

INFLUENCE OF SAFETY PRACTICES, PRICE SENSITIVITY, AND GUEST DELIGHT IN SELECTED BEACH RESORTS IN MISAMIS ORIENTAL

Jean Rose Abitona ¹, Raquel Saab ²

Lourdes College, Cagayan de Oro City, Philippines

ABSTRACT

The hospitality sector is constantly changing, with guest delight emerging as a vital factor in economic success. This study examined the influence of safety procedures and price sensitivity on guests' satisfaction, using the descriptive-correlational research design. The study is anchored from Expectancy-Disconfirmation Theory (EDT), in supporting safety practices including health and hygiene practices, physical security, and environmental safety, so as with the price sensitivity together with customer value theory for the measuring the guest delight. Data were collected from 100 guest of the selected resorts in Misamis Oriental through surveys and analyzed using statistical methods such as descriptive statistics and multiple regression analysis to and to determine the influence of the safety practices, price sensitivity and guest delight. The questionnaire was adapted from Pabilando, Reymark and Barahan, Claire & Mangco, (2022), Low, et al. (2013) Haguison, et al. (2017). Findings reveal that only health and hygiene protocols had a marked influence on guest delight while physical security, environmental safety, and price sensitivity had little correlation with satisfaction. This means that the guests still considered health and sanitation as vital building blocks in forming the guests' experience. This suggested investment in guest delight, competitiveness of the industry, and the long-term development of tourism commissions all require the cooperation of all stakeholders: tourists, resort owners, employees, government agencies, and researchers, in promoting, and observing the principles of safety, hygiene, reasonable pricing, and tourism sustainability.

Keyword: *Safety Practices, Price Sensitivity, Guest Delight, Expectancy Disconfirmation Theory, Customer Value Theory, Health and Hygiene Practices, Physical Security*

1. INTRODUCTION

The hospitality sector is constantly changing, with guest delight emerging as a vital factor in economic success. Given the increased knowledge of health and safety issues, after of worldwide crises like the COVID-19 epidemic, visitors now choose safety throughout their hospitality encounters. Moreover, price sensitivity which guests modify their purchasing behavior in response to price changes—remains an important component that might influence perceived value and pleasure. (Calabrese, 2022)

The need for safety matters alongside pricing are becoming very important for the decision-making process in tourism as substantiated in literature. Tourists have a particular perception and attitude towards give destinations which are greatly influenced by safety concerns (Adhuze, 2023; Peric et al., 2018) while pricing always guides the

level and way a traveler chooses to stay (Rodríguez et al., 2018). This shift has already been noted by the Department of Tourism (DOT) which made clear that almost 40% of tourists in 2019 reported worrying about the price of accommodation. In response, DOT partnered with resort operators to lower prices while implementing additional safety features, focusing on promoting natural tourist attractions through digital marketing.

The study seeks to evaluate the influence of price sensitivity and health and safety protocols on guests' satisfaction in some selected resorts at Initao, Misamis Oriental. The output of the model will give insights on how safety precautions and visitor experience correlate hence enabling resort management to use this valuable information to enhance safety protocol and pricing policy with visitor expectations.

2. THEORETICAL AND CONCEPTUAL FRAMEWORK

This research focuses on the influence of safety measures as well as price sensitivity on guest satisfaction in resorts because safety as well as cost greatly influence the experience of visitors. It is based on Expectancy-Disconfirmation Theory (EDT) by Oliver (1980) which discusses customer satisfaction as the result of expectation and actual service performed. Where service provided exceeds expectations, positive disconfirmation results in satisfaction; where service falls short not meeting expectations, negative disconfirmation leads to dissatisfaction (Awara & Anyadighibe, 2014). Therefore, EDT is useful in analyzing how the safety and pricing policies of Initao resorts can or fails to exceed guests delight.

