The role of short-term accommodations on the place brand and real estate development of urban areas: A case study of Malate, Manila

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Abstract

Aim: This research looks into how vacation rentals have impacted the image of Philippine cities and the growth of the real estate market there. Through a combination of surveys, in-depth interviews, and focus groups, this study seeks to understand how stakeholders perceive these accommodations regarding their impact on a community's place brand and land value.

Methodology: In this study, we used qualitative methods. Employees and officials of certain developers and identified government offices were interviewed for this study.

Findings: The survey found that despite being categorized as "traveler lodgings" in a local tourism circular, most respondents used short-term accommodations for private occasions. That said, respondents still consider the short-term accommodation industry an essential economic player in society, even though it is associated with a negative place brand. At the same time, results from the Pearson Chi-square Test show that 14 out of 17 factors significantly affect respondents' opinions. When controlling for factors like education and employment, the MLR results show that being born in Malate and part of a family household was the most significant. According to interviews with city officials, short-term accommodations are treated the same as any other type of hotel under the city's zoning ordinance. Therefore, despite their current association with various sexual activities, it is entirely legal for these establishments to locate themselves near residential areas and/or institutional structures. Finally, residential real estate developers have stated that they have no objections to such dwellings, as the selection of sites for their projects has always been driven solely by suitability, zoning, and marketability.

Implications/Novel Contribution: These results call for stricter regulations on sexually suggestive roadside advertising and a recalculation of the local zoning ordinance and tourism circular. After appropriate measures have been refined for implementation, they can open the door for spatial interventions (such as visual buffer corridors) to better meet the needs of locals, private groups, and the government.

Keywords: Estate Planning, Place Brand, Real Estate Development, Manila.

Received: 14 January 2022 / **Accepted:** 18 April 2022 / **Published:** 19 June 2022

INTRODUCTION

Every thriving tourism industry shares one common trait: extensive, high-quality lodging accommodation. This may have contributed to Japan's booming tourism industry. Japan is known for its revered shrines, but its hotels also stand as testaments to the country's reputation for cleanliness and hospitality. The result was a boost in national pride for those living in the Land of the Rising Sun and a bucket list trip for countless tourists worldwide.

The hotel industry in the United States dramatically turned in 1968 due to several events. Since it was reported in (Slavin, 2007) that "love hotels" were now accepting guests, it is clear that this trend has caught on. These hotels cater to couples (or married individuals) who want more than just a place to sleep and eat.

Later studies revealed that these establishments serve various sexual needs besides just that. According to Kelly's (2006) article, five hundred million couples visit Japan's 37,000 love hotels each year. According to Neill (2009), these hotels generate $40 billion in annual revenue for the country, providing hundreds of jobs to locals.

The concept of love hotels spread beyond Japan after it achieved levels of success unseen elsewhere in the sex industry. Different versions of these restaurants with their distinct styles first appeared in Thailand, South Korea, and Taiwan not long after. While these hotels benefited the local economies, they faced their share of problems and debates.

According to Alexander, Chen, MacLaren, and O'Gorman (2010), in Japan, zoning policies have been implemented because of the Japanese Entertainment Law's inability to differentiate between a "love hotel" and a

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regular hotel. According to Lin (2008), nonexistent zoning laws soon encouraged these accommodations to conduct business wherever they wanted. She said that the public became outraged when they learned that many of these hotels were within walking distance of train stations and that others dared to be near schools, homes, and even places of worship.

Whereas a newspaper in South Korea reported that a protest action gathering 100,000 signatures of support was launched in response to a local government's approval of love hotels to be built near residential areas. Protesters claimed that these businesses threatened the area's rural aesthetic, image, and quality.

Inconveniently, according to the definitions found in dictionaries, love hotels still need to be created in the Philippines. Instead, it combines two accommodation strategies that are naturally distinct but quite similar. Two examples are the already-mentioned Japanese love hotels, which are known for their sexually charged nature, and American-style motorist hotels, which are known for offering "short-time stay" rates for their guests.

These unusual accommodations, which the local press eventually dubbed "short-term accommodations," were already present in the country as World War II was closing. Now, the archipelago is home to thousands of these types of businesses. However, due to their prevalence in Pasig, Quezon Boulevard, and Cubao, these three locations have earned a particularly negative reputation among locals and visitors alike (Villegas, 2011; Ziauddin, Khan, Jam, & Hijazi, 2010).

Interestingly, despite contributing 43.95 billion pesos annually to the economy Lowe (2013), many Filipinos still consider this a taboo topic for research due to the country's conservative and religious culture. It is ironic to point out that there are many unanswered questions about this topic because of a lack of literature, given that the same is a lucrative industry.

From an urban planning standpoint, our current knowledge of how short-term accommodations affect city growth is limited and warrants further investigation. One question is whether or not these businesses have an impact on neighborhoods from an urban planning perspective. This study focuses on a geographically constrained context to address this presumed knowledge gap.

Research Questions

Therefore, from the context of what was discussed above, this research sought to:

- Conduct surveys and interviews to know the perceptions of the general public, real estate developers, as well as city and local-level officials on how these lodgings affect the place brand and land value of a community; and
- Identify the personal and institutional factors that greatly influence these perceptions.

