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Utility of Car Accommodation in Travelling during the COVID-19 Pandemic as Perceived by the Generation Z in the Philippines

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ABSTRACT. The utility of car accommodation in travelling during the pandemic is innovative. Studies are not rich given the new challenges brought about by the recent COVID-19 pandemic. Hence, this study is prompted to examine the perceptions of Generation Z towards car accommodation when travelling during the pandemic. Pursuing the theory of decision-making by Singleton (2013), it endeavors to look at the diverse factors that influence the decision-making of travel in terms of management, safety, practicality, convenience, and experience. Using a quantitative approach, a total of 125 respondents determined through convenience sampling answered the validated survey questionnaire distributed online. Result from inferential statistics shows that there are significant differences between the five categories as perceived by the Generation Z respondents. In fact, experience is the most favored category while convenience is the least rated by the respondents. Results from the other inferential tests such as the tests of differences and relationships among the variables are also presented. Towards the end of the study, discussions, implications, constraints, and recommendations are offered as we move to a new normal.

Keywords: car accommodation; COVID-19; generation z; pandemic; Philippine tourism; travel.