Comparative Analysis on the Hotel Occupancy Rates in Caraga Region, Philippines

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Abstract***:*** *This study compared the hotel occupancy rates among five provinces in Caraga Region of the Philippines during the year 2019 and 2020. Data were gathered from the Regional Social and Economic Trends 2022 in Caraga which were analysed using mean and standard deviation, One-Way Analysis of Variance (ANOVA), and Scheffe's Test. The analysis of hotel occupancy rates in the Caraga Region for 2019 and 2020 highlights significant trends and disparities within the tourism sector. Notable variations are observed in provinces with the highest and lowest occupancy rates, including SurigaodelNorte's consistently high rates and Dinagat Islands' lower rates, suggesting potential for targeted interventions. The comparison between the years underscores dynamic industry shifts, with provinces like Surigaodel Sur experiencing substantial changes, potentially influenced by economic conditions and external factors. The results also emphasize distinct occupancy rate differences, such as among AgusandelNorte, Agusan del Sur, and Surigao del Norte, underscoring the need for customized strategies to optimize tourism opportunities and address challenges in each province.*

Keywords: Tourism, Hotel Occupancy Rates, Caraga Region, Comparative Analysis

I. INTRODUCTION

The hospitality and tourism industry stands as a linchpin in shaping the economic and socio-cultural fabric of regions, providing avenues for economic growth, employment generation, and cross-cultural interactions. In the alluring backdrop of the Caraga Region in the Philippines, renowned for its scenic landscapes and cultural heritage, an in-depth analysis of hotel occupancy rates emerges as a pivotal endeavor. Conducting a comparative exploration of hotel occupancy rates across provinces within the Caraga Region presents an opportunity to unveil critical insights into the intricate patterns, disparities, and underlying dynamics that steer the local tourism sector.

Hotel occupancy rates serve as a quintessential metric in gauging the vitality and resilience of a region's tourism industry. These rates encapsulate the demand for accommodations, reflecting the ebb and flow of visitors over time. Fluctuations in occupancy rates can mirror shifts in traveler preferences, economic conditions, seasonal variations, and even external events like global pandemics. As such, delving into the comparative analysis of hotel occupancy rates provides a lens through which one can decode the tourism landscape's resilience and adaptability in response to these influences.

This research embarks on a comprehensive comparative analysis of hotel occupancy rates in the Caraga Region, Philippines. By meticulously dissecting the occupancy rates across different provinces for the years 2019 and 2020, this study endeavors to unravel the multifaceted dimensions of tourism demand and provide pragmatic insights for policymakers, industry stakeholders, and local communities. Acknowledging the quintessential role that hotel occupancy rates play as a barometer of tourism vibrancy, the analysis will accentuate provinces characterized by both the highest and lowest occupancy rates. Furthermore, the research will delve into provinces showcasing significant deviations in their occupancy rates, thereby furnishing a nuanced comprehension of the factors propelling these variations. Adopting this comparative vantage point, the study not only enriches the understanding of the Caraga Region's tourism landscape but also seeks to catalyze a strategic dialogue that fosters sustainable tourism development, inclusive growth, and the preservation of the region's cultural and natural assets.

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The insights gleaned from this research bear direct implications for the strategic planning and sustainable development of the Caraga Region's tourism sector. Understanding the provinces' varying performance in terms of occupancy rates can guide policymakers in crafting targeted interventions and policies that leverage strengths, address challenges, and create an equitable distribution of economic benefits. By embracing a data-driven approach and drawing upon the insights generated through comparative analyses, the Caraga Region can navigate its path towards a resilient and vibrant tourism industry that not only enriches the experiences of travelers but also fosters socio-economic well-being for local communities.

II. LITERATURE REVIEW

The analysis of hotel occupancy rates has garnered significant attention within the realm of tourism research due to its role as a pivotal indicator of a region's tourism industry vitality. As Crotts and Erdmann (2000) note, fluctuations in hotel occupancy rates provide valuable insights into the overall demand for accommodations and offer a reflection of a destination's attractiveness to travelers. This understanding underscores the significance of examining occupancy rates as a comprehensive measure of tourism activity. The importance of comparative analyses in deciphering tourism trends has been established in various studies. Ritchie and Crouch (2003) highlight the utility of such analyses in identifying variations and patterns across different destinations. This approach aligns well with the aim of the current research, which focuses on comparing hotel occupancy rates among provinces in the Caraga Region over a span of two years. By doing so, the study is poised to unveil not only the provinces with the highest and lowest occupancy rates but also those that exhibit significant deviations in their rates, providing a comprehensive view of the regional tourism landscape.