Objectives of the Study

From the above context, this study aspires for the following research objectives to be met:

- Provide a better understanding of short-term accommodation relevance in Philippine urban areas.
- Lay down the groundwork that will serve as the basis for city and barangay-level LGUs to craft regulatory policies for these establishments.
- Contribute insight for real estate groups on future projects adjacent to or within the immediate vicinity of these lodgings.

Research Hypotheses

Based on the studies of Gamboa (2012); Perez (2017); Zambales (1996), the following research hypotheses were made by the author:

- The public, real estate developers, and city and barangay-level LGUs have different perceptions of the role of short-term accommodations in place brand and real estate development of urban areas. Though these establishments trigger land value growth, it weakens an urban area's place reputation owing to its perceived sexuality-related business model features. It is further suspected that these parties have contrasting opinions on how these lodgings contribute to real estate development and in what manner they give a locality a negative place brand.
- Personal perception variables and institutional factors of real estate corporations and LGUs significantly affect their views about short-term accommodations.

Research Questions

RQ 1: What are the respondents' views on the role of short-term accommodations in an urban area's place brand and real estate development?

RQ 2: What personal (general public) and institutional (government and private sector) variables greatly influence these perceptions?

Variables

Independent Variable: Perceptions of the respondents.

Dependent Variable: Personal and institutional variables.

LITERATURE REVIEW

Definition of Short-term Accommodations

There are a few different ways to define "short-term accommodations" in the literature. Still, in general, this term is used to describe businesses that offer rooms on a "by the hour" basis (typically between two (2) and three (3) hours of stay) rather than the "per night" basis associated with traditional accommodations (Alexander et al., 2010; Caballero & Tsukamoto, 2006). On the other hand, "rent rooms for 90 minutes or two hours during the day or the whole night usually starting at 10 p.m." was how Hasan (2011) defined the same. A place to stay could be classified as "short-term accommodation," according to The Japan Times (2007), if it provides "rests" for a single guest or, in the case of couples, a man and a woman, for a shorter period.

Urban and Regional Planning Issues of Short-term Accommodations

According to Alexander et al. (2010)'s research, hotels were once universally understood as short-term accommodations. They stated that the 1947 Japanese Hotels and Inns Act, which regulated all forms of accommodation after the end of World War II, applied to both these businesses and traditional hotels. However, they claim that the sexuality-based foundation of this arrangement eventually led to problems. These pre-1985 hotel regulations, as revealed by Alexander et al. (2010), allowed temporary accommodations to be situated near educational institutions, private residences, and religious institutions. They also listed "morality," "crime," "cost concern," and "minor's consumption" as the top four concerns of the general public regarding these businesses West (2002).

Contrarily, it was revealed by Hasan (2011) that the Japanese Entertainment Law was the first statute in the world to regulate temporary housing directly to reduce the prevalence of "filthy, unhealthy habits" in such establishments. Hasan, however, noted that this definition was problematic because it needed to differentiate between temporary accommodations and permanent hotels.

According to a study by Lin (2008), short-term accommodations were built in violation of zoning laws all over the city. Lin (2008) added that these hotels are frequently clustered on major roads, highways, and train stations, with some even located near schools and neighborhoods. In addition, she mentioned that unlike in the United States, where cheap hotels tend to be located in economically depressed neighborhoods, short-term accommodations in Japan are typically located in the heart of the action.

Moreover, the above literature suggests a need for more clarification on the legal definition of short-term accommodations and their operation within the city. Because of this inconsistency, they are subjected to unfair zoning and commercial regulations. These reflect the situation in the Philippines, where all types of accommodation are currently regulated as a single entity.

Socio-Economic Impact of Short-term Accommodations

Although there are many problems associated with them, studies have shown that the countries where short-term accommodations are allowed to operate benefit significantly from the billions of dollars in annual revenue they generate.

There are currently 38,000 other short-term accommodations in Japan (Egilsdottir, 2016; Neill, 2009; Richie, 1999), contributing 25% of the country's annual 4.5 trillion yen tourism revenue. There are approximately 3,000 available in Tokyo, with at least 70 available in Shibuya, 50 in Ikebukuro, 70 in Kabukicho, and 60 in Uguisudani. According to Lin (2008), the revenue from these hotels is now greater than one percent (1%) of Japan's gross domestic product. According to (Wakao, 2007), this was likely why many investment firms had invested so much

money into the industry.

But Lowe (2013) reported that in the Philippines, these businesses annually add 208 billion pesos to the country's GDP. She said that in 2009, this sector contributed 21.1% of the industry with revenues of 43.95 billion pesos. Finally, Lowe (2013) spoke with the head honcho at one of the country's largest temporary accommodation providers. According to what was discussed, they received a 30% increase in visitors between February and December, making those two months their "peak seasons."

Definition of Place Brand

According to the research that has been conducted in this field, place brands are primarily comprised of the "perception that people have about a place, city, region, or a country and a place's reputation among those people that the place embraces" (Anholt, 2005; Maheshwari, Vandewalle, & Bamber, 2011). Places can be cities, regions, or countries. Additionally, it can refer to "the sum of beliefs, ideals, and impressions people have toward a certain place" (Kotler, Haider, & Rein, 1993).