Adding on to the support of the study is the Customer Value Theory (CVT) proposed by Sheth, Newman and Gross (1991) which posits that customer delight comes from a variety of value dimensions being: functional, emotional, social, epistemic and conditional. Safety measures provide functional value by guarding the guests, while price sensitivity is conditional value because it determines the price guests are willing to pay based on what they stand to gain. When resorts enhance their affordability alongside the quality of services offered and hand-in well-established safety protocols, the guests' emotional and functional needs are met, therefore, overall guest satisfaction increases (Lemon & Verhoef, 2016; Kotler et al., 2019).

This research incorporates EDT and CVT for assessing the guest participation behavior regarding the implementation of safety measures and pricing at resorts located in Initao, Misamis Oriental. Health and hygiene practices—security of properties, customer confidentiality, environmental safety, and other hygiene standards—are important contributors to functional value and overall satisfaction. Properly managed price sensitivity helps ensure that guests feel they are receiving value for their expenditures, which positively contributes. These factors are mutually interdependent and crucial to building customer satisfaction and retention, which is essential to the success of a resort.

The framework in this study looks at how two independent factors—price sensitivity and safety practices—influence guest delight as the

dependent factor. Price sensitivity is the ability of resort rental prices to influence what guests think and feel. If a resort is priced attractively, those who watch their budget often believe it is better value. Examples include how affordable a product is, how much people think it's worth and how willing they are to pay for it. Otherwise, measures in place ensure that everyone stays safe, private and helps protect the environment. These sub-variables are split into health and hygiene procedures, safety of customers' personal items and physical security. Guest trust and delight depend on the use of routine cleaning, strict cleanliness guidelines and preventive health procedures. To ensure safety, companies protect both their guests' personal belongings and safeguard customer details. Environmental safety emphasizes ways to reduce harm to nature, using methods valued by today's environmentally aware travelers. They help protect guests and increase the reputation and loyalty of the resort. Guest delight is when guests experience much more satisfaction than they expected. This kind of satisfaction is caused by stronger emotions of value and safety than the usual kind. If both hygiene rules and prices are taken care of, it is more likely that guests will have a positive experience. The framework shows that using effective pricing and safety initiatives help ensure positive experiences for guests at the selected resorts of Initao, Misamis Oriental.

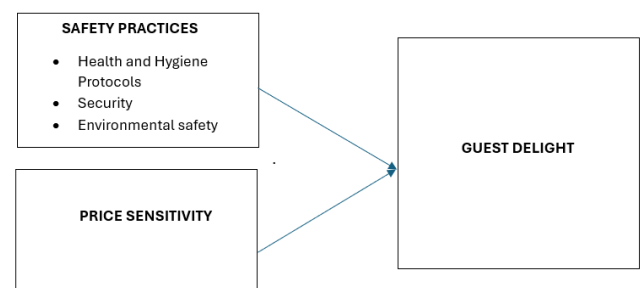


Figure 1. The Schematic Presentation of the Study

3. OBJECTIVE OF THE STUDY

This study aimed to understand how client satisfaction is affected by safety procedures and price sensitivity in a few Misamis Oriental resorts.

4. METHODS

This study uses descriptive-correlational research design. Using a random sampling technique, 100 guests from various resorts in Misamis Oriental during the 2025–2026 academic year took part.

The research tools were modified from Low et al. (2013), Haguisan et al. (2017), Claire & Mangco (2022), and Pabilando, Reymark, and Barahan. High internal consistency across all domains was confirmed by Cronbach's alpha values. Strict adherence to ethical principles was maintained, with a focus on voluntary involvement, informed consent, and confidentiality. Assessments and skills were analyzed using descriptive statistics, and factors affecting visitor satisfaction were found using multiple regression. The results of this analytical approach were dependable, moral, and perceptive.