In their study of tourism development in Southeast Asia, Pearce (1992) underscores the importance of considering diverse factors such as economic conditions, accessibility, and attractions in understanding variations in occupancy rates. This sentiment aligns with the underlying premise of the current research, which aims to delve into the factors driving the disparities in occupancy rates across provinces within the Caraga Region. This comprehensive approach, considering both external and internal factors, is crucial for policymakers and stakeholders to formulate effective strategies for sustainable tourism development. Furthermore, the impact of external events, such as the ongoing COVID-19 pandemic, on tourism demand and occupancy rates cannot be understated. The works of Sigala (2020) emphasize the necessity of adapting to unforeseen circumstances and highlight the role of data-driven analyses in navigating such disruptions.

Comparative analyses have emerged as a powerful tool for unraveling the complex patterns within the tourism industry. Ritchie and Crouch (2003) highlight the value of such analyses in identifying variations and trends across different destinations. This approach resonates with the research at hand, which focuses on comparing hotel occupancy rates among provinces in the Caraga Region over two years. Through this lens, the study aims to identify provinces with both the highest and lowest occupancy rates, while also examining those demonstrating substantial deviations. This multi-faceted exploration aligns with the evolving nature of the tourism landscape, where diversity and adaptability are crucial.

Furthermore, the role of various factors in influencing occupancy rates has been explored extensively. Pearce (1992) underscores the significance of considering economic conditions, accessibility, attractions, and marketing efforts when analyzing variations in occupancy rates. This holistic perspective resonates with the central tenet of the current research, which seeks to explore the factors contributing to disparities in occupancy rates among provinces within the Caraga Region. This inclusive approach is essential for crafting tailored strategies that harness the strengths of each province while addressing challenges.

The impact of unforeseen events on tourism, such as the ongoing COVID-19 pandemic, underscores the need for adaptable strategies. Sigala (2020) emphasizes the value of data-driven analyses in navigating disruptions and highlights the importance of resilience in the face of challenges. The proposed research, by comparing occupancy rates before and during the pandemic, can illuminate the Caraga Region's tourism sector's ability to respond to external shocks while maintaining its allure.

III. METHODOLOGY

The research employed a comparative analysis approach, utilizing secondary data sourced from the "Regional Social and Economic Trends in 2022 Caraga" report published by the Philippine Statistical Authority (PSA). This methodology aimed to explore and draw insights from the data collected in the context of the Caraga region. The study's primary objective was to conduct a comparative analysis on the hotel occupancy rates inCaraga Philippines. The research harnessed two statistical methods, namely One-Way Analysis of Variance (ANOVA) and Scheffe's Test. ANOVA was utilized to assess the presence of statistically significant variations among the mean values of different provinces. This statistical tool enabled researchers to determine if there were substantial differences in the hotel occupancy rates between the provinces and provided a foundation for more detailed analyses. Scheffe's Test, on the other hand, was employed as a post hoc analysis subsequent to ANOVA. This test served the purpose of identifying specific subsets of provinces with homogeneous mean values, essentially grouping those with hotel occupancy rates.

IV. RESULTS AND DISCUSSION

Table 1 presents a comparison of hotel occupancy rates in five different provinces within the Caraga Region for the years 2019 and 2021. The mean (average) occupancy rate and standard deviation (SD) are provided for both years, giving us insights into the trends and variations in the region's tourism industry.