On the other hand, the definition of place brand that received the most citations was provided by Zenker and Braun (2017). This author defined place brand as "a network of associations in the mind of consumers based on the visual, verbal, and behavioral expression of a location and its stakeholders. These associations have varying degrees of influence within the network, and their significance for the attitudes and behaviors of place consumers varies greatly ". Nevertheless, in addition to the definition presented above, it can be understood in several other ways. As an illustration, (Ashworth, 1990; Ruzinskaite, 2015; Shahbaz, Tiwari, Jam, & Ozturk, 2014) considered place brands to be the "perception of cities and the image held of them (the way cities are valued)." According to another study, the concept of place is "more about psychological connections" because of its strong association with people's perceptions (Eshuis & Edwards, 2013; Zavattaro, 2015).

On the other hand, it was stated that place brand "refers to the meaning that the [place consumers] associate with the [place], based on experiences, impressions, and perceptions of the functional, emotional, and symbolic benefits of the [place brand], and therefore it resides on the receiver's side." This was found in Kaplan, Yurt, Guneri, and Kurtulus (2010); Dobni and Zinkhan (1990). They also found that the same phenomenon is "rooted in hard and soft associations evoked by [place] attributes," where the former refers to tangible properties (such as functional or physical). The latter to intangible properties such as history, culture, and heritage (Biel, 1992; Kapferer, 1992; Kaplan et al., 2010).

Components of Place Brand

Numerous studies have shown that no finite number of elements make up a place brand since they all relate in some way to the actual act of visiting that location. A place brand can be anything (tangible or intangible) that appeals to the senses. Researchers have noted that "intangible elements relate to the perceived personality, emotional aspects, or values of the [place] brand." In contrast, "tangible elements include perceptions about a city's culture, history, nightlife, shopping, infrastructure, housing, or business parts (Parkerson & Saunders, 2005; Zenker & Braun, 2017). " Everything and everyone can be considered a part of a place's brand, which is "related to how the city smells, tastes, or looks like, effectively striving to reveal how people sense the place" (Parkerson & Saunders, 2005; Zenker & Braun, 2017).

A University of Plymouth doctoral dissertation defines place brand elements as an "interrelation between culture, identity, of the stakeholders involved" (Kroger, 2016; Jam, Donia, Raja, & Ling, 2017; Skinner, 2008).

As a result, Anholt (2010a, 2010b) found that the most influential aspects of "social appeal" are a leader's emotional, physical, and financial capabilities. These are the primary factors that determine a location's reputation among all interested parties. (Bitterman, 2008) also noted that "architectural vocabulary, its specific buildings, and structures, historical remnants of previous incarnations of the urban form, indigenous landscape, and climate, its customs, and festivals, the attitude of residents, food, and more recently it's sports teams" all play a role in establishing a city's identity. He also noted that the sub-sectors of a city (such as its downtowns, its northern district, or its eastern side) could eventually become "city-wide place brands." However, this depends on the longevity of these cultures' presence in the sub-sectors and the density of their populations.

Place Brand Stakeholders

Since seemingly infinite components make up a place's brand, it stands to reason that many people or organizations contributed to its development. Otgaar (2013) states that "the brand of a place is a co-creation of public and private stakeholders". Due to the increasing importance of intangible location factors in the global competition between regions, it is in everyone's best interest for local governments, businesses, and residents to work together to create a positive place brand. Since "soft, intangible location factors become increasingly decisive in the global competition between regions," local governments, businesses, and residents benefit from a strong place brand. "The public, private support place brands, and civil society sectors," was noted by Cerda-Bertomeu and Sarabia-Sanchez (2016). It is primarily the responsibility of governments to create it.

Another study echoed this sentiment, noting that (Ain, Vaia, DeLone, & Waheed, 2019; Boisen, Terlouw, & Van Gorp, 2011; Jam, Khan, Zaidi, & Muzaffar, 2011; Kotsi, Balakrishnan, Michael, & Ramsøy, 2018), all point to the multidisciplinary nature of place branding as a key challenge to its study. "stakeholders in place brands are the citizens, civil authorities, private and public sectors, incoming tourists and foreign investors, which can be individuals, organizations, and governments," (Ain, Kaur, & Waheed, 2016; Balakrishnan, 2009; Kavaratzis, 2012; Kotsi et al., 2018; Zenker & Beckmann, 2013). Based on this information, Kotsi et al. (2018) concluded that a "multiple stakeholder approach" is necessary when analyzing place brands.

Definition of Perception

Perception is "the process of generalizing an entire class of objects from a limited number of observations and one that is influenced by a variety of factors," as stated by Papadopoulos and Heslop (2002). However, "perception" is defined as "an idea, a belief, or an image [one] has as a result of how [one] sees or understands something" by the Oxford Advanced Learner's Oxford Advanced Learner's Dictionary (2019). On the other hand, Collins defined it as "the recognition of things through [one's] senses, especially the sense of sight" Collins Dictionary (2019).

However, for this investigation, the perception will be understood as "a belief or opinion, often held by many people and based on how things seem" (Cambridge English Dictionary, 2019).

Definition of Real Estate Development

Multiple works of literature obtained were found to define real estate development from an individual or standalone (microeconomic) basis only, regarding it as a "process of land development to construct commercial and residential buildings" (Schoenmaker & Van der Vlist, 2015).

