

A Study on the Travel Preferences of Millennials in the City of Manila for Post-Pandemic Domestic Travel

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Abstract

Millennials are people born from 1980-2000 who are known for their distinct travel preferences compared to other generations. Consequently, recreational, cultural, social, and nature tourism are amongst the most established and present types of tourism in the Philippines. Hence, this study aims to learn where millennials in the city of Manila would prefer to travel domestically in the post-pandemic setting. To further elaborate the results, the researchers attempt to understand the reasons behind the preferences of the millennials by utilizing Dr. Seppo Iso-Aloha's Social Psychology Model of Tourism that categorizes motivational forces into four parts namely: Seeking Personal Rewards (SPR), Seeking Interpersonal Rewards (SIR), Escaping Personal Environments (EPE), and Escaping Interpersonal Environments (EIE). The results showed that the top 3 preferred tourism destinations by millennials in the city of Manila are "water activities site", "physical activities on land", and "resort spa". The said tourist destinations fall under nature and recreational tourism destinations. On the other hand, tourism destinations that require more interaction such as "architectural/historical monument", "conservation area", and "ethnic village" are less preferred by millennials in the city of Manila for post-pandemic travel that may be due to the by-product of the pandemic and the millennials' post-pandemic travel priorities. When asked about the respondents' reason behind travel, "relaxing or resting" had the highest average weighted mean, while "being away from family/friends" had the lowest. This may be due to the respondents' desire to destress after being in lockdown and the challenges of daily life in the pandemic. However, the respondents would still like to travel intimately with family and friends. Other travel motivational that were mentioned fell under the significant and very significant range, showing the millennials' pent-up desire to travel in a post-pandemic setting.

Keywords: Millennials, Travel Preferences, Travel Motivation, Post-Pandemic Travel, Types of Tourism, Social Psychology Model of Tourism

Introduction

The Philippines boasts its distinct natural and cultural elements that entice tourists to visit the country (GovPH, 2020). Thus, it is viewed as a wonderful country with a great number of tourist destinations that spark the interest of tourists all over the world. The Philippine Government acknowledges the tourism industry as a vital contributor to the growth of the country's output and also the country's earnings from foreign exchange, investments, revenue, and employment generation. Consequently, promoting the Philippines as a principal tourist and investment site was made possible after tourism was prioritized and taken into account as a major backbone in the Medium Term Philippine Development Plan (MTPDP) 2011-2016 (Republic of the Philippines- National Statistics Office, 2011). In this research, tourist destinations will be defined as "a place or area where a collection of tourism-related products and attractions are offered which deliver a tourism experience for individuals or groups traveling away from their home or place" (IGI Global, 2021).

Unfortunately, in March 2020, the Philippine Government announced Metro Manila's lockdown because of the coronavirus pandemic. Later on, the lockdown of the entire Luzon Island followed. Eventually, more localized lockdowns occurred, heavily affecting the tourism industry in the Philippines. The Philippines government soon declared a state of calamity in the country for six months on 17 March 2020, putting a hold on travel domestically and internationally (Duddu, 2020). According to the Department of Tourism, the international tourism receipts in the first quarter of the year 2020 declined to 85 billion, resulting in a 36% drop in revenues compared to the

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same period last year. Consequently, the World Tourism Organization reported that the tourism industry is one of the sectors that have been greatly affected by the COVID-19 pandemic. The pandemic has resulted in the closing of borders, airports, and hotels worldwide and also provoked different restrictions on mass gatherings, land travel, and other related services across the world that put around 100 to 120 million jobs at risk (PricewaterhouseCoopers, 2020).

Fortunately, the Department of Tourism anticipated that domestic tourism will have an essential role in jumpstarting the Philippines' road to recovery after the instability of the tourism industry in 2020. On the Department of Tourism's recent survey entitled "Philippine Travel Survey: Insights on Filipino Travel Behavior Post-COVID 19", 12,000 respondents all over the country stated that the Philippines' tourism recovery would be led by domestic travel, reduced income, and budget for traveling is expected by the travelers, Filipino travelers' main concern is one's health and safety, less contact during travel is preferred by travelers once restrictions are lifted, digital and online channels are preferred by the travelers, and travelers are planning to travel closer to home. Another perspective that local tourism could consider in a post-COVID-19 world would be ecotourism. TTG Asia wrote about the possibilities of ecotourism, more so now that travelers are uncomfortable when it comes to crowded spaces. John Roberts, the Minor Hotels Group's Director of Sustainability and Conservation, mentioned that ecotourism is already at an advantage since it is outdoor-centric activities in safer, low-risk environments in nature. Hence, why ecotourism can function as the Philippines' new normal blueprint for the tourism industry recovery. Lastly, Roberts also encouraged industry players to immediately begin learning the principles and procedures utilized in ecotourism. As compared to the international market, the domestic market is more likely to recover first. The tourism industry's resurgence may be promising if handled well (Gonzales, 2020).

Consequently, in the Philippines, millennials spend more on travel, the internet, and expenditures that are tourism-related. The most recent data on Filipino consumers present that there is a decrease in sales of various apparel and other consumer products because travel is now the top priority of a huge consumer profile in the Philippines, who mostly belong to the millennial age group. Regardless, the overall consumption index in the Philippines is still

elevated (Dagooc, 2019). Subsequently, the Department of Tourism (DOT) officially stated that the demand for the domestic travel market remains strong due to Filipinos seeing travel as a necessity despite higher consumer prices. Benito Bengzon Jr., Department of Tourism's Tourism Undersecretary and spokesperson, mentioned that historically speaking, the number of domestic travelers doubled to 95 million in 2017 from 45 million in 2014, indicating a massive growth of the Philippines' domestic tourism market. Bengzon mentioned that the demand is fueled by millennials who have a great interest in discovering more of the country. That being said, Bengzon stated that interest in the local tourism market is expected to go on, regardless of heightened prices (Talavera, 2018). In this study, millennials are considered as people who were born from 1980 to 2000. According to Moran (2016), the said birth years are generally the most acceptable range for the millennial generation since most of the time, when there are researchers who use a different age range, a subsegment of the 1980 to 2000 range is still being utilized. For instance, Corporate Finance Institute (CFI) (2020) considered millennials as people who were born between the 1980s and early 2000s. Other references that cited the same age range for the millennial generation are Goldman Sachs Global Investment Research (2015), Time Magazine as mentioned by Tech Target (2017), Buxton (2018), and Condor Ferries (2020).