In 2019, AgusandelNorte recorded a relatively healthy mean occupancy rate of 37.38%, indicating moderate tourist activity. The standard deviation of 6.60% suggests that the occupancy rates had some variability. However, a significant drop to 24.89% in 2021 signals a decline in tourism demand. This decline might be attributed to changes in travel patterns, economic conditions, or perhaps the effects of external events like the ongoing pandemic. Similarly, Agusandel Sur's occupancy rates decreased from 30.60% in 2019 to 19.15% in 2021. The relatively high standard deviation of 9.24% in 2019 and 10.75% in 2021 highlights considerable year-to-year fluctuations. This could imply challenges in consistent demand and a need for measures to stabilize the tourism sector in the province. One of the most remarkable observations in the table is the drastic decline in Dinagat Islands' occupancy rate from 35.62% in 2019 to only 0.30% in 2021. Such a sharp decline is likely due to exceptional circumstances that severely impacted tourism, potentially involving travel restrictions or the closure of tourism-related activities. The extremely low standard deviation in 2021 underscores the consistency of this decline across establishments. SurigaodelNorte experienced a significant drop in occupancy rates from a robust 79.09% in 2019 to 18.33% in 2021. The very low standard deviation in 2021 indicates a relative uniformity in the decline across the province's hotels. This drastic reduction could be attributed to the pandemic's impact on tourism, as SurigaodelNorte is known for its popular tourist destinations. In contrast to the overall trend, Surigaodel Sur's occupancy rates increased from 26.04% in 2019 to 39.81% in 2021. This increase could suggest successful tourism initiatives or new attractions that drew visitors to the province. The elevated standard deviation of 12.95% in 2021 hints at potentially significant variations in occupancy rates among establishments in the province.

The region as a whole saw a decline in average occupancy rates from 41.75% in 2019 to 20.50% in 2021. The relatively high standard deviations in both years (20.39% and 14.94%, respectively) indicate substantial variations in occupancy rates among the provinces. This variation could be attributed to the differing tourism offerings, accessibility, and responses to external factors like the pandemic. The table provides insights into the dynamic nature of the Caraga Region's tourism industry. The variations in occupancy rates among provinces, coupled with the significant shifts over the two-year period, underscore the sensitivity of the tourism sector to both internal and external influences. Policymakers and stakeholders can utilize this data to strategize measures that promote stability, resilience, and growth in the region's tourism industry.

TABLE 1. HOTEL OCCUPANCY RATE IN CARAGA, PHILIPPINES BY PROVINCE

Province	2019		2021	
	Mean	SD	Mean	SD
Agusan del Norte	37.38	6.60	24.89	5.12
Agusan del Sur	30.60	9.24	19.15	10.75
Dinagat Islands	35.62	7.20	0.30	0.25

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Surigao del Norte	79.09	6.34	18.33	2.88
Surigao del Sur	26.04	4.69	39.81	12.95
Total	41.75	20.39	20.50	14.94

Table 2 presents the results of a One-Way Analysis of Variance (ANOVA) conducted on the Hotel Occupancy Rate data for the Caraga Region, Philippines, categorized by province. The analysis is performed for the years 2019 and 2021, with the aim of assessing whether there are statistically significant differences in the occupancy rates among the provinces.

For the year 2019, the ANOVA examines the effect of province on hotel occupancy rates. The "Between Groups" row provides information related to the variation between the different provinces. The sum of squares for this effect is 21866.10, indicating the total variation attributed to the differences among the provinces. The "df" (degrees of freedom) value is 4, representing the number of groups (provinces) minus 1. The "Mean Square" is calculated by dividing the sum of squares by the degrees of freedom, resulting in 5466.52. The calculated "F" value is 112.44, which is a ratio of the between-group variation to the within-group variation. A high F value suggests that there are significant differences among the groups. The associated "Sig." (significance) value, denoted in scientific notation (8.55E-26), is practically zero. This indicates an extremely low probability that the observed differences occurred by chance. In simpler terms, the differences in hotel occupancy rates among provinces in 2019 are statistically significant. The ANOVA for 2021 follows a similar structure. The "Between Groups" effect has a sum of squares of 9678.60, degrees of freedom of 4, and a mean square of 2419.65. The calculated "F" value is 38.06, and the "Sig." value is 3.04E-15. Again, the very low "Sig." value indicates that the differences in hotel occupancy rates among provinces in 2021 are statistically significant. The ANOVA results from both years indicate that there are significant differences in hotel occupancy rates among the provinces within the Caraga Region. This suggests that factors related to each province are influencing the occupancy rates, whether due to varying tourism offerings, economic conditions, infrastructure, or other local factors. These statistical findings provide valuable insights for policymakers, tourism boards, and stakeholders in the Caraga Region. They highlight the need for targeted interventions and strategies to address the varying occupancy rates among provinces, potentially fostering growth and stability in the region's tourism industry. It's important to note that while the ANOVA indicates statistical significance, further analysis might be required to understand the specific factors driving these differences and to develop informed action plans.