However, some authors disputed the above definition, writing that it should not only be understood as the act of land development itself but how this would also impact the community. One of them was (Graaskamp, 1992). In one of his books, he stated that "real estate development [is also] a complex, collective process, not only accommodating an activity within the parcel [of land] but also adapting to the context of a specific surrounding environment, involving different personalities and interest groups, as well as limited resources." He also said, from an earlier work, that "each new [real estate] development, large or small, is an enterprise and a subsystem within a large environment" Graaskamp (1992).

Wiegelmann (2012)'s definition of "real estate development" is grounded in this historical moment. Other than its microeconomic meaning, he wrote, "it can also be regarded as a highly synergistic and creative process in which "physical are effectively combined with financial resources and professional skills, to create a built environment that is economically sound, aesthetically pleasing, and environmentally responsive," citing several authors. The process is synergistic because it involves pooling resources to create something more valuable than the sum of its parts (Miles, Berens, & Weiss, 2000; Wiegelmann, 2012). The German academic (Diederichs, 1996; Wiegelmann, 2012) cited for this definition, saying that "real estate development is required to combine the aspects of location, project concept/idea and (use of) capital to achieve multiple objectives: the results need to be (macro-economically) competitive on a standalone basis, should create and/or secure employment, need to be social, macro-economically, and environmentally acceptable, and need to generate a positive return over their life-cycle".

According to Wiegelmann (2012), these definitions of real estate development can be interpreted in either a macroeconomic or microeconomic context. Providing for people's various needs and wants and creating new

jobs are two ways real estate boosts economic growth on a societal scale. However, when viewed through a microeconomic lens, real estate can be a source of wealth and security in its own right. Real estate development, however, will be understood in a macroeconomic sense for this study, as was previously mentioned.

RESEARCH MODEL

In light of claims made in the review of relevant literature that no studies have been conducted in the Philippines examining the impact of short-term accommodations on place branding and real estate development in urban areas, the current study sought to ascertain the views of the general public, real estate corporations, and local government units (LGUs) at the city and barangay levels on the topic. As such, this thesis identifies individual and institutional factors influencing these perceptions to improve policy creation and implementation. To sum up, the conceptual framework of this study is depicted in the figure below, which is based on the work of Gamboa (2012); Perez (2017); Zambales (1996).
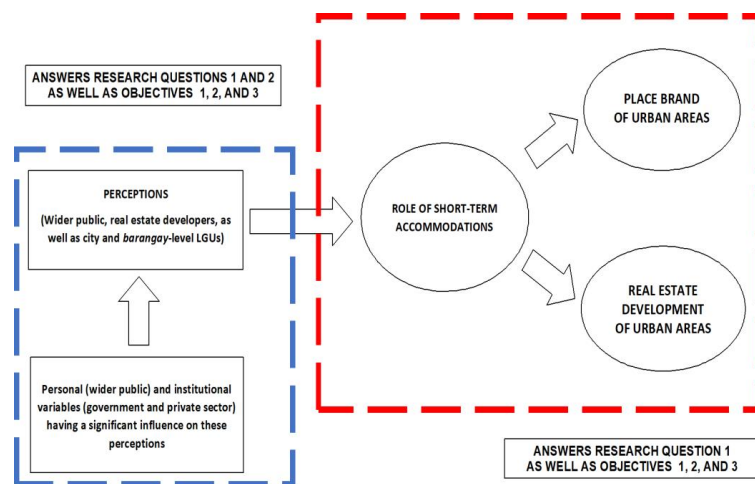

Figure 1. The conceptual framework of the study (*Made by the researcher (2021) based on the studies of (Zambales, 1996) and (Perez, 2017)

The first research question is represented by the red broken-lined box in the preceding figure; it asks how the presence of short-term accommodations affects the place brand and real estate development of urban areas, as perceived by the various research participants. The second research question, framed in blue, seeks to identify the individual (the general public at large) and institutional (the public and private sectors) factors that shape these attitudes.

The first research question (shown in Figure 1) with a broken red line around it) concerns the connection between three concepts and independent variables:

- Short-term accommodations

- Its role in the place brand of urban areas

- The real estate development (land value) of those areas

It was determined that perception would be the primary and only valid form of data that must be used to determine the role of said lodgings on the place brand of urban areas, in keeping with the definition of place brand as the "perception that people have about a place, city, region, or a country and a place's reputation among those people that the place embraces" (Anholt, 2005; Maheshwari et al., 2011).

Since "real estate development [is also] a complex, collective process, not only accommodating an activity within the parcel [of land] but also...involving different personalities and interest groups," this perspective was also used to comprehend the impact of short-term accommodations on the real estate development (land value) of said areas Graaskamp (1992). To ascertain the impact of these dwellings on urban land value, it was deemed essential to solicit the opinions of real estate developers (private sector), LGUs (city and barangay level), and residents.

The second research question (illustrated within the blue broken-lined box of Figure 1) is solely concerned with the identification of personal (people's perceptions) and institutional (government and private sector) factors that significantly influence the perceptions mentioned above. In later sections of this chapter, we'll look at the Pearson Chi-square Test and Multinomial Logistic Regression (MLR) as tools for doing just that. The blue box with the broken lines represents the study's entire set of dependent variables.