To be able to identify the factors that encourage the travel motivations and travel preferences of millennials in the city of Manila, the researchers of this study will use "*The Social Psychology Model of Tourism by Dr. Seppo Iso-Aloha*" that is comparable to "*The Push and Pull Theory of Motivations by Graham Dann*" as the frameworks of this study. Numerous factors encourage tourist motivation and the visit intention of travelers to specific places or tourist destinations. The said factors can be divided into two categories: "push motivations" or "pull motivations". The "push factors" are usually described as urges to travel that are encouraged by 'intrinsic factors or internal drives. These are factors that are usually brought by wanting to get away and to leave behind the feeling of isolation. These are factors that are related to yearning for rest, recreation, adventure, and escape. Moreover, "push factors" are factors that are represented by an individual's socio-psychological needs that encourage people to travel. On the other hand, "pull factors" are mostly associated with the amenities of a tourist destination- for

example, the quality of services, range of prices, and the variety of infrastructure. Those components usually come from within a destination, which eventually triggers push factors. Thus, destinations should then meet customers' different expectations such as price, facilities, and most especially, the level of quality provided (Yousaf et al., 2018). Similarly, The Social Psychology Model of Tourism by Dr. Seppo Iso-Aloha was developed as a theory about seeking-escaping tourism motivation that is comparable to Graham Dann's theory. Dr. Iso-Aloha believes that similar to the push factor, the internal force that affects human behavior is the motive. Dr. Iso-Aloha stated that there is a link between potential satisfaction and internal factors. Hence, the reason why individuals engage in leisure activities is to obtain satisfaction through seeking and escapism. When people are aware of the potential satisfaction that can result from travel, the development of goals or reasons for travel occurs. Therefore, influencing travel decisions. Unfortunately, travelers usually do not have a list of leisure needs in mind to which travelers submit before deciding to travel. Dr. Iso-Aloha then proposed that people deliberate about intrinsic rewards more generally. There are two categories in which intrinsic rewards can be grouped into seeking, wherein discovery of feelings of mastery and competence might occur; and escaping, wherein avoiding or leaving one's daily routine is the objective. Consequently, personal and interpersonal dimensions also affect the said motivational forces. Therefore, Iso-Aloha (1982) developed a model composed of four (4) motivational classifications namely: Seeking Personal Rewards (SPR), Seeking Interpersonal Rewards (SIR), Escaping Personal Environments (EPE), and Escaping Interpersonal Environments (EIE). Since the social psychological perspective was the basis of the model, perceptions about traveling become subjective due to biased travel experiences by peoples' psychological awareness; hence, the same trips may be perceived differently by people (Iso-Ahola, 1983 as cited in Hsu & Wolfe, 2004).

Literature Review

Post-Pandemic Travel

According to the World Health Organization (2009), the post-pandemic period is when the disease activity has shifted to levels that are usually seen for "seasonal influenza". During this period, maintaining surveillance

and updating plans regarding pandemic preparedness and response is necessary. In addition to that, a rigorous phase for recovery and evaluation may also be essential. The pandemic phases of the World Health Organization (WHO) were created in 1999. In 2005, task forces involved reappraised and integrated the existing WHO guidance, explored data and modeling studies available, requested public health experts' expert opinions regarding lessons obtained from SARS, and re-examined studies and analyses regarding influenza responses of animals and humans.

There are several recovery options for the tourism sector based on Grover (2020). First, opt for local tourism that is centralized on domestic travel destinations. This would help successfully rebuild local tourism by avoiding mass tourism and focusing on attracting tourists to a few locations is recommended. Second, the tourism sector should be rebuilt by exploring mass tourism alternatives such as sustainable rural, nature, and theme-based circuit tourism to provide tourists with fulfilling experiences. Next, the government should also consider ecological protection wherein ecological balance is prioritized to once again boost revenue streams of conservation and protected areas. This can be done through investments in capacity building and training, the introduction of sustainability taxes for travelers, avoidance of indigenous exploitation, and the formulation of policies that incorporates scientific frameworks. In addition to that, improved infrastructure for waste management with provisions for safe disposal of bio-medical waste in public spaces, increased access to clean water and sanitation services, promotion of good hygiene to avoid spreading communicable diseases. Lastly, improved connectivity in tourist destinations with the help of incentives to internet service providers. In the Philippines, the recovery options stated would be extremely beneficial due to the huge potential of local tourism, especially in a post-pandemic setting.

Types of Tourism

Subsequently, this study derived the types of tourism from Mendel University (2020). The first type of tourism is recreational tourism. "Recreational tourism is realized in the suitable natural environment with the aim of relaxation, reproduction, and improvement of one's physical and psychic condition, it also includes suburban recreation,

usually short-term (weekend) in summer houses, cottages, and gardens”. The second type of tourism is cultural tourism. This type of tourism is focused on acquainting the tourists with the local history, culture, traditions, and habits. The third type of tourism is social tourism. This type of tourism aims for relatives to gather together, new friendships and acquaintances to be established between people with the same interests. The fourth type of tourism is nature tourism. Nature tourism is a form of tourism that endangers the natural environment as little as possible. This could also mean visiting conservation areas.

Travel Preferences

Travel (tourist) preference is a major component in this study that will be defined “as the act of selecting from a set of choices as influenced by one’s motivations” (Tran & Ralston, 2006 as cited in Moschis & Unal, 2008). Additionally, according to Kattiyapornpong and Miller (2007), travel preferences are less limited by “income and other family considerations”, instead travel preferences give a representation of the destinations people would like to visit.

According to Kavanagh (2020), millennials, compared to other age groups, are ready to travel to all travel destinations within one month after restrictions are lifted. Kavanagh observed that destinations with open spaces are more preferred to be visited compared to densely-populated or high-touch destinations. As time progresses, travelers will continue to feel unease over traveling in crowded spaces. Therefore, industries and societies begin to assemble concrete plans and make adjustments to adapt to the new normal. Researches deem that millennials will be the first to bounce back to the tourism industry as this type of traveler is the most adventurous market segment, also known to be the most “cost-conscious traveler” searching for more authentic experiences (Mampusti, 2020). New methods of marketing may also be applied to boost tourism after the pandemic. According to Baratti (2020), the habits of consumers have shifted amidst the pandemic, and having a compelling presence in social media is now deemed necessary. Engagement with influencers and a widespread operation among different platforms should be done by Destination Management Organizations (DMOs) to create better recovery. Currently, marketing efforts are changing to new methods that would be more effective to younger generations. Reports suggest that Twitter and

Youtube ranked the highest in vastly used platforms when promoting tourism during the pandemic.