4.21 – 5.00	Strongly Agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

5. RESULT AND DISCUSSION

Summary Table of the Resort's Safety Practices

Range	Description		
Dimensions		M	Interpretation
Health and Hygiene Protocols		4.10	Very Good
Security (Physical Security)		4.11	Very Good
Environmental Safety		4.13	Very Good
Overall		4.12	Very Good

Findings presents the summary of the participants' evaluation of the safety practices of the resort in its entirety. Health and Hygiene Protocols (M = 4.10, SD = 0.57), Security on Valuable Things (M = 4.11, SD = 0.60), and Environmental Safety (M = 4.13, SD = 0.63) all achieved the interpretation of "Very Good." Resort's overall mean rating of 4.12 with a standard deviation of 0.60 is also evidence that the resort is performing quite well in maintaining safety practices in various areas. This is further demonstrated by the fact that Environmental Safety received the highest rating which shows guests' favorable response towards environmental friendliness. Several scholarly investigations have repeatedly discussed the exceptional role of protective actions with regard to customer perception and their behavioral intentions in hospitality contexts. As Quan et al. (2022) argue, the application of safety and protective measures in the hotels of a particular region greatly determines the level of security guests perceive during their stay, which influences their intention to return. Ugao and Apritado (2023), while doing research on the hotel industry

in the Soccsksargen region, discovered that guests not only acknowledge the relevance of safety measures, but are also committed to brand loyalty and even willing to pay more if such measures are implemented. Overall, these findings have an important bearing on the relationship linking perceived safety, service quality, and guest loyalty, thereby underscoring safety as a fundamental determinant of guest satisfaction.

Moreover, hygiene and sanitation issues have become more relevant in light of recent health developments. Islam et al. (2023) analyze how today's hotel patrons pay special attention to hygiene measures and whether those who are recommended to a hotel would visit the hotel. Their research proves that meeting the high requirements of hygiene adjusted to the customers' need can greatly enhance their trust and satisfaction. Perić et al. (2022) also studied the hospitality industry in Serbia and documented the positive impact of the rigorous health policies applied during the COVID pandemic on guest satisfaction and their probability of returning.

Frequency, Percentage and Mean Distribution of the Participants' Sensitivity the Price of Resorts

Range	Description	Frequency	Percentage
4.51-5.00	Strongly Agree	32	32.00
3.51-4.50	Agree	58	58.00
2.51-3.50	Neutral	10	10.00
1.51-2.50	Disagree	0	0.00
1.00-1.50	Strongly Disagree	0	0.00
Total		100	100.0
Overall Mean		4.25	
Interpretation		Agree	
SD		0.51	

Price Sensitivity		M	Description	SD
1	Discounts or special offers influence my decision to book a resort.	4.38	Agree	0.72
2	I pay close attention to the price when choosing a resort.	4.36	Agree	0.67
3	Price plays a big role in my decision about where to stay.	4.32	Agree	0.71
4	I usually compare prices between resorts before booking.	4.32	Agree	0.65
5	I prefer resorts that offer low-cost or discounted options.	4.21	Agree	0.76
6	I am willing to pay more for extra amenities or better service at a resort.	4.20	Agree	0.71
7	Negative reviews about pricing make me less likely to book a resort.	4.14	Agree	0.7
8	I often choose a different resort if the price increases slightly.	4.04	Agree	0.68

Table 2 presents the level of sensitivity of participants towards the resort pricing strategy is analyzed using frequency, percentage, and mean distribution. Most respondents fall within the "High" sensitivity range," which is 58%. Moreover, 32% fall within "Very High" sensitivity" range. Only 10% of respondents claimed their sensitivity level to be "Moderate." Moreover, no participant responded with "Low" or "Very Low," sensitivity. Additionally, the overall average value of 4.25 and the standard deviation of 0.51 suggests respondents, in general, sustain a strong sensitivity towards resort pricing. Thus, it appears that pricing fundamentally affects selection of accommodation. Furthermore, it is curious to note that participants tend to strongly agree with comparing prices across different resorts (M=4.32) and that they are willing to pay more for additional services (M= 4.20), showcasing an equilibrium between cost and value. Even minor price increases along with negative pricing evaluations seem to influence decisions as demonstrated by mean scores of 4.04 and 4.14 respectively. All in all, these findings indicate that

price is a deciding factor regarding consumer behavior, meaning that resorts need to strategically position their services at competitive and value-oriented prices.