Analytical Framework

Quantitative methods supplemented a descriptive and qualitative approach in this study. In addition to key informant interviews and focus group discussions, we also administered a survey, and the results helped us answer our research questions and accomplish our goals. The survey's data came from the opinions of locals in the study area. In contrast, the KII and FGD qualitative data came from the perspectives of real estate industry representatives and local government officials at the municipal and ward levels. The perspectives of significant players in the short-term accommodation market were also gathered. The survey's results provided insight into the individual differences that shaped respondents' opinions. This was accomplished by conducting a Pearson Chi-square test and a multi-level regression and analyzing the qualitative data gathered through KIIs and FGDs through template and content analyses.

Household Survey

For the household survey, each respondent was drawn from locals of the study area. All participants certified that he/she:

(1) is of legal age or at least twenty-one (21) years old;

(2) is fluent in Tagalog at the primary level; and

(3) an inhabitant of the study area for at least ten consecutive years before the survey.

In selecting respondents, a "door-to-door" survey was conducted within designated areas of barangay LGUs.

Survey Instrument Design

The survey questionnaire was modeled after those in Gamboa (2012); Perez (2017); Zambales (1996). Each survey asked respondents to rate their agreement or disagreement with statements about various short-term housing accommodations on a Likert scale. There were four sections to the questionnaire. One section asked for "personal information and overall circumstances," while the other contained questions to gauge familiarity with various types of temporary housing. The remaining questions are designed to elicit thoughts on the significance of these establishments to the positioning of brands and the growth of real estate in urban centers. Last but not least, the survey was created with the Tagalog-speaking population in mind and is written entirely in that language.

Qualitative Methodologies

When conducting a survey, it is imperative to ask probing questions and provide multiple response options so that the data collected is as comprehensive as possible (s). Thus, qualitative methods were also used in this study. Hammarberg, Kirkman, and de Lacey (2016) defines qualitative methodology as a method that "answers questions about experience, meaning, and perspective most often from the standpoint of the participants." But qualitative research, as argued by Sutton and Austin (2015), "can help assess thoughts and feelings of participants; to understand the meaning that people ascribe to their experiences."

Key Informant Interviews (KIIs)

Employees and officials of said developers and identified government offices were interviewed for this study. In this light, KIIs functioned as an auxiliary method of information extraction for resolving the study's central questions. Because "seek views on a focused topic with key informants, for background information on an institutional perspective," as cited in Hammarberg et al. (2016), is the primary goal of the same. Researchers have also found that interviews with more than 15 people yield less reliable results (Kumar, 1989). Bearing these considerations in mind, the author conducted KIIs with 15 real estate supervisors or managers who played a significant role in the site selection of their respective projects (whether residential, commercial, or industrial). Interviews were conducted with a subset of city officials to get a sense of how local governments in cities generally

answered the same research questions. The researcher sat down with the following:

(1) The Business Permits and Licensing Officer.
(2) The City Planning and Development Officer.
(3) The City Tourism Officer.
(4) The Manila Building Official.
(5) The City Assessor.

Focus Group Discussions (FGDs)

At the same time, focus group discussions (FGDs) were facilitated to collect opinions from LGUs at the barangay level. This goal was accomplished through three separate group discussions (with a minimum of six participants each) with the chairpersons and kagawads of the three most populous barangays in the study area. These specific barangays were chosen because they collectively accounted for seventeen percent (17%) of the total population in the area.

At least six and up to twelve people should be in a focus group for it to be effective, according to the literature Gibbs (1997); Stewart (2007). The latter also noted that while there are no hard and fast rules for the ideal number of FGDs, most studies that used this method had at least two and occasionally even four focus groups.

Data Analytical Methodologies for Household and Online Survey

The results of this questionnaire were initially presented using descriptive statistics because the instrument was developed using a Likert scale (percentage content analysis and frequency statistics method). The author then used the Pearson Chi-square test to cross-tabulate the instrument responses from Parts I and II with the responses from the perception sections (Parts III and IV of the questionnaire). This was done while still using the same data. The data analysis tool was utilized to determine the personal factors that influenced survey respondents' perceptions of the role that short-term accommodations play. In conclusion, an MLR was used to confirm which factors significantly impact said perceptions.

To eliminate the possibility of errors being caused by humans during the computations and analysis of data, statistical software was used in this study. Using Microsoft Excel, the findings of the descriptive statistics were computed and illustrated; IBM SPSS Statistics was used to facilitate the computations for the Pearson Chi-square test and MLR.

Data Analytical Methodologies for Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs)

Meanwhile, information gathered via KIIs and FGDs was analyzed using template and content analyses. According to the sources Alexander et al. (2010); Blum (1997); King (2004) in the template analysis, this process entails "thematically organizing and analyzing textual data" . For this reason, the statement responses from the interviewees and the discussants were coded according to themes, relevance, and necessity to address the study's research questions.

After that, the content analysis drew reasonable conclusions about the meaning of the qualitative data. "a research technique for making inferences by systematically and objectively identifying specified characteristics within a text" is how Stone (1966) described this approach to literary analysis.