Travel Motivation

Consistent with Graham Dann’s “The Push and Pull Theory of Motivations”, Said and Maryono (2018) explained that at the time a person wants to satisfy one’s needs- motivation emerges. Usually, motivation is similar to the ‘push-pull factors’ that affect the behavior of visitors. ‘Push factors’ are mostly socio-psychological factors that influence tourists’ motivation to visit a destination. An example of this factor is to feel a new experience, loneliness, to find peacefulness, etc. The research of Said and Maryono breaks down various motivations into four main domains. First, climate or environment is usually a temporary desire to move to a different climate; usually, a physical environment that differs from the tourist’s normal environment. Second, relaxation is usually spending time doing what the tourist may perceive as interesting activities. This may include a drive to get away from one’s daily routine, have fun, and have romantic experiences. The activities that fall under relaxation may include sports activities like golf. The third is adventure is the socio-culture motive to search for novelty that gives attraction. This may include seeking different cultures in a society, a specific view, new things, and curiosity. Lastly, personal is a motivation to attain prestige, nostalgia, relationship nourishment, exploration, and social interaction. Visiting friends, families, and relatives is also included in this category.

Richards and Morrill (2020) asserted that compared to other generations, millennials have slimmer chances to be seeking challenges or socializing opportunities because the age group is currently entering jobs and stable relationships. Nevertheless, millennials’ desire for exploration continues to be fairly constant. Based on the data above, the results show significant differences in the years 2007 and 2014. The pattern generally indicated a growing interest of travelers in interacting with locals as compared to fellow travelers, and a lesser interest in relaxation, but a heightened desire for a personal challenge. Presently, this research is still relevant to this study to display not only how dynamic the tourism industry is, but also to show how millennials then and now have changed preferences.

Method

To gain the needed data, a descriptive research design was chosen to explore the travel preferences of millennials in the city of Manila for post-pandemic domestic travel. Quantitative methods also allowed and emphasized objective statistical analysis of the data that was collected through an online questionnaire that is both researcher-made and based on the study of Hsu and Wolfe entitled “An Application of the Social Psychological Model of Tourism Motivation” wherein the motivations were established by using the Social Psychology Model of Tourism by Dr. Seppo Iso-Aloha. The survey questionnaire used in this study covered three (3) parts:

Part I consisted of researcher-made questions that aimed to acquire the demographic profile of the respondents.

Part II comprised research-made questions that focus on determining the preferred types of tourism of millennials in the city of Manila.

Part III included both research-made and questions from Cathy Hsu and Kara Wolfe’s study called “An Application of the Social Psychological Model of Tourism Motivation” that was based on Dr. Seppo Iso-Aloha’s Social Psychology Model of Tourism.

The variables considered in the study are the demographic profile of the respondents in terms of age, gender, civil status, and employment; the preferred type of tourism of millennials in the city of Manila in terms of recreational tourism, cultural tourism, social tourism, nature tourism; the reason of preference of the respondents on choosing a type of tourism destinations in terms of seeking personal rewards (SPR), seeking interpersonal rewards (SIR), escaping personal environments (EPE), and escaping interpersonal environment (EIE) that was based on Dr. Seppo Iso-Aloha’s Social Psychology Model of Tourism. The potential relationships among the variables as the main goal of the study concludes the travel preference of millennial travelers in the city of Manila on choosing different types of tourism destination post-pandemic.

The researchers of this study also presented a data privacy clause in the questionnaire before proceeding to the survey questions that include (1) information regarding the researchers, (2) the aim and purpose of the study, (3) assurance of voluntary participation, withdrawal, and

confidentiality of respondents, and (4) contact information for questions about the research.

To ensure that the questions presented were relevant to the study and the questionnaire was validated and underwent pilot testing on ten (10) random millennials residing in the city of Manila to be able to resolve any problems the respondents might encounter.

The research targeted millennials in the city of Manila as respondents who were born from 1980 to 2000 because of the age group’s distinct travel habits. Consequently, the researchers used the 20-40-year-old age range because many people have not turned 21 and 41 years old when the study was conducted at the end of the first quarter and the beginning of the second quarter of 2021. To be able to determine the number of respondents of this study, the researchers used the Philippine Statistics Authority’s 2010 report on Household Population by Age Group and Sex by City/Municipality: National Capital Region, 2010. The rough estimation of the people who were born from 1980 to 2000 residing in Manila is 653,280. The researchers used Slovin’s formula to determine the number of respondents, With a 5% margin of error and 95% confidence level, this study aimed to reach 400 respondents.

With the travel restrictions due to the pandemic, potential participants were hard to find. Hence, the most suitable sampling technique for this study is snowball sampling. With this, research participants were able to recruit additional respondents for the study, and anonymity was strongly regarded. Additionally, this sampling technique also covered a wider range of populations and avoided bias as the distribution was not solely from the researchers.

In March 2021, the researchers started the survey by sending the google forms to link to millennial acquaintances and encouraged these people to send the google forms link to others who are within the same age range. Additionally, the researchers posted the google forms link to different social media platforms and online groups to encourage participation in the survey. After a month, the survey finally reached the target number of respondents. After the collection of the data, the results were tallied and the researchers analyzed and interpreted the data. The results, findings, conclusions, and recommendations were thereafter constructed.