This implies that resort should be mindful in implementing price strategies as the guest are highly considerate and sensitive to the changes. This result is supported with several studies, for instance Gupta et al. (2023) observed that with the advancement in technology, guests are more willing to pay additional costs for resorts which actively advertise and implement sustainable practices. The study shows that when resorts exhibit ethical business practices and stewardship, guests perceive this as value added and therefore, they become less sensitive to higher pricing. In the same way, resort guests are not only drawn to tangible and physical features but are also interested in the overall philosophy of the resort and its commitment to sustainability as highlighted in Mosquera's and Ylagan's (2024) research

Frequency, Percentage and Mean Distribution of the Participants' Extent of Delight of the Beach Resorts

Range	Description	Frequency	Percentage
4.51-5.00	Strongly Agree	25	25.00
3.51-4.50	Agree	53	53.00
2.51-3.50	Neutral	22	22.00
1.51-2.50	Disagree	0	0.00
1.00-1.50	Strongly Disagree	0	0.00
Total		100	100.0
Overall Mean		4.25	
Interpretation		High	
SD		0.51	

	Guest Satisfaction	M	Description	SD
1	I am happy with the quality and variety of food at the resort.	4.07	Agree	0.71
2	I am happy with the cleanliness, comfort, and overall condition of my room.	4.07	Agree	0.73
3	I am satisfied with the service and assistance from the front desk staff.	4.07	Agree	0.76
4	I am satisfied with the selection and quality of drinks at the resort.	4.04	Agree	0.75
5	I am pleased with the facilities and amenities provided at the resort.	4.03	Agree	0.72
6	I am pleased with the housekeeping services, including the quality and frequency of cleaning.	4.03	Agree	0.73
7	I am satisfied with the professionalism and effectiveness of the security staff at the resort.	4.03	Agree	0.76
8	I am happy with the overall food and beverage service at the resort.	3.97	High	0.74

Findings shows that participants demonstrated a high level of satisfaction towards beach resorts, evidenced by mean values of 4.25 and standard deviation of 0.51. A very large proportion, that is, 78%, reported 'very high' and 'high' levels of satisfaction. On the other side of the spectrum, 22% reported a moderate level of satisfaction. It is worth noting that no participants marked 'low' or 'very low' satisfaction. This shows that, in general, respondents are satisfied with the beach resorts. Out of all the indicators evaluated, three stood out with a mean of 4.07 (SD=0.71,0.73, and 0.76). First, guests reported high satisfaction with the quality and variety of food at the resort, followed by the cleanliness, comfort, and condition of their rooms which highlights the critical importance operational hygiene plays in guest satisfaction with the beach resorts. Third,

the front desk staff also scored highly on the services and assistance provided to guests. In summary, these results suggest that satisfaction is associated with a blend of physical, service, and amenity comforts. Satisfaction in hospitality is heavily intertwined with several factors like food quality, accommodation, and cleanliness which impacts overall satisfaction. Rahayu et al. (2022) stressed that food quality has a direct and impactful influence on the satisfaction level of banquet attendees, confirming culinary satisfaction remains pivotal to guest contentment. Supriyanto and Octafian (2021) parallelly supported this in their work regarding hotel restaurant, arguing that high-grade food serves as the basis of guest delight particularly in service-centered restaurants. Based on these findings, it can be argued that constructing a reputable dining

facility is not an extravagant addition, but rather a necessity for providing delightful experiences.

Furthermore, the level of comfort provided by accommodations alongside other amenities, save for the cuisine served, significantly contribute to relaxation and enjoyment. Dewangga et al. (2024) observed guests' satisfaction in resorts is primarily affected by the pleasant room's atmosphere and operational amenities' upkeep.

Cleanliness emerged as an essential aspect in several studies. In this regard, Venysia et al. (2024) linked the courtesy shown by front desk attendants to an aggrandizement of cleanliness and order throughout the hotel's operations while Jatmiko and Sandy (2023) suggested that the communication and attention of the front desk staff greatly enhance the service quality offered to the guests.

