experience Concept | Weighted Mean | Verbal Interpretation |
|-----------------------------------------------------------------------------------------------------|----------------------|------------------------------|
| 1. streamlining digital operations with self-service access creates valuable customer experiences. | 3.58 | Strongly Agree |
| 2. the holistic approach to establishment creates a safe, secure, and seamless experience. | 3.67 | Strongly Agree |
| 3. digital technology helps personalize the customer experience | 3.65 | Strongly Agree |
| 4. digital applications make the process faster within the establishment | 3.65 | Strongly Agree |
| 5. digitalized practices create a more positive customer experience | 3.65 | Strongly Agree |
| 6. online booking/reservation of the establishment provides convenience and accessibility. | 3.69 | Strongly Agree |
| 7. digital technology has encouraged customers to use their advocate roles on products or services. | 3.64 | Strongly Agree |
| 8. digital technology improves the services of the establishment | 3.71 | Strongly Agree |
| 9. The digitalized practices of establishment promote a safe travel experience | 3.70 | Strongly Agree |
| 10. contactless payment method is easy and more convenient | 3.69 | Strongly Agree |
| Overall Weighted Mean | 3.66 | Strongly Agree |

Table 3 displays the respondents' Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of the Holistic Experience Concept question with the highest value of the weighted mean of 3.71 in terms of the Holistic Experience Concept is "Digital technology improve the services of the establishment" with a verbal interpretation of Strongly Agree. On the other hand, the "Streamline digital operations with self-service access creates valuable customer experiences." had the least value of weighted mean equal to 3.58, which is also Strongly Agree with the total weighted mean of 3.66 with the Verbal Interpretation of Strongly Agree by the Perception of the respondents on the digitalized tourism experience in promoting safe travel experience in terms of Holistic Experience Concept. A better user experience results from identifying and correcting usability issues in an interface. Digital technologies are frequently seen as one of the sole techniques for assessing problem usability. And because digitalization is continuously improving, clients are effectively interacted with via digital platforms. Hotel establishments can make sure that their contacts with consumers are consistent and personalized to match their demands and provide solutions through digitizing customer service.

These findings validate the study of Kazandzhieva et al. (2017); study results show that the complex and varied effects of modern technology on the behavior of customers, employees, and managers dictate the strategic management choices for the implementation of technological

innovation in hotel service. Technology and the hospitality sector should work in harmony and balance with one another. Technology adds value, creates amenities, and personalizes the stay, but overtaking them can destroy the human relationships that guests are looking for and appreciating. Finding the ideal balance between digital and human interactions to generate individualized visitor experiences while preserving their privacy is a problem for the hospitality and tourist business. It is important to thoroughly consider and examine how investment in technological innovation can increase consumer satisfaction by providing new added value, convenience, and comfort. Its accomplishment ought to boost customer constancy and hotel organizations' level of competition.

Significant Relationship Testing

Table 4. Relationship between the respondents' perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing safe travel experience

| | Variable Used | Computed X2 | P-Value | Decision | Remarks |
|-----------------------------------------------------|-----------------------------|-------------|---------|---------------------|-------------|
| | Human-Centered Design | 1.000 | 0.000 | Failed to Reject Ho | Significant |
| Frequency of availing services in the establishment | Iterative Designing Process | 0.655 | 0.000 | Failed to Reject Ho | Significant |
| | Holistic Experience Concept | 0.393 | 0.000 | Failed to Reject Ho | Significant |

Table 4 presents the relationship between the respondents' perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing a safe travel experience. For this part and the succeeding tables after this, the statistical test that was used is the Mean Correlation (X2) test of independence or also called as Pearson Correlation Coefficient. This test was designed to determine the relationship or association between an independent variable (categorical data – Frequency of availing services in the establishment) and dependent variable/s (3 digitalized tourism experiences).

There are two (2) ways to analyze the significance of the correlation; the first one is by looking at the P value. The P value or significance value must be less than the alpha level of 0.05 to reject the null hypothesis, as also stated in the decision criteria in Chapter 3. The other way is by comparing the Computed value of Pearson r Correlation (X2) to the critical value of X2. The computed X2 must be greater than the critical value of X2 to reject the null hypothesis.

Stating the results, the variable Human Centered Design showed an X2 value of 1.000 with a P value of 0.000. Then the next variable is Iterative Designing Process posted an X2 value of 0.655 with a P value of 0.000. Followed by the Holistic Experience Concept with an X2 value of 0.393 and with a P value of 0.000.

Thus, based on the values presented above, the null hypothesis was rejected, and the researchers concluded that there is a significant relationship between the respondents' perceived digitalized tourism experience and the commonness of availing services in the selected establishment in implementing safe travel experiences. Digitalization provides SMEs and travel destinations with several options to enter new markets and create new travel-related goods and

services. To succeed in this cutthroat business environment, you must make sure that tourism establishments are set up to target and connect with the perfect clientele for your offering. Many hotels are automating and optimizing travel processes as well as creating the technological tools necessary to effectively utilize data in order to create a more seamless guest experience.

These findings validate the study of Preko et al. (2022) revealed that technology-based service innovativeness has a positive and significant influence on guest revisits. This implies that when guests return to hotels, they are influenced by technological advancements in services, such as online platforms and websites. These findings support a previous study conducted by Barlie et al. (2017), which suggested that organizations can consistently utilize technology to improve the overall tourism and hospitality service ecosystem. Therefore, companies operating within the hospitality and tourism industry can leverage technological innovation to better cater to their stakeholders and deliver enhanced value to their customers.

CONCLUSIONS

Customers find booking travel online more or less confidential than booking through a travel agent. Customers presume that information obtained from the relevant website of the travel agency is reliable and accurate. Customers' bookings and reservations are finalized based on their preferences. It is concluded that digital technology improved the customer services of the establishments by facilitating smooth staff engagement and communication. To enhance the hotel's chances of attracting repeat visitors, it is advisable to establish a strong online presence that simplifies the reservation process and offers exceptional customer service. Streamlining day-to-day operations and administrative duties is crucial in ensuring consistent and superior service, ultimately leading to increased customer satisfaction. The researchers suggest hotels encompass the activities of many departments, and every operation must be tracked.

Customers can feel attracted to a product that has design elements, including color, form, typography, and text. It is recommended for the establishment to design complex elements that look great but are unnecessarily and unrealistically complex. Before adding another intricate feature to the design, consider the physical and functional implications. Start out simply with the designs and be iterative throughout the process.

Digital technology improves the customer service of establishments by facilitating smooth staff engagement and communication. It is recommended for the establishment improve streamlined digital operations with self-service access to create valuable customer experiences.

The result of testing the relationship of the perceived digitalized tourism experience to the commonness of availing services in the selected establishment in implementing safe travel experience shows a very strong correlation, and it is statistically significant. Thus, the researchers have rejected the null hypothesis of this study.

LIMITATIONS & FURTHER RESEARCH

The study covers only hotels in Taguig City. It encourages future researchers to cover other parts of south manila and categorize them depending on micro, small, and medium enterprise hotel establishments.

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