This study used a frequency and percentage distribution, to process the demographic profile, as well as participants' travel preferences. Additionally, the responses to the survey questions that used the Likert Scale were given the following verbal interpretation:

Scale	Equivalent	Range
4	Very Significant	3.26-4.00
3	Significant	2.51-3.25
2	Less Significant	1.76-2.50
1	Insignificant	1.00-1.75

Results

The Demographic Profile of Millennials in the City of Manila

Table 1: The Demographic Profile of Millennials in the City of Manila

Demographic Profile	Frequency	Percentage
Age		
20-25	308	77%
26-30	40	10%
36-40	32	8%
31-35	20	5%
Gender		
Female	225	56.3%
Male	148	37%
Prefer not to say	27	6.8%
Civil Status		
Single	331	82.8%
Married	50	12.5%
Separated	14	3.5%
Widowed	5	1.25%
Employment Status		
Unemployed	231	57.8%
Working part-time	119	29.8%
Working full-time	50	12.5%

Based on the data shown in the table above, the majority of the respondents are within the 20-25 age bracket while the 31-35 age bracket has the least number of respondents. According to Mueke (2019), younger millennials (26 years old and below) were born when technology was

already popular. Most millennials' life can be performed online whilst millennials born in the late 80's and early 90's feel differently. These older millennials may also be well-knowledgeable in technology, however, older millennials' inclination to technology is not to the same extent as younger millennials. Hence, this implies that a greater number of young millennials and a lesser number of old millennials answered the online survey because of the differences in technological inclination. Moreover, 294 (73.5%) of the single respondents belong to the 20-25 age group. This may be because most millennials prefer to remain unmarried due to a variety of reasons. To support this analysis, compared to previous generations, the usual stages of life like finding a partner and building a family are transpiring at older ages for millennials (Coughlin, 2020). Hence, explaining why a high percentage of millennials in the city of Manila is single. The majority of the respondents are also unemployed. Among the 231 unemployed respondents, 95.23% belong in the 20-25 age group. Due to the implementation of the K-12 program in the Philippines, students usually graduate senior high school at the age of 18 (Wise, 2017). Consequently, according to the Philippines' Education Secretary Leonor Briones, 61% of senior high school graduates plan to go to college (Montemayor, 2018). That being said, the majority of millennials in the city of Manila are currently pursuing a college degree, thus, explaining the high percentage of unemployment amongst the respondents.

The Preferred Types of Tourism of Millennials in the City of Manila

Table 2: The Preferred Types of Tourism of Millennials in the City of Manila According to Type of Tourism

Tourist Destination	Type of Tourism	Frequency	Percentage
Water activities site	Nature	235	59%
Physical activities on land	Nature	169	42.5%
Resort spa	Recreational	163	41%
Mall	Social	155	38.9%
Local specialty restaurant	Cultural	146	36.7%
Hotel	Recreational	138	34.7%

Tourist Destination	Type of Tourism	Frequency	Percentage
Concert/theater location	Social	124	31.2%
Bar/pub	Social	119	29.9%
Airbnb/cottage house	Recreational	113	28.4%
Architectural/historical monument	Cultural	102	25.6%
Conservation area	Nature	72	18.1%
Ethnic village	Cultural	69	17.3%

Table 2 displays the frequency and percentage distribution of the respondents according to the respondents' preferred tourist destination and its corresponding type of tourism. When ranked, the top two preferred tourist destinations fall under nature tourism namely "water activities site" and "physical activities on land". In this study, the reasons behind the preference of respondents were discussed in table 5, "being entertained and having fun" was a very significant travel motivation to the respondents. Furthermore, "being closer to nature" and "getting away from crowds" were both significant travel motivations to the respondents. However, "conservation areas" that also fall under the nature tourism category ranked second to lowest. According to Bennett and Dearden (2014), although protected areas can be beneficial to local communities, in reality, diverse outcomes still occur. For instance, in both the Philippines and Indonesia, Marine Protected Areas were considered a biological success and social failure because of insubstantial participation, unjust division of economic advantages, and the absence of problem-solving structures (Christie, 2004). Additionally, Stuart Prim, a conservation ecology professional at Duke University believes that if locals are unable to grasp the advantages of local conservation, law implementations are going to be unsuccessful. On top of that, conservation groups struggle with finding dependable funding sources for conservation areas' long-term success (Dasgupta, 2016).

The third highest-ranking preferred tourist destination is "resort spa" which falls under recreational tourism. Based on table 5 wherein Escaping Personal Environments (EPE) was discussed, "relaxing or resting" was a very significant travel motivation, and "resort spas" are known to be relaxing in nature. Additionally, this may be due to the respondents' inclination to wellness-related services

and products throughout the pandemic. During the pandemic, people have been seeking different approaches to maintain one's physical, mental, and spiritual wellness. For instance, In Arizona, USA, CIVANA Wellness Resort and Spa has received a big number of visitors for the resort spa's wellness-focused programs (e.g., private healing classes). On that account, with people seeking holistic approaches to maintaining overall healthy well-being, tourism that leans towards wellness also grows (Medical Tourism Magazine, n.d.).

"Hotel" and "Airbnb/cottage house" also fall under recreational tourism and are preferred by 138 (34.7%) and 113 (28.4) respondents respectively. Based on the results shown presented in Table 5, "enjoying a new environment" and "relaxing or resting" are both very significant travel motivations. Additionally, different international articles were posted to understand people's preferences. French (2021) discussed that hotels may be a better choice for people who values cancellation policies and cleanliness. This may be due to a variety of reasons. First, policies regarding cancellation of bookings are usually consistent for hotel companies while Airbnbs' cancellation policy varies for each host. Second, major hotel chains enhanced one's sanitation and cleaning procedure by partnering with sanitation companies such as Lysol-maker RB to ensure professional cleaning. While Airbnb has a five-step standard cleaning process that Airbnb hosts are required to execute, the nature of the business that allows solo management makes having an established system, accountability, and high-quality standard of cleaning hard to keep tabs on. On the other hand, even amidst the pandemic and shifting travel preferences, Airbnb reported that a new host has already earned more than \$1 billion since the start of the pandemic (Airbnb, 2021). According to a spokeswoman from Airbnb, the reason why some Airbnb hosts are currently earning millions from guests is that many guests prefer to do short-term rentals that allow more privacy and more control over one's environment (Gao, 2020). In addition to that, Mr. Brian Chesky, the co-founder, and chief executive of Airbnb, also believes that the company's offerings are aligned with people's changing travel behavior- with family or friend groups going to less dense areas (Glusac, 2020). An Airbnb report stated that even during the pandemic, Airbnb's business showed resilience, especially since people want to travel purposefully in 2021 (Airbnb, 2020). In conclusion, with the varied offerings of hotels and Airbnbs/ cottage houses,

both are still preferred by the respondents. However, hotels are more highly preferred by millennials in the city of Manila as compared to Airbnbs/cottage houses possibly due to cancellation policies and sanitation policies.