DATA ANALYSIS AND DISCUSSION

Household and Online Survey Results

This section presents and synthesizes the findings and analyses of this research. Here, survey results found that although a 1992 DOT Circular regards short-term accommodations as lodgings mainly for travelers, most people use them for their private/intimate moments (see Figure 2). Because of this, the survey further revealed that short-term accommodations exhibit a negative brand among the respondents (refer to Figure 3) though they also believe that it's still one of society's most important economic players (see Figure 4). For illustration, please refer to the figures below and on the next page:
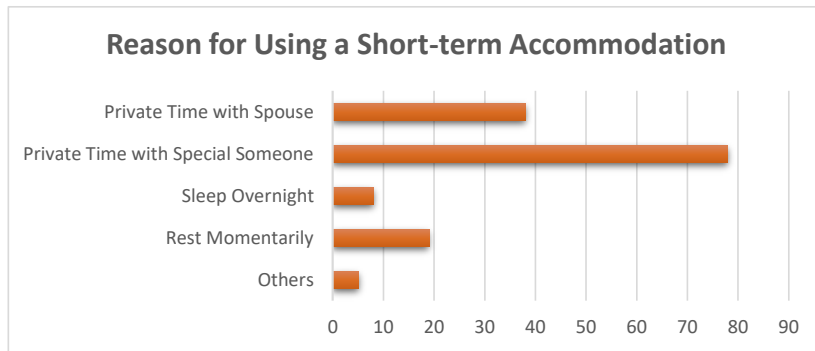
Figure 2. The respondents' reasons for using a short-term accommodation
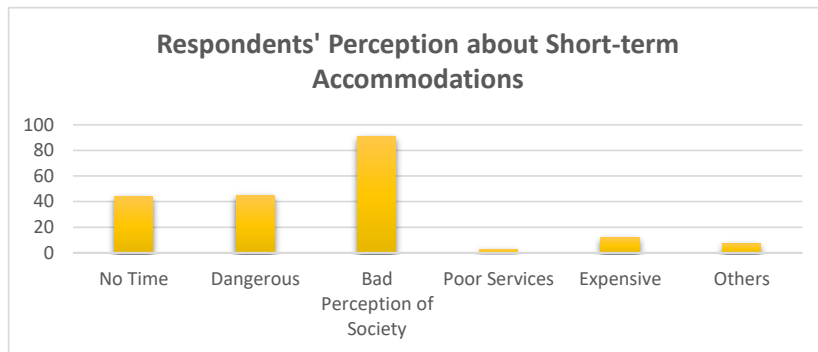
Figure 3. The respondents' perception of short-term accommodation
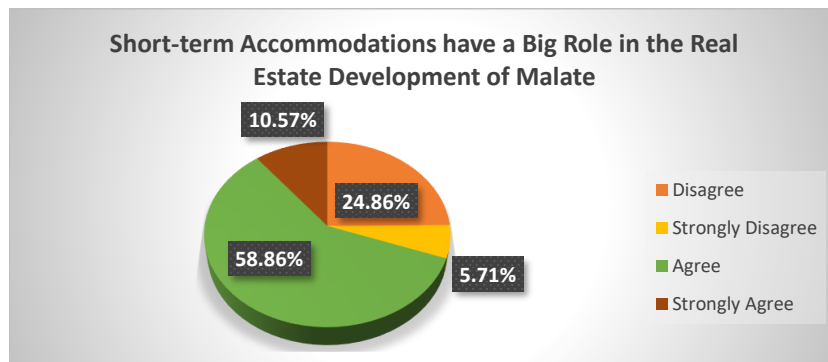
Figure 4. Respondents' perceptions on the role of short-term accommodations in real estate development

Results of the Pearson Chi-square Test and Multinomial Logistic Regression (MLR)

Furthermore, statistics from the Pearson Chi-square Test indicate that fourteen (14) out of seventeen (17) variables exhibit great influence on respondents' perceptions. These factors are gender, age, religion, state of health, highest educational attainment, civil status, birth in Malate, socio-economic level, residential characteristic, number of household residents, number of working household residents, monthly household income, present occupation, and previous use of short-term accommodation. In contrast, MLR findings show that being born in Malate and part of a family household was the most significant regardless of socio-economic level and monthly household income. For better understanding, kindly refer to the Tables below

Table 1: Summary of statistical results of the pearson Chi-square test of independence

Results of the Pearson Chi-Square Test of Independence																					
Variables	Perception Questions																				
	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Gender					+				$				+	&	&	@		&	@	&	
Age	+	&	&	&					#	+	+		&				&	+	&	+	
Sexual Orientation																					
Religion				+					#												
State of Belief and Faith																					
State of Health	#			+					&				@	@	$	@	&				
Highest Educational Attainment										#				&	+	+		#	&	#	
Civil Status		@		$		+	%	$	#	+				&			@		&	+	
Years of Residency																					
Birth in Malate			%		#										&	$					
Socio-economic Level				+		+	+	+						&		+					
Residential Characteristic													#	&	%				&		
No. of Household Residents		@																			
No. of Working Household Residents				#																	
Monthly Household Income	&	&	$	$		@		+		&				&	@	@	%			+	
Present Occupation			&	&	#	@	#	&													
Use of Short-term Accommodation	&	&	&	&	% @	$	%	@	&	&	&	&	$	&	%	+	&	&	&		

Source: (Adapted from Zambales (1996))

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 2: Summary of statistical results of the multinomial logistic regression (Part I)