TABLE 2. ONE-WAY ANALYSIS OF VARIANCE ON HOTEL OCCUPANCY RATE IN CARAGA, PHILIPPINES BY PROVINCE

Year	Effect	Sum of Squares	df	Mean Square	F	Sig.
2019	Between Groups	21866.10	4	5466.52	112.44	8.55E-26
	Within Groups	2674.00	55	48.62		
	Total	24540.10	59			
2021	Between Groups	9678.60	4	2419.65	38.06	3.04E-15
	Within Groups	3496.32	55	63.569		
	Total	13174.92	59			

Table 3 show cases the outcomes of a Multiple Comparison analysis conducted on the 2019 Hotel Occupancy Rate data for the provinces within the Caraga Region, Philippines. This analysis aims to identify any significant differences in mean occupancy rates between pairs of provinces.

The analysis begins by comparing AgusandelNorte's mean occupancy rate with other provinces. The mean difference between AgusandelNorte and Agusan del Sur is 6.77750, although the associated p-value of .240 suggests that this difference lacks statistical significance. Similarly, the comparison between AgusandelNorte and Dinagat Islands yields a mean difference of 1.76167, with a p-value of .983, indicating a non-significant difference. However, a substantial and statistically significant discrepancy emerges when comparing AgusandelNorte to Surigao del Norte, as reflected by a mean difference of -41.71250 and a p-value of .000. This significant difference is also observed in the comparison with Surigaodel Sur, where the mean difference is 11.33833 and the p-value is .007. Moving on to Agusandel Sur, the analysis indicates a non-significant mean difference of -5.01583 when compared to Dinagat Islands, with a p-value of .545. However, a substantial and statistically significant difference arises when comparing Agusandel Sur to Surigao

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del Norte, where the mean difference is -48.49000 and the p-value is .000. Conversely, the comparison with Surigaodel Sur shows a non-significant mean difference of 4.56083, with a p-value of .635. Dinagat Islands exhibits a statistically significant mean difference in occupancy rates when compared to SurigaodelNorte, with a mean difference of -43.47417 and a p-value of .000. Additionally, a statistically significant difference is observed between Dinagat Islands and Surigaodel Sur, where the mean difference is 9.57667 and the p-value is .033. Finally, the comparison between SurigaodelNorte and Surigao del Sur reveals a substantial and statistically significant difference in mean occupancy rates, with a mean difference of 53.05083 and a p-value of .000.

The Multiple Comparison analysis highlights significant variations in mean hotel occupancy rates across different pairs of provinces within the Caraga Region for the year 2019. These variations likely stem from a myriad of factors, including tourism infrastructure, attractions, economic conditions, and other regional influences. This information can guide policymakers, tourism boards, and stakeholders in tailoring strategies to bolster tourism growth and address challenges specific to each province.

TABLE 3. MULTIPLE COMPARISON ON 2019 HOTEL OCCUPANCY RATE IN CARAGA, PHILIPPINES BY PROVINCE

Province		Mean Difference	
I	**J**	**(I-J)**	**Sig.**
Agusan del Norte	Agusan del Sur	6.77750	.240
	Dinagat Islands	1.76167	.983
	Surigao del Norte	-41.71250*	.000
	Surigao del Sur	11.33833*	.007
Agusan del Sur	Dinagat Islands	-5.01583	.545
	Surigao del Norte	-48.49000*	.000
	Surigao del Sur	4.56083	.635
Dinagat Islands	Surigao del Norte	-43.47417*	.000
	Surigao del Sur	9.57667*	.033
Surigao del Norte	Surigao del Sur	53.05083*	.000

Table 4 presents the outcomes of Scheffé's Test applied to the 2019 Hotel Occupancy Rate data for provinces within the Caraga Region, Philippines. This test aims to identify statistically distinct subsets of provinces based on their mean occupancy rates. An alpha value of 0.05 is utilized as a significance threshold.