“Mall” that fall under Social Tourism ranked fourth amongst the twelve tourist destinations presented to the millennials in the city of Manila. Based on table 5, wherein Seeking Interpersonal Rewards (SIR) was discussed, “*being with or meeting people with similar interests*” and “*meeting new people*” was a significant travel motivation, and “*spending time with family and friends*” was a very significant travel motivation. Based on an international article from McKinsey & Company, malls need to shift from “*commoditized shopping experiences*” towards a wider value proposition for the market. Including services that impart a sense of leisure and entertainment that are not fulfilled online would be greatly beneficial. Additionally, making malls “the hub of the local community” wherein people could spend quality time with both friends and family would be advantageous to malls (Fantoni et al., 2014). On top of that, the respondents may also prefer to visit malls after the pandemic due to purchasing preferences that were heavily affected during the pandemic. According to Clever (2018), even with the increasing popularity of e-commerce, the demand for mall locations is still present in the future. Even though online retailers are changing the process of checkout, logistics, and satisfaction of customers are still big challenges. 34% of people stated that delivery of online purchases takes too long to arrive and 25% dislikes expensive shipping fees. Additionally, 56% of people prefer seeing and touching products before buying. Hence, this would explain why 38.9% of the respondents would still go to the mall.

Out of 400 respondents, 124 (31.2%) respondents prefer to visit a “*concert/theater location*” post-pandemic. Based on table 5 wherein travel motivations under Escaping Personal Environments (EPE) and Seeking Personal Rewards (SPR) were analyzed, the respondents of this study find “*being away from daily routine*” and “*being entertained and having fun*” a significant and very significant travel motivation respectively. To support this analysis, in an article by Mertes (2020), an average millennial loves attending music festivals. 84% of millennials, ages 18-40, find music festivals as a way to escape daily life. According to D’Alessandro (2020), a new EDO study

conducted with Caucasian, Latinx, African American, Asian, etc. as respondents regarding moviegoers called “*Movie Theaters and Social Distancing*”, 75% are more likely to watch in a movie theater when movies like Tenet, Mulan, and Unhinged arrive, considering that safety measures are implemented. Hence, as long as people are given the peace of mind that concerts/theater locations are safe, people are open to coming. Lastly, bars/pubs rank last in terms of social tourism. The majority of the respondents may be reluctant to visit bars/pubs after the pandemic due to the density of people that are usually in the location and because “*getting away from crowds*” is a significant travel motivation to millennials in the city of Manila for post-pandemic domestic travel.

Lastly, tourist destinations under cultural tourism ranked lower compared to other types of tourism. Based on the results presented in Table 5, “*seeing or experiencing new things or places (e.g. food, adventure, excitement)*” is a very significant reason to travel. A study by Nuestro (2020) supports this analysis as it implied that in a post-quarantine setting, customers will remain scared and cautious of going back to crowded places. On top of that, when asked, 3 in 10 Americans would very or somewhat likely to dine in a restaurant when 100% capacity is allowed. The figure gradually rose to 5 in 10 Americans when asked if one would dine in a restaurant with 25% capacity (Crabtree, 2020). However, going to a “*local specialty restaurant*” might not be preferred by the majority of the respondents possibly due to the availability of delivery during the pandemic. In connection with that, among 400 respondents, only 102 (25.6%) respondents preferred visiting “*architectural/historical monument*”. Although the respondents find more significance in “*enjoying sightseeing and sceneries*”, millennials in the Philippines are generally not interested in history. To support this analysis, in an event to promote Merrell’s products and the history of Intramuros, millennial participants were observed to “usually listen and rarely interact, unless they didn’t catch the story wholly in my commentaries” by Ronnie Gador and Dennis Geronimo Maristany- both esteemed tour guides and former professors. Maristany added that millennials prioritize taking selfies over paying attention to the guides’ lectures. The professor also added that history is “quite a challenge to teach”, especially in a time where social media is “the new normal” and millennials and younger generations are more engrossed in trending topics. Maristany also believes that apart from

a short attention span, millennials also want to hear “more salacious details”. Gador noted that the millennials’ low interest may be traced back to poor teaching methods of history (Reyes, 2017). Lastly, the least preferred tourist destination by millennials in the city of Manila is “ethnic villages”. Although millennials in the city of Manila

answered that “cultural immersion” is a significant travel motivation in Table 5, the respondents show to have preference over intimate travel and less towards travel wherein a lot of human interaction occurs as “getting away from crowds” is also a significant travel motivation to the respondents.

Table 3: Other Preferred Tourist Destination- Cities and Provinces in the Philippines

Cities and Provinces	Frequency	Percentage
Luzon		
La Union	11	2.75%
Palawan	11	2.75%
Baguio	10	2.5%
Batangas	6	1.5%
Tagaytay City (Cavite)	6	1.5%
Bicol, Bulacan, Cavite, Pangasinan, and Sagada (Mt. Province)*	3	0.75%
Baler (Aurora), Batanes, Camarines Norte, Camarines Sur, Ilocos Norte, Ilocos Sur, and Zambales*	2	0.5%
Antipolo, Benguet, Cagayan, Kalinga, Laguna, Morong (Bataan), Pampanga, Puerto Galera, Quezon Province, and Tarlac City (Tarlac)*	1	0.25%
Visayas		
Boracay (Aklan)	6	1.5%
Cebu	4	1%
Ilo-ilo	2	0.5%
Bacolod City (Negros Occidental), Bohol, and Leyte*	1	0.25%
Mindanao		
Siargao (Surigao del Norte)	6	1.5%
Davao	2	0.5%
Surigao del Sur	1	0.25%

*All of the cities and provinces that fall under 3 (0.75%), 2 (0.5%), and 1 (0.25%) respectively were combined with other cities and provinces that fall under the same frequency and percentage.

Table 3 presents the answers of the respondents in the open-ended question the researchers provided in the survey questionnaire asking “would you visit any other domestic destinations outside of Manila that was not mentioned in this part of the survey? Please list down as much as you can”. The majority of the respondents specified provinces from different island groups of the Philippines. The most frequently mentioned are destinations in Luzon namely: *La Union, Palawan, and Baguio*. The said destinations are well-known destinations that are accessible from the city of Manila. This indicates how during the pandemic, the respondents are interested or are already planning post-pandemic travel domestically.