Regression Analysis of the Influence of the Resort's Safety Practices, and the Participants' Sensitivity to the Resort Price on their Delight

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.660	.478		1.38	.170
Health & Hygiene Protocols	.635	.100	.591	6.33**	.000
Security	.081	.107	.079	.753	.454
Environmental Safety	.040	.106	.041	.378	.706
Price Sensitivity	.065	.096	.054	.677	.500
Model Summary					
R = .677 R ² = .458 Adjusted R ² = .435 F (4,95) = 20.04** p = .001					

****significant at 0.01 level**

Result shows that the whole model is significant with $F(4,95) = 20.04$, $p = .001$. Thus, the null hypothesis is rejected. Guests who rate the resorts highly and are more sensitive to the price of the resort's services also delight in the resort more. This implies that resort needs to focus more on improving health and hygiene safety protocols to meet guest expectations and satisfaction. Also, implementing fairness in value pricing will help mitigate price sensitivity while enhancing guest delight. Balancing the value perception of resort

safety measures against resort profitability will enhance guest loyalty and satisfaction. This is supported with a study from Haryandini and Widhiastuty (2022) focus on the combination of health and hygiene and its impact on satisfaction and Hotels with high health and hygiene standards tend to have high guest satisfaction. Additionally, Nikolic and Mitrovic (2021), states that guests are delighted with exceptional service and do not mind when a hotel charges premium prices as it clearly enhances guest satisfaction. Furthermore, 45.8 percent of the variability of their experience of delight can be accounted for by a combination

of the predictor variables in this study. The remaining 54.2 percent may be attributed to other factors not covered in this study such as resort's location, customer service, resort's reputation, and availability of unique experiences (e.g., activities, Amenities, entertainment and other local attractions).

To support the idea, several studies will be presented. The location of a business affects the experience of a customer in relation to perception of value and overall satisfaction. Quitoriano et al. (2024) showed that the availability of attractive tourist destinations in proximity to the resort enhances the level of customer satisfaction and loyalty because customers can access those destinations easily. Alongside these attributes, customer service is very important for the business as well. As pointed out by Emuy et al. (2024), exceptional customer service at beach resorts delights customers and ensures that they return because customer satisfaction and retention are greatly influenced by high quality service. The reputation of the resort is equally important because it helps to form expectations towards the resort and the quality perception. Quality service enhances a guest's experience at a resort and such resorts with a good reputation often gets renewed business, which statistically indicates higher guest satisfaction (Ocampo et al., 2023). Furthermore, every guest is seeking distinct happiness that comes from unforgettable experiences. These airlines create brand loyalty by providing customized services that include culturally distinct features and memorable experiences (Quitoriano et al., 2024). Hence, these elements—location, customer service, and reputation—are the building blocks of satisfied customers and returning clients.

6. CONCLUSION

This study sheds new light on how resort safety practices and guest price sensitivity interact to influence guest delight for beach resorts. The results reinforce the necessity of paying attention to strict health and hygiene protocols as major drivers of customer satisfaction. The overwhelming positive effect of health and hygiene also corresponds with the prevailing consumer attitude regarding the importance of safety and cleanliness as critical determinants of choice, especially in a post COVID-19 environment. Such practices are essential and fundamental for the sector. This reinforces the

idea that guests' expectations about safety and hygiene protocols make it imperative for resorts to observe these standards.

Moreover, the research verifies that in this context, environmental safety and physical security, while relevant, do not exert a major impact on guest delight. This implies that these factors may play a role in establishing a foundational level of comfort and security but are unlikely to provoke an emotional reaction from guests to the same degree as health and hygiene considerations. Also, the ascribed sensitivity to pricing clearly indicates that price does have a major impact on guests, although it is the overall value—composed of the standard of hospitality offered, precautions taken, and the guests' experience—that determines guest delight and loyalty.