The test yields three distinct subsets.Surigaodel Sur stands alone in this subset, with a mean occupancy rate of 26.0425. This suggests that among the provinces, Surigaodel Sur has a lower average occupancy rate, potentially indicating a relatively less bustling tourism scene compared to the other provinces.Agusandel Sur is the central province in this subset, with a mean occupancy rate of 30.6033. Agusandel Sur is accompanied by another province within this subset, which interestingly is itself due to the repeated mean occupancy rate value. This might imply some similarity in tourism patterns or factors affecting the two provinces' occupancy rates. Dinagat Islands and AgusandelNorte both belong to this subset. Dinagat Islands showcases a mean occupancy rate of 35.6192, indicating a moderate level of tourism activity. AgusandelNorte, on the other hand, has a slightly higher mean occupancy rate of 37.3808. This subset encompasses provinces with relatively moderate occupancy rates, potentially reflecting a balance between tourism demand and available accommodations. An observation of particular significance is SurigaodelNorte's exclusion from any subset. With a mean occupancy rate of 79.0933, it maintains a distinctiveness that is statistically separate from all other provinces. This suggests that SurigaodelNorte's tourism sector enjoys notably higher activity compared to the other provinces in the Caraga Region.

The Scheffé's Test categorizes the provinces within the Caraga Region into three distinct subsets based on their mean occupancy rates for 2019. These subsets reveal varying levels of tourism activity, potentially influenced by a range of factors such as attractions, infrastructure, and local economic conditions. These insights can be valuable for crafting targeted strategies to enhance tourism growth and address specific challenges faced by each subset of provinces.

TABLE 4. SCHEFFE'S TEST ON 2019 HOTEL OCCUPANCY RATE IN CARAGA, PHILIPPINES BY PROVINCE

Province	Subset for alpha = 0.05		
	1	**2**	**3**
Surigao del Sur	26.0425		
Agusan del Sur	30.6033	30.6033	
Dinagat Islands		35.6192	
Agusan del Norte		37.3808	
Surigao del Norte			79.0933

Table 5 presents the outcomes of a Multiple Comparison analysis conducted on the 2020 Hotel Occupancy Rate data for the provinces within the Caraga Region, Philippines. This analysis aims to identify significant differences in the mean occupancy rates between pairs of provinces.

When examining AgusandelNorte's mean occupancy rate compared to other provinces, the analysis reveals several patterns. The mean difference between AgusandelNorte and Agusan del Sur is 5.73583, and the associated p-value of .545 suggests no statistical significance. In contrast, a substantial and statistically significant difference is found between AgusandelNorte and Dinagat Islands, with a mean difference of 24.58750 and a p-value of .000. However, when comparing AgusandelNorte to Surigao del Norte, the mean difference is 6.55417, but the p-value of .408 indicates a lack of statistical significance. Notably, a significant difference emerges between AgusandelNorte and Surigao del Sur, with a mean difference of -14.91917 and a p-value of .001. Shifting focus to Agusandel Sur's mean occupancy rate, the analysis highlights significant differences. A substantial and statistically significant mean difference is observed between Agusandel Sur and Dinagat Islands, with a mean difference of 18.85167 and a p-value of .000. In contrast, no significant difference is found between Agusandel Sur and Surigao del Norte, as indicated by a mean difference of .81833 and a p-value of .999. Similarly, a significant difference is noted between Agusandel Sur and Surigao del Sur, with a mean difference of -20.65500 and a p-value of .000. Comparing Dinagat Islands to other provinces, the analysis underscores significant mean differences. There's a statistically significant mean difference in occupancy rates between Dinagat Islands and SurigaodelNorte, with a mean difference of -18.03333 and a p-value of .000. Moreover, a substantial and statistically significant difference is observed between Dinagat Islands and Surigaodel Sur, with a mean difference of -39.50667 and a p-value of .000. Lastly, the analysis indicates a statistically significant mean difference in occupancy rates between Surigaodel Norte and Surigao del Sur, with a mean difference of -21.47333 and a p-value of .000.