Table 4: Other Preferred Tourist Activities and Destination with the Types of Tourism Applicable

Tourist Activities/ Destination	Type/s of Tourist Destination Applicable	Frequency	Percentage
Beaches	Nature	8	2%
Museums	Culture	5	1.25%
Amusement parks	Social	3	0.75%
Cinemas	Social	2	0.5%
Heritage sites	Culture	2	0.5%

Tourist Activities/ Destination	Type/s of Tourist Destination Applicable	Frequency	Percentage
Historical churches	Culture	2	0.5%
Specialty shops	Shopping	2	0.5%
Basketball	Sports	1	0.25%
Camping	Recreational	1	0.25%
Concert	Social	1	0.25%
Horror sites	Culture	1	0.25%
Lakes	Nature	1	0.25%
Philippine Arena	Social	1	0.25%
Research hubs	Professional	1	0.25%
Subic Bay	Nature	1	0.25%
Thrift shop	Shopping	1	0.25%

Table 4 further discussed the answers of the respondents in the open-ended question the researchers provided in the survey questionnaire asking “would you visit any other domestic destinations outside of Manila that was not mentioned in this part of the survey? Please list down as much as you can”. The most frequently mentioned tourist destination is “beaches” which falls under nature tourism. “Lakes” and “Subic Bay” were also mentioned which emphasizes how the respondents prefer nature-based sites since “being closure to nature” is a significant travel motivation to the respondents. “Museums”, “heritage sites”, “historical churches”, and “horror sites” that fall under cultural tourism were also mentioned for the reason that “enjoying sightseeing and sceneries” and “gaining new knowledge and skills” are very significant and significant travel motivations respectively. Social tourism

destinations such as “amusement parks”, “cinemas”, and “Philippine Arena” were also cited. This may be because “spending time with family and friends” and “being with or meeting people with similar interests” are very significant and significant travel motivations respectively.

In addition to that, some tourist destinations mentioned by the respondents fall under several types of tourism that were not discussed previously due to the limited presence of other types of tourism in the Philippines. The definitions that would be discussed are also based on the definitions of Mendel University (2020). For instance, some respondents mentioned “specialty shops” and “thrift shops” that fall under shopping tourism that is defined in this research as “traveling somewhere to buy something”. Additionally, a respondent mentioned “basketball” that falls under sports tourism which is defined in this research as anything sport-related that does not only involve sports activities but also being a spectator at sports events. Lastly, another respondent specified “research hubs” that falls under professional tourism which will be defined in this research as travel that includes “entrepreneurial, business trips, participation in conferences, visiting fairs and exhibitions, and incentive (rewarding, encouraging) tourism, aimed at improving the relations with employers or customers”. Therefore, this further indicates how the respondents are interested or are already planning post-pandemic domestic travel.

The Reason behind the Preferences of Millennials in the City of Manila for Post-Pandemic Domestic Travel based on Dr. Iso-Aloha’s Social Psychology Model of Tourism.

Table 5: Travel Motivations of Millennials in the City of Manila for Post-Pandemic Domestic Travel

Items	AWM	Interpretation
Seeking Personal Rewards (SPR)		
Being entertained and having fun	3.44	Very Significant
Enjoying sightseeing and sceneries	3.40	Very Significant
Seeing or experiencing new things or places (e.g. food, adventure, excitement)	3.39	Very Significant
Gaining new knowledge and skills (e.g., learning about culture/ history, educational experiences, sports)	3.18	Significant
Telling my friends about the trip	2.74	Significant
Seeking Interpersonal Rewards (SIR)		
Spending time with family and friends	3.27	Very Significant
Cultural immersion	3.10	Significant
Being with or meeting people with similar interests	2.93	Significant

Items	AWM	Interpretation
Helping a community	2.93	Significant
Meeting new people	2.73	Significant
Escaping Personal Environments (EPE)		
Relaxing or resting	3.46	Very Significant
Personal growth	3.27	Very Significant
Being away from daily routine	3.20	Significant
Escaping personal problems or pressures	3.18	Significant
Being away from family/friends	2.43	Less Significant
Escaping Interpersonal Environments (EIE)		
Enjoying a new environment	3.45	Very Significant
Being close to nature	3.25	Significant
Nostalgia	3.08	Significant
Getting away from crowds	3.05	Significant
Self-reflecting/spending time alone	2.99	Significant

Seeking Personal Rewards (SPR)

“*Being entertained and having fun*” is a very significant travel motivation to the respondents. Millennials are known for the generation’s tendency to opt for the fun and entertaining option even before the pandemic. A research project in the United States stated that compared to other generations, 78% of millennials showed a clear preference for experiences that are “fun and entertaining” because both are a “central theme among Millennials’ perceptions of special places” (PGAV Destinations, 2011). Hence, “*being entertained and having fun*” has always been a very significant travel motivation for millennials in the city of Manila.

Consequently, “*enjoying sightseeing and sceneries*” is also a very significant travel motivation. This may be due to millennials’ inclination towards enjoying sightseeing and sceneries even before the pandemic. In a study conducted by Lončarić et al. (2019) with 420 European millennials as respondents, in terms of dreaming about a tourist destination, “beautiful nature” is a dominant reason of 103 (15.25%) respondents. The said respondents pointed out that “beautiful beaches”, “clean nature”, “I like the scenery”, “interesting nature”, “sea, beaches and beautiful places”, “beautiful diversified landscape, warm weather all year”, “because it has everything a person would look for mountains and sea” characteristics were the reason behind this preference.

In addition to that, “*seeing or experiencing new things or places (e.g. food, adventure, excitement)*” is a very

significant travel motivation to the respondents due to millennials’ inclination towards adventures even before the pandemic, and now there is a pent-up desire to travel. According to Fromm (2021), a study by American Millennials stated that 69% of millennials deem themselves as adventurous. Millennials are also continuously attempting to find “more opportunities to diversify their lives and experience new cultures”. That being said, even after the pandemic, millennials still prefer novel and adventurous travel. Moreover, “*gaining new knowledge and skills (e.g., learning about culture/history, educational experiences, sports)*” is a significant travel motivation to the respondents. Condor Ferries (2020) stated that 78% of millennials desire to learn and to be educated while traveling. On top of that, millennials are 13% more probably inclined to locations that are significant historically and culturally as compared to other generations.