Results of the Multinomial Logistic Regression																					
Variables	Perception Questions																				
	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Gender																					
Female																					
Transgender																					
Age																					
21 Years Old																					
Between 22 to 32 Years Old																					
Between 33 to 43 Years Old																					
Between 44 to 54 Years Old																					
Between 55 to 65 Years Old																					
Between 66 to 76 Years Old																					
77 Years or Older																					
Sexual Orientation																					
Heterosexual															@		@				
Homosexual																					
Bisexual																					

Source: (Adapted from Zambales (1996))

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 3: Summary of statistical results of the multinomial logistic regression (Part II)

Variables	Perception Questions																				
	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Religion																					
None																					
Roman Catholic															+						
Born Again Christian																					
Islam																					
Others																					
State of Belief and Faith																					
Believes in a Supreme Being								&													
Atheist																					
Agnostic																					
State of Health																					
Healthy with No Illness at All																					
With Ordinary, Curable, and Non-deadly Illness																					
With Non-deadly and Curable Serious Illness																					
With Non-deadly and Incurable Serious Illness																					
With Deadly and Curable Serious Illness																					

Source: (Adapted from (Zambales, 1996)

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 4: Summary of statistical results of the multinomial logistic regression (Part III)

Variables	Perception Questions																				
	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Highest Educational Attainment																					
None																					
Didn't Finish Pre-school																					
Finished Pre-school																					
Didn't Finish Elementary																					
Finished Elementary																					
Didn't Finish High School																					
Finished High School																					
Didn't Finish Voc. Course																					
Finished Vocational Course																					
Didn't Finish College																					
Finished College								@													
Finished Higher Studies																					
Civil Status																					
Single																					
Married																					
Widowed or Widower																					
Legally Separated																					

Source: (Adapted from Zambales (1996)

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 5: Summary of statistical results of the multinomial logistic regression (Part IV)

Variables	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Years of Residency																					
10 Years																					
Between 11 to 21 Years																					
Between 22 to 31 Years																					
Between 32 to 41 Years																					
Between 42 to 51 Years							&														
52 Years or More																					
Birth in Malate																					
Yes				#							+				#	+				@	@
No																					
Socio-economic Level																					
Below Poverty Line				@																	
Lower Class				#			#		@		&										
Working Class				#			#		@		&										
Middle Class				#			#		@		&										
Upper Middle Class				#			#		@		&										
Upper Class				#			#		+		&	+									

Source: (Adapted from Zambales (1996)

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 6: Summary of statistical results of the multinomial logistic regression (Part V)

Variables	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Residential Characteristic																					
Owns House																					
Owned by Relative																					
Renting																					
Illegal Settlers																					
No. of Household Residents																					
One																				+	
Two																					
Three													+		@		+		+		@
Four				&								+	+	&		+		@	@		+
Five												@	+						+		
No. of Working Household Residents																					
One							@														
Two																					
Three																					
Four																					
Five																					
Six or More																					

Source: (Adapted from Zambales (1996)

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 7: Summary of statistical results of the multinomial logistic regression (Part VI)

	Results of the Multinomial Logistic Regression																				
Variables	Perception Questions																				
	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Monthly Household Income																					
Below 10,000													#	&			@		&		
Between 10,000 to 20,000													#				+				
Between 20,001 to 30,000													#								
Between 30,001 to 40,000														&		@	@				
Between 40,001 to 50,000													+	&			+			+	@
Between 50,001 to 60,000							&				&		#			+	@				
Between 60,001 to 70,000																					+
70,001 and Over																					
Present Occupation																					
None																					
Full-time Student											+										
Working Student																					
Private Sector Employee																					
Government Employee																					
Businessman																					
Others																					

Source: (Adapted from Zambales (1996)

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Table 8: Summary of statistical results of the multinomial logistic regression (Part VII)

	Results of the Multinomial Logistic Regression																				
Variables	Perception Questions																				
	Place Brand											Real Estate Development									
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10
Use of Short-term Accommodation																					
Yes									+		@										
No																					

Source: (Adapted from Zambales (1996)

& - Likely to Strongly Disagree, @ - Likely to Disagree, + - Likely to Agree, # - Likely to Strongly Agree

Findings from the Interviews with City Officials

When questioned by city officials, it was found that these hotels generate the second-most industry for the City's hotels. In addition, it was mentioned that short-term lodging establishments are treated similarly to accommodations under the local zoning ordinance. The placement of such businesses close to homes and/or schools is entirely legal.

Findings from the Focus Group Discussions with Barangay Officials

On the other hand, Barangays echoed the survey's findings when we sat down with them; while they acknowledged the economic benefits of short-term accommodations, they also admitted that it contributes to a negative place brand in the community. Given many places of worship and educational institutions within their territory, one of them even stated that they would oppose the construction of such lodgings. An official also mentioned a billboard for a well-known motel that was located in ironically proximity to the Manila Zoo but featured sexually suggestive language.

Findings from the Interviews with Real Estate Company Representatives

Finally, real estate developers are open to having their projects constructed near short-term accommodations. They stated that selecting appropriate, zone-able, and commercially viable project sites have always been their primary concern.

