Breakthrough of Travel and Tourism: A Technological Perspective of its Implications to Host Community in Barili, Cebu, Philippines

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Abstract

The effects of technology on travel have led to important breakthroughs and fascinating prospects. Travel and tourism are made more convenient by information and communication services, bookings, and reservations systems. As a result, this study complies with the requirements of a mixed-methods approach and a descriptive-quantitative research design. Reservations and ticketing, lodging and accommodation, food and beverage, transportation services, tour services and rental services were some of the sectors where technology is mostly utilized for travel and tourism specially to local tourism attractions. The findings indicated a significant impact of technology on travel and tourism to the community. This suggests that the breakthrough of technology to travel and tourism brought changes and development for the industry to continue grow and prosper as technology and tourism works together as both has major effects to the other and in order to fully manifests its maximum potential and benefits.

Keywords: breakthrough, travel, tourism, technology, local community

Introduction

The full spectrum of stakeholders is brought together by technological developments in tourism service ecosystems. Travelers are increasingly assisted by technology-enhanced tourist experiences to co-create value at every level of their journeys. (Buhalis, D. 2019).

Vidal, Belen (2019) emphasized how well technology and travel complement one another. It enables the tourism industry to flourish and draw in the desired market from a business perspective. Entire (2018) emphasized how technology has lowered expenses, increased operational effectiveness, and enhanced services and customer satisfaction. A better reservation, guest service, and communication system will benefit both customers and businesses.

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According to Baines (1998), technology does give the sector a chance to raise the caliber of the services it provides. Partnerships between a number of businesses, including those in the fields of transportation, lodging, catering, entertainment, and cultural heritage, are the foundation for the development and delivery of tourism products.

University of Ohio 2021 on its article on the Five Advancements in Transportation Technology that a revolution is currently taking place in transportation technology. While new ideas are ready to completely transform how we move, new technologies are increasing the effectiveness of existing transportation techniques.

Millennials have also played a significant role in this paradigm shift. They love to travel and are also passionate about new technology. This combined interest has given way to a new context where social media, apps, blogs, and more have an important part to play when it's time to play a trip (Vidal, B. 2019). The seven most important tech solutions for the tourism industry such as mobile technology, augmented reality, internet of things (IoT), virtual assistants, big data, blockchain and 5G are some of the technological advances currently living mark on the industry and bring significant changes to travel and tourism sector.

With the advent of mobile computers, web technologies, etc., tourism businesses can now contact their target customers anywhere in the world with just a single keystroke. Additionally, he argues that the development of the tourist sector depends on efficient and quick ICT infrastructure and software applications in the tourism and hospitality sectors (Bethapudi. (2013)

Due to its labor- and capital-intensive nature, tourism has a significant impact on the Philippine economy. Hence, with tourism and technology, each of these industries continues to evolve and make significant changes where one has a significant effect to the other. Thus, this paper looks into how the local community in Southern Cebu has felt the effects and implications of technology to travel and tourism. Its results will serve as reference on where the industry can benchmark specifically on the latest technological advances to tourism development in the locality.

Materials and Methods

Research Design

The study follows the guidelines for evaluative, descriptive, and quantitative research design, along with a strategy that makes use of mixed-methods methodologies. This methodology clarifies the research problem and provides a more focused study direction (Creswell & Plano Clark, 2007).

Quantitative research focuses on gathering and extrapolating numerical information about individuals or phenomena across groups of people. Focused group discussions, questionnaires, interviews, surveys, and records from the municipality's tourism bureau were all utilized.

Research Environment

The Municipality of Barili, Cebu, Philippines, has numerous barangays where this study is being conducted. Approximately 61 kilometers from Cebu City, the Municipality of Barili is in the southwestern of Cebu.

Research Respondents

The respondents one hundred respondents categorized into tourists, local businessmen, local residents and local tourism officials in the community.

Research Instruments

Based on the study's sources, modified-adopted survey tools were used. The study by Liberatro, Pedro Manuel da Costa, et. al. (2018) on the topic of "Digital Technology in a Smart Destination; The Case of Porto" served as the foundation for the technological variable used to assess the effect of technology on regional tourist attractions. On the respondents, survey questionnaires, interviews, and targeted focus groups were held. The interpretation was done using a 4-point Likert scale. Great Impact (4): Consistently agrees with the indicator; Moderate Impact (3): Consistently agrees with the indicator most of the time; Less Impact (2)- Disagrees to the indicator most of the time; No Impact at All (1)-Disagrees to the indicator all the time.