Lastly, “*telling my friends about the trip*” is significant to one’s travel due to social factors that help attain personal rewards. To support this analysis, according to Munar and Ooi (2012), the most important motivations for information sharing are altruistic and community-related. Sharing experiences online with helpful advice for the benefit of other people, and to play a part in the websites that people think much of or to sustain social contracts and relationships are substantial motivations for people (Munar & Ooi, 2012 as referenced by Araújo, 2017). Hence, telling one’s friends about the trip is significant for personal rewards.

Seeking Interpersonal Rewards (SIR)

“Cultural immersion”, “being with or meeting people with similar interests”, “helping a community”, and “meeting new people” are all significant travel motivations to the respondents that fall under Seeking Interpersonal Rewards (SIR). This may be due to millennials’ inclination towards becoming a part of the destination goal culture, more specifically, to experience authenticity and cultural immersion (Mya, 2020). However, when compared to “*spending time with family and friends*”, the average weighted means of the travel motivations initially mentioned are slightly lower possibly because the said travel motivations involve socializing, especially with people that the respondents are not familiar to. To support this statement, “*getting away from crowds*” under Escaping Interpersonal Environments (EIE) is a significant travel motivation to the respondents because people have become more wary and careful of interacting with strangers as a byproduct of the pandemic.

On the other hand, the respondents view “*spending time with family and friends*” as the only very significant travel motivation under Seeking Interpersonal Rewards (SIR) in a post-pandemic setting. This may be due to the respondents’ comfortability to spend time with friends and family compared to strangers since there is an established trust and familiarity amongst the parties. To support this analysis, McCabe World Travel in McLean Virginia’s director of marketing, Jessica Griscavage, stated that massive growth in “family and multi-generational travel” is foreseen once people are prepared to travel once more but distinctly and more safely (Kiesnoski, 2020). Thus, when people travel in a post-pandemic setting, the travel would most likely be with family and friends.

Escaping Personal Environments (EPE)

Amongst all the travel motivations under Escaping Personal Environments (EPE), “*relaxing or resting*” had the highest average weighted mean. The said item is a very significant travel motivation to the respondents possibly be due to the stress that the pandemic has brought and the challenges of daily life. To support this analysis, Graft (2020) stated that 82% of Americans travel to relax or reduce stress. Furthermore, the article also stated that 47% of millennials travel to relax and avoid stress (Wyse

Travel Confederation, 2018 as referenced by Graft, 2020). Hence, “*relaxing or resting*” is a very significant travel motivation to millennials in the city of Manila for post-pandemic domestic travel.

“*Personal growth*” is also a very significant travel motivation to the respondents. This may be due to the positive psychological benefits that travel brings to the well-being and growth of a person. To support this analysis, Fromm (2021) stated that millennials consider travel, especially international travel, as an important part of one’s “personal growth and life experience”. Subsequently, both “*escaping personal problems or pressures*” and “*being away from daily routine*” are significant travel motivations to the respondents because during the pandemic, strict lockdowns were implemented in the Philippines and most people have not been able to travel as much. Hence, building up an increased desire to escape one’s problems or pressures and daily routine. To support this statement, an article by Lapelosova (2020) stated that a great number of people view travel as a “positive means of escape”. In the article, Dr. Carla Marie Manly also explained that when the pandemic (“social distancing, self-quarantining, and other parameters are lifted”) is over, escapism travel will re-emerge because departing from one’s everyday problems and obstacles left by the pandemic will give confined travelers a great amount of healing and relief from stress.

Lastly, compared to all travel motivations in this study, “*being away from family/friends*” has the lowest average weighted mean that was interpreted as less significant. As presented in table 5, the respondents find “*spending time with family and friends*” under Seeking Interpersonal Rewards (SIR) a very significant travel motivation for post-pandemic domestic travel. This establishes that the respondents prefer to be with family and friends, instead of being away from the said social groups possibly due to familiarity and the time spent apart during the pandemic.

Escaping Interpersonal Environments (EIE)

Among the travel motivations mentioned under Escaping Interpersonal Environments (EIE), “*enjoying a new environment*” has the highest average weighted mean that is interpreted as very significant. Due to the lockdowns, a lot of people are stuck indoors in one’s usual environment.

Hence, there is a pent-up desire to be someplace else. In a research made in Indonesia regarding “The Shifting Trends in Travelling After the COVID-19 Pandemic” that was written by Kusumaningrum and Wachyuni (2020), the respondents’ third preference among five motivations is fantasy motivation that is defined as “the desire of tourists to break away from the monotonous routine of daily life and is related to psychological satisfaction” (Utama, 2012 as referenced by Kusumaningrum & Wachyuni, 2020).

Additionally, the respondents see “*being close to nature*” as a significant travel motivation for post-pandemic domestic travel. During the lockdown, most of the respondents were stuck in the city (Manila), unable to see a different environment. That said, the respondents would want to travel to places that are intimate and away from one’s usual environment. Furthermore, according to Sentimantle (2020), as cited by The World Travel & Tourism Council (2020), the first ones to travel would be “risk-averse travelers” and “early adopters” (e.g., backpackers, surfers, mountain climbers) as these travelers are more adventurous. Additionally, these niche verticals, according to BigCommerce (2016) are business niches where sellers are serving a particular audience and their set of needs, are typically interested in immersing themselves in nature, staying active, and visiting secluded communities. These niche verticals also do not have the usual fear of crowds. However, to avoid the crowds, the “off-the-beaten-path nature and outdoor destinations” will be explored further by travelers. Both scenarios point towards travel that is more intimate with nature. As mentioned previously, millennials are the most adventurous market segment, also known to be the most “cost-conscious traveler” searching for more authentic experiences (Mampusti, 2020). With that in mind, millennials are likely to be the first ones to travel in a post-pandemic setting, especially in a nature tourism destination.