Resort managers may find useful insights from the study. Focus on refinement of health and hygiene protocols will positively delight guests. Additionally, if resorts adopt fair market pricing and value-oriented pricing, it reduces price sensitivity, thus increasing guest loyalty. These findings highlight the need for striking a balance between operational costs, safety, and strategic low pricing while enhancing guest experience. Future studies could examine how particular safety measures and flexible pricing impact guest retention and brand perception over time in the resort sector.

7. RECOMMENDATION

Based on the study's findings, several recommendations are provided for Guest, business owners, resorts staff, Community, department of tourism, and future researchers.

1. Guest: are encouraged to submit useful feedback regarding their resort experiences, specifically concerning health and hygiene protocols, so that management can improve.
2. Business Owners: That due to the strong impact of health and safety protocols concerning guest delight, it is recommended that resort owners spend more resources on regular training as well as augmenting sanitation practice audits.
3. Resorts Staff: That they are encouraged to attend regular training sessions covering health and hygiene standards, PPE usage, sanitation, and

safety protocol communication should be mandatory for staff.

4. Department of Tourism: That they can actively use campaigns on safety and price transparency accompanied by regular supervision and evaluation can help raise local standards to the national level which will align practices with international expectations.

5. Future Researcher: That they may also explore to other dimension that could influence the guest delight such as resort's location, customer service, resort's reputation, and availability of unique experiences (e.g., activities, Amenities, entertainment and other local attractions).

REFERENCES

- [1]. Adhuze, O. (2023). Infrastructure as drivers for economic growth: a way to advancing tourism. *International Journal of Latest Technology in Engineering Management & Applied Science*, XII(IX), 86-93. <https://doi.org/10.51583/ijltemas.2023.12908>
- [2]. ALHI on Oct. 29, 2020, Health & safety protocols in hotels & resorts. ALHI <https://www.alhi.com/blog/post/the-path-forward-back-to-business-hotels-resorts/>
- [3]. Awara, N. & Anyadighibe, Joseph. (2014). The relationship between customer satisfaction and loyalty: A study of selected eateries in Calabar, Cross River state.
- [4]. Calabrese, Melanie (2022), Health and safety in the hotel industry – An essential guide. Amenitez. <https://amenitez.com/en/blog/health-and-safety-protocols-in-the-hospitality-industry/>
- [5]. Emuy, E. V., Alvar, R., Diane, P., & Gadjamel, I. D. (2024). Tourist satisfaction and destination loyalty on beach resorts. *International Journal of Tourism and Hotel Management*, 6(1), 08-11. <https://doi.org/10.22271/27069583.2024.v6.i1a.80>
- [6]. Gupta, V., Sharma, S., & Sinha, S. K. (2023). How sustainable practices influence guests' willingness to pay a price premium in Fiji. *Worldwide Hospitality and Tourism Themes*. <https://doi.org/10.1108/whatt-01-2023-0008>
- [7]. Haguison, I., Sunrays, I., Adolfo, J., Mae, N., Celeste, M., Vincent, J., De Guia, M., Erpe, N., Adelene, M., & Gepilano, C. (2017). Guest's Satisfaction: The Case of a Resort in Sipalay City, Philippines. *Development Education Journal of Multidisciplinary Research*, 6(1). <https://lcc.edu.ph/wp-content/uploads/2023/01/05-Guests-Satisfaction-The-Case-of-a-Resort-in-Sipalay-City-Philippines.pdf>
- [8]. Islam, Md. T., Pandey, U., Sinha, S., & Hussin, S. R. (2023). How does a hotel's hygiene protocol quality trigger guests' revisit intention during the pandemic? Evidence from Chinese guests. *International Journal of Tourism Cities*. <https://doi.org/10.1108/ijtc-05-2022-0144>
- [9]. Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management* (5th ed.). Pearson UK.
- [10]. Low, W.-S., Lee, J.-D., & Cheng, S.-M. (2013). The link between customer satisfaction and price sensitivity: An investigation of retailing industry in Taiwan. *Journal of Retailing and Consumer Services*, 20(1), 1–10. <https://doi.org/10.1016/j.jretconser.2012.06.011>
- [11]. Mandigma, R., Jr., Alamo, J., Aguilar, J., & Ignacio, M. (2014). Guest satisfaction in selected public hot spring resorts in Pansol, Laguna. *International Journal of Thesis Projects and Dissertations (IJTPD)*, 7(3), 14–30. Available at www.researchpublish.com
- [12]. Merlin Article 2022, Why Data Privacy Matters In The Hospitality Sector. *Merlin Article*.
- [13]. Nikolić, D., & Mitrović, A. (2021). How Guest Delight Affected Hotel Pricing before and during Covid-19 Pandemic. *International Journal of Management, Knowledge and Learning*, 10. <https://doi.org/10.53615/2232-5697.10.85-96>
- [14]. Ocampo, F., Andaya, J. M., Pineda, E. J., & Esplanada, D. E. (2023). CUSTOMER SATISFACTION TOWARDS FARM AT SAN BENITO BASED ONLINE REVIEWS FROM SELECTED TRAVEL WEBSITE. *Quantum Journal of Social Sciences and Humanities*, 4(4), 75–88. <https://doi.org/10.55197/qjssh.v4i4.25>
- [15]. Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469.
- [16]. Pabilando, Reymark & Barahan, Claire & Mangco, Charis. (2022). Safety Practices of Hotel Accommodation Amid the Pandemic in Naval, Biliran. *OPSearch: American Journal of*