CONCLUSION AND POLICY RECOMMENDATIONS

The following generalizations can be made based on the outcomes of the data extraction and analysis:

- Short-term accommodations are primarily used for private/intimate moments, contrary to the opinion of the Tourism Circular.
- In addition, surveys reveal that short-term lodgings have a poor reputation in the eyes of the general public. Interview responses corroborated these findings, stating that the establishments in question have an "awkward" appearance and a strange vibe. In addition, local officials advocated for implementing zoning policies to place these accommodations in inaccessible locations relative to public buildings.
- Despite this, respondents to the survey viewed short-term lodging as a significant economic force globally. After conducting interviews, it became clear that these companies employ locals and engage in corporate social responsibility initiatives like charitable giving and partnerships with the government.
- According to the Pearson Chi-square Test results, fourteen of the seventeen variables significantly affect the respondents' opinions. In contrast, regression analysis results indicate that being born in Malate and raised in a nuclear family are the two most important factors. And this holds regardless of one's social standing or monthly income;
- Thirdly, a discussion with the City Assessor of Manila revealed that the short-term accommodation sector of the city's lodging industry has the second-highest fair market value and second-highest earnings.
- According to the City Planning Officer, short-term accommodations are treated the same as any other lodging business under Ordinance No. 8119, despite the sexual overtones against these establishments. Thus, such businesses are not illegal to locate near residential and/or institutional areas. Questions led to the discovery that only businesses dealing with hazardous materials or gambling, such as gas stations and casinos, must obtain a Special Use Permit. At the same time, short-term accommodations are exempt from this regulation.
- Some of these accommodations had their building or business permits denied, revoked, or delayed due to violations of local ordinances on fire extinguishers, CCTVs, and others, according to interviews with the Business Permit Officer and City Engineer. One interviewee said, "Security has always been my biggest worry with these places."
- Finally, residential, commercial, and industrial real estate developers have no qualms about constructing next to accommodations and motels because they see the two as complementary land uses. They stated that selecting appropriate, zone-able, and commercially viable project sites have always been their primary concern.

Policy Recommendations

Consequently, the above findings influence the policy recommendations below:

Recalibrate the zoning ordinance and tourism circular

Although the law classifies them as "traveler lodgings," this does not reflect reality. The findings of this study provide hard evidence that the vast majority of locals rely on these establishments to satisfy their sexual needs and that they are also a haven for crime, the sex trade, and narcotics. Therefore, it is suggested that Ordinance No. 8119 and the Tourism Circular be revised to reflect the foregoing findings using the secondary effects test. One possible change is a requirement from local authorities that such businesses maintain a safe distance from sensitive areas like playgrounds, schools, and churches.

Enact zoning policies on their sexually-suggestive advertisements

This study uncovered several interesting facts about short-term accommodations, including the prevalence of erotic content in advertisements and the fact that they tend to be located in tourist hotspots. The proximity to places where families and children congregate, like churches, schools, and the Manila Zoo in the case of Malate, is

the primary cause for concern. Officials at the local level have been interviewed, and they all agree that these ads harm the health and safety of children and teenagers.

Similarly, further interviews with the City Planning Officer confirmed that there are no hard and fast rules regarding the placement and content of advertisements in Manila. This highlights the need for a law that controls the placement and content of billboards in public spaces.

Stricter implementation of local ordinances

Business Permit Officer acknowledged that, unlike the 1990s, subsequent administrations appeared lax in enforcing the applicable ordinances for short-term accommodations. He said that while the law requires "regular inspection" of these businesses, it is unevenly enforced, with more attention paid to student dorms than short-term accommodations. He thinks it's reasonable that only some of these hotels had their applications for construction or business permits turned down, revoked, or otherwise slowed down because of violations of local ordinances (e.g., the requirement to have fire exits and CCTVs, among others). Thus, the current and future governments of Manila should have a more unyielding and all-encompassing use of police power to regulate these transient accommodations better.

IMPLICATIONS TO URBAN PLANNING

There have been reports that many of these lodgings (especially transient houses and small-time inns) are not compliant with government regulations, which poses a significant fire and structural hazard to its neighboring communities. Therefore, in the interest of public safety and welfare, the right policies must be implemented, be they spatial or not.

Better spatial interventions that aim to meet the needs of the public, private, and governmental sectors may become possible after appropriate zoning and tourism measures have been refined for their regulation.

For instance, the gradual relocation of such businesses may now be at the forefront of debate among the government and private investors. Subsidies and other incentive mechanisms could be used to relocate these dwellings to more suitable areas.

In addition, it is possible to create visual buffer corridors so those community areas aren't meant to be exposed to these amenities and aren't forced to. Based on the new zoning regulations, imaginative urban design measures can be implemented (such as wayfinding and signages leading to these defined spatial corridors), which may be linked to tours of the area.

A general model could be found in cities like Amsterdam, where distinct neighborhoods are often hidden from view from major thoroughfares but are only a short walk away. The plan worked, and the city's urban flavor and character improved over time.

Things of a similar nature were also thought to have occurred in Tokyo. According to Hasan (2011), budget accommodations were found to be concealed in inconspicuous areas close to train stations. He noticed that these establishments strategically placed themselves near busy transit hubs like train stations while maintaining anonymity.

If these proposals gain traction, new investment opportunities may emerge, as complementary industries like bars and restaurants benefit significantly from the increased foot traffic that these accommodation facility districts are expected to generate. Therefore, it has the potential to bring about further progress for the neighborhood, its people, and the city administration.

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