“*Nostalgia*” is also a significant travel motivation that may be due to the positive psychological effects that reminiscing brings. During times of crises, like the COVID-19 pandemic, remembering fond memories helps people cope with emotions. To support this analysis, according to Johnson (2020), Le Moyne College’s psychology professor Krystine Batcho believes that during the pandemic, the re-emergence of nostalgia is a natural response. According to the professor, “generally, people

find comfort in nostalgia during times of loss, anxiety, isolation, or uncertainty”. That being said, millennials in the city of Manila find significance in experiencing sentimentality when traveling in a post-pandemic setting as heavy emotions were experienced during the pandemic and “*nostalgia*” can be considered as a helpful coping mechanism to alleviate unwanted feelings.

Furthermore, the respondents view “*getting away from crowds*” as a significant travel motivation. One byproduct of the coronavirus pandemic is the aversion of people from being around a big crowd- people are now wary of the safety of being in crowded places. According to Florian Kock, an associate professor of Marketing and Tourism at Copenhagen Business School, overestimating public spaces’ crowdedness and the feeling of discomfort in crowded locations such as restaurants or shopping malls is a COVID-19 threat byproduct. The professor also added that businesses’ comprehension of the long-term psychological impact of the COVID-19 pandemic is important for businesses’ success during and after the pandemic (Copenhagen Business School, 2021). Hence, for respondents to feel safe and comfortable when traveling in a post-pandemic setting, travel destinations must ensure millennials in the city of Manila that the location is not crowded.

Lastly, “*self-reflecting/spending time alone*” is a significant travel motivation to the respondents. On the contrary, “*spending time with family and friends*” under Seeking Interpersonal Rewards (SIR) was shown to be a very significant travel motivation to the respondents. Having said that, there is a possibility that the respondents would like to travel several times- alone and with social groups, especially since there is a pent-up desire to travel. In either way, even though a great number of people find significance in “*self-reflecting/spending time alone*”, “*spending time with family and friends*” is a bigger priority for the millennials in the city of Manila.

Conclusion

When the COVID-19 pandemic hit, the tourism industry was heavily affected. As of this writing, it remains to be so. In the Philippines, lockdowns were implemented and that resulted in a great number of jobs at risk. Luckily, like any crisis that the hospitality and tourism industry has experienced in the past, stabilization comes subsequently

after the recovery period (Stuart-Hill & Sutfin, 2020). In the Philippines, the Department of Tourism anticipates that domestic tourism will have an essential role in jumpstarting the Philippines' road to recovery after the instability of the tourism industry in 2020 (Gonzales, 2020). Hence, why this study focused on the post-pandemic domestic travel preferences of millennials in the city of Manila.

The results of the study show that majority of the respondents are composed of 20-25-year-old single females who are unemployed. Consequently, among 12 tourist destinations, millennials in the city of Manila show to have a preference towards two tourist destinations that fall under nature tourism, specifically "*water activities site*" and "*physical activities on land*", that owes to the fact that "*being entertained and having fun*" was a very significant travel motivation, and "*being closer to nature*" and "*getting away from crowds*" were both significant travel motivations to the respondents. The respondents also showed a preference to "*resort spa*" that falls under recreational tourism seeing that "*relaxing or resting*" was a very significant travel motivation to the millennials in the city of Manila.

Conversely, the three least preferred tourist destinations are "*architectural/historical monument*" and "*ethnic village*" under cultural tourism, and "*conservation area*" under nature tourism. This may be traced back to the fact that millennials are generally not interested in history. Mr. Dennis Geronimo Maristany noted that history is "quite a challenge to teach", especially in a time where social media is "the new normal" and millennials and younger generations are more engrossed in trending topics (Reyes, 2017). On top of this, although millennials in the city of Manila answered that "*cultural immersion*" is a significant travel motivation, the respondents show a preference for intimate travel and less towards travel wherein a lot of human interaction occurs as "*getting away from crowds*" is also a significant travel motivation to the respondents. Additionally, compared to other nature tourism destinations that ranked highest, "*conservation area*" ranked lower possibly because locals are unaware of the advantages of local conservation, and conservation groups are still struggling to find dependable funding sources for the destinations' long-term success (Dasgupta, 2016).

The travel motivations that were loosely based on the work of Hsu and Wolfe (2004) and the four (4) motivational classifications that were based on "The Social Psychology Model of Tourism" by Dr. Seppo Iso-Aloha (1983) were used to determine the travel motivations of millennials in the city of Manila for post-pandemic domestic travel." "*Relaxing or resting*", "*enjoying a new environment*", and "*being entertained and having fun*" are the travel motivations that had the highest weighted average mean because there is a pent-up desire to travel since the pandemic caused a great number of people to be stuck indoors. People also want to travel and have fun due to the stress that the pandemic has brought and the challenges of daily life. The only travel motivation that was interpreted as less significant was "*being away from family/friends*" since the respondents find "*spending time with family and friends*" a very significant travel motivation for post-pandemic domestic travel. This establishes that the respondents still prefer to travel intimately with family and friends post-pandemic.

The respondents show to be reluctant to travel to dense and interaction-filled places which is a byproduct of the pandemic. Hence, the researchers would recommend the Department of Tourism, tourism organizations, and private sector tourism stakeholders to ensure the travel destinations' cleanliness, safety, and strict adherence to health protocols. Additionally, they can improve and market lesser-known sites to alleviate mass tourism and decongest crowding in popular sites. These actions could make millennials encouraged and comfortable to travel in a post-pandemic setting.

Consequently, tourism educators and students should also work hand in hand to increase knowledge regarding managing and marketing varied types of tourism to increase the domestic tourism offerings within the country with the help of SWOT (strengths, weaknesses, opportunities, and threats) and PESTLE (political, economic, social, technology, legal, and environment) analysis. Shedding light on safety and sanitation would also be beneficial for both tourism educators and students due to the long-term psychological effects of COVID-19 on people and the industry, and as a precautionary measure, in case a similar event occurs in the future.

Lastly, it is recommended that future researchers conduct a wider range of studies in how to market less preferred

destinations for post-pandemic tourist destinations or how the SWOT and PESTLE analysis of businesses in the tourism industry changed during the pandemic. The studies' participants are recommended to gradually expand regionally before having global respondents to allow respondents to gently and comfortably travel internationally once. Weighing in other determining factors for travel such as budget and disposable income would help specify the results of the study. Moreover, future researchers may also opt for an interview in addition to a survey to be able to ask follow-up questions and explanations necessary for the study.

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