- Open Research*. 1. 15-29.
10.58811/opsearch.v1i2.9.
- [17]. Perić, M., Đurkin, J., & Vitezić, V. (2018). Active event sport tourism experience: the role of the natural environment, safety and security in event business models. *International Journal of Sustainable Development and Planning*, 13(05), 758-772.
<https://doi.org/10.2495/sdp-v13-n5-758-772>
- [18]. Perić, G., Dramićanin, S., & Conić, M. (2021). The impact of Serbian tourists' risk perception on their travel intentions during the COVID-19 pandemic. *European Journal of Tourism Research*, 27, 2705–2705.
<https://doi.org/10.54055/ejtr.v27i.2125>
- [19]. Quan, L., Al-Ansi, A., & Han, H. (2022). Assessing customer financial risk perception and attitude in the hotel industry: Exploring the role of protective measures against COVID-19. *International Journal of Hospitality Management*, 101, 103123.
<https://doi.org/10.1016/j.ijhm.2021.103123>
- [20]. Quitoriano, R. C., France, L., & Ly, A. (2024). Customers' Satisfaction: Predictor of Loyalty among Guests of Beach Resorts in Misamis Oriental. *International Journal of Science and Management Studies*, 183–189.
<https://doi.org/10.51386/25815946/ijsms-v7i2p120>
- [21]. Rodríguez, M. O. L., Sánchez, C. A. F., Félix, J. Q., & Estrada, I. C. (2018). Factors that affect the demand of tourism in Mexico: competitive analysis. *Journal of Tourism Analysis: Revista De Análisis Turístico*, 25(2), 154-166.
<https://doi.org/10.1108/jta-03-2018-0009>
- [22]. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170.
[https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- [23]. Torralba, & Ylagan. (2021). Safety and security among resorts in Batangas Province. *Asia Pacific Journal of Management and Sustainable Development*, 9(2), 80-88.
<https://doi.org/ISSN2782-8557>
- [24]. Ugao, M. S., & Margaret, J. (2023). Safety measures, service quality, and behavioral intentions on the hotels in Soccsksargen Region. *International Journal on Hospitality and Tourism Research*, 2(1).
<https://doi.org/10.5861/ijhtr.2023.001>
- [25]. Wu, S., Ming-Zhong, G., & Li, Y. (2011). Theory and construction of emergency refuge

system in underground coal mines. *Procedia Engineering*, 26, 2351–2359