Table 5's results emphasize significant variations in mean hotel occupancy rates among different pairs of provinces within the Caraga Region for the year 2020. These variations likely stem from a complex interplay of factors, including tourism dynamics, local economic conditions, and distinct attractions. These insights can aid stakeholders in the region's tourism industry to tailor their strategies for sustainable development and enhanced growth.

TABLE 5. MULTIPLE COMPARISON ON 2020 HOTEL OCCUPANCY RATE IN CARAGA, PHILIPPINES BY PROVINCE

Province		Mean Difference (I-J)	Sig.
I	**J**		
Agusan del Norte	Agusan del Sur	5.73583	.545
	Dinagat Islands	24.58750[*]	.000
	Surigao del Norte	6.55417	.408
	Surigao del Sur	-14.91917[*]	.001
Agusan del Sur	Dinagat Islands	18.85167[*]	.000
	Surigao del Norte	.81833	.999
	Surigao del Sur	-20.65500[*]	.000
Dinagat Islands	Surigao del Norte	-18.03333[*]	.000
	Surigao del Sur	-39.50667[*]	.000
Surigao del Norte	Surigao del Sur	-21.47333[*]	.000

Table 6 presents the outcomes of Scheffé's Test applied to the 2020 Hotel Occupancy Rate data for provinces within the Caraga Region, Philippines. The purpose of this test is to identify statistically distinct subsets of provinces based on their mean occupancy rates, considering an alpha value of 0.05 for significance.

The test yields three distinct subsets: Dinagat Islands is the sole province in this subset, showcasing a mean occupancy rate of .2992. However, the significance subset for alpha value 0.05 is not provided, indicating that this province doesn't statistically differ from the others within this subset.SurigaodelNorte and Agusan del Sur belong to this subset, with mean occupancy rates of 18.3325 and 19.1508, respectively. These provinces share similarities in their occupancy rates within the context of the statistical analysis.AgusandelNorte and Surigao del Sur are the two provinces in this subset, with mean occupancy rates of 24.8867 and 39.8058, respectively. This subset suggests that these provinces have distinct occupancy rates that separate them from the rest.

Table 6 showcases the outcomes of Scheffé's Test on the 2020 Hotel Occupancy Rate data in the Caraga Region. It identifies distinct subsets of provinces with similar or differing mean occupancy rates. These findings provide insights into the varying levels of tourism activity across different provinces, which can be valuable for informed decision-making by local authorities, tourism boards, and stakeholders aiming to promote balanced growth and sustainable development in the region's tourism sector.

TABLE 6. SCHEFFE'S TEST ON 2020 HOTEL OCCUPANCY RATE IN CARAGA, PHILIPPINES BY PROVINCE

Province	Subset for alpha = 0.05		
	1	2	3
Dinagat Islands	.2992		
Surigao del Norte		18.3325	
Agusan del Sur		19.1508	
Agusan del Norte		24.8867	
Surigao del Sur			39.8058

V. CONCLUSION

The comparative analysis of hotel occupancy rates among provinces in the Caraga Region for the years 2019 and 2020 brings to light compelling trends and disparities within the region's tourism sector. These trends are particularly evident in the provinces with the lowest and highest occupancy rates, as well as those demonstrating significant differences in their occupancy rates.

Examining the tables reveals that SurigaodelNorte consistently stands out with notably high occupancy rates, reflecting its popularity as a tourist destination. In contrast, Dinagat Islands consistently exhibits relatively lower occupancy rates, potentially indicating the need for targeted interventions to boost tourism in this province.

Moreover, the comparison between 2019 and 2020 underscores shifts in occupancy rates that signify the dynamic nature of the tourism industry. Provinces like Surigaodel Sur experience substantial changes in occupancy rates, which could be attributed to various factors, including economic conditions and external events. Results also elucidate provinces that differ significantly in their occupancy rates. For instance, AgusandelNorte, Agusan del Sur, and Surigao del Norte showcase distinct mean occupancy rates, underlining varying levels of tourism activity. These variations underscore the necessity for tailored strategies to address challenges and optimize opportunities within each province.

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