Data Analysis

The data gathered from the responses of the questionnaires were tabulated, analyzed and subjected to the statistical treatment. The following statistical treatments were used for the study:

1.   The weighted mean of each item in the questionnaire were determined through the following formula.

Formula: $X = \dfrac{\sum f_i W_i}{n}$

Where:

$\bar{x}$ = weighted mean

f = frequency under each scale

w = rating of each indicator

n = number of respondents

2.   For the purpose of interpreting the weighted mean of each item the following hypothetical mean range were interpreted using the following:

Mean Range   Interpretation

3.26 - 4.00   Great Impact (GI)

2.51 – 3.25   Moderate Impact (MI)

1.76 – 2.50   Less Impact (LI)

1.00 – 1.75   No Impact or Effect at all (NE)

Results and Discussions

Distribution of Respondents

The distribution of the research respondents of the study. A total of one hundred (100) research respondents categorized into tourists, local businessmen, local residents and local tourism officials in the community.

Technological Services to Local Community

The use of technology in terms to travel and tourism is essential to the overall experience of tourists or travelers. Reservations and ticketing have an averaged mean of 3.27 or Great Impact. With the advent of technology people who wish to travel anywhere in the world already has the convenience of booking tickets and making reservations with the use of internet. With internet they can now access, make reservations and bookings, in major service providers for hotel, restaurants, airlines and other tourism providers.

Lodging and accommodation has an average mean of 3.27 which means Great Impact. Lodging firms continue to evaluate new technologies, including such items as robotics, for housekeeping and room service applications. Computer-aided design, now commonly applied in lodging and food-service design, may well be enhanced in the future using virtual reality techniques where

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the designer or operator maybe able to experience the facility before it is constructed. Stipanuk, D. M. (1993).

Table 1: Technology Services used in Local Tourism Attractions (n= 100)

Indicator	Tourists		Local Entrepreneur/ Businessmen		Local Residents		Local Tourism Officials		Average
	$\bar{x}$	Int.	$\bar{x}$	Int.	$\bar{x}$	Int.	$\bar{x}$	Int.	
Reservations and Ticketing	3.50	GI	3.33	GI	3.4	GI	3.25	GI	3.37
Lodging and Accommodation	3.27	GI	3.28	GI	3.25	GI	3.28	GI	3.27
Food and Beverage	2.72	MI	2.98	MI	2.87	MI	2.98	MI	2.89
Transportation Services	2.62	MI	2.66	MI	3.01	MI	2.83	MI	2.78
Tour Services	3.25	GI	3.27	GI	3.01	MI	2.70	MI	3.06
Security Services	2.62	MI	2.66	MI	3.01	MI	2.83	MI	2.78
Grand Mean	**2.56**	**MI**	**2.59**	**MI**	**2.65**	**MI**	**2.55**	**MI**	**3.13**

Food and Beverage has an averaged mean of 2.89 which means Moderate Impact which can be deemed that the local establishments in the community still have to engaged into advanced technological trend such as digital menu, remote ordering, food delivery apps, online food surveys, etc.

Transportation Services has an averaged mean of 2.78 which means Moderate Impact. The host community in the locality is not readily adapting the technological advances brought by new technologies in the market. The most common transportation services such as motorcyles, buses, pedicabs, etc. were utilized by the locals as well as the tourist. However, electric motorbikes are becoming popular in the community and is one evidence that the locals are open to technological advancement.

Tour Services (programs, special offers, tour package reservations, etc.) has an averaged mean of 3.06 which means Moderate Impact. With internet promotional advertisements and marketing for local attractions are made available.

Security Services has an average mean of 2.78 which means Moderate Impact. The could mean that tourism sectors in the community still has to adapt to latest security trends such as the use of security cameras, webcameras, GPS, QR Code Technology which helps monitor security rounds.

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Conclusion

Based on the result of the study, the implications brought by technology to travel and tourism was greatly manifested by the community. The technological advances enabled tourists to have an easy access and convenience to travel and tourism services. Reservations and ticketing, lodging and accommodation, food and beverage, transportation services, tour services and security services is where technology is mostly utilized for travel and tourism specially to local tourism attractions. Almost all of these technological advances have been manifested by the local community, however, not to the its greatest manifestations as it would depend on the availability and capacity of local tourism providers to avail such. Nevertheless, as technology continues to grow so as the adaptation of latest trends to boost tourism in the community. Hence, these findings indicated a significant impact of technology on travel and tourism. With the adaptation of technology and willingness of the tourism providers to invest in such, the convenience and ben benefits it carries outweighs its risk. As tourism is a promising and growing industry to invest so thus with the use of technology. Nevertheless, change is the only constant thing we are used to, more so with the fast and ever dynamic world of travel and technology, Hence, this paper could provide interesting and beneficial knowledge to researchers, students, the industry and society in general.

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