

Assessing the Readiness for E-Commerce Platforms Integration of Tourism Micro, Small, and Medium Enterprises (MSMEs) in Sorsogon City

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ABSTRACT

This study assessed the readiness of tourism Micro, Small, and Medium Enterprises (MSMEs) in Sorsogon City for e-commerce integration, using the Technology Acceptance Model (TAM) as the framework. The data were collected from the official list of enterprises that offer accommodation, food, souvenirs, crafts, wellness, and leisure services. The results indicated that most of the MSMEs operating for more than six years with small asset size and limited employees perceived themselves as “ready” for digital integration. Statistical analysis revealed that asset size and business size significantly influenced readiness, while the length of business operation showed no significant relationship for e-commerce readiness. Post hoc comparisons further indicated the differences in the level of readiness across enterprises. The study recommends that tourism MSMEs can enhance digital capabilities through training, financial support, and specialized e-commerce solutions, while policymakers should develop or establish innovative and sustainable programs. To enable market expansion and effectively contribute to the local economic growth, the digital adoption of tourism MSMEs must be strengthened.

Keywords: *E-Commerce Readiness, E-Commerce Integration, Technology Acceptance Model (TAM), Tourism MSMEs.*

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CHAPTER ONE

INTRODUCTION

The current study presents an overview of the tourism industry in the context of Micro, Small, and Medium Enterprises (MSMEs) and its progress on digitalization. This section provides an overview of their nature as growing enterprises, exploration of e-commerce platforms, digital integration, legal bases, and their relevance to the Sustainable Development Goals (SDGs).

➤ *The Nature of MSMEs*

The 2023 List of Establishments of the Philippine Statistics Authority shows a total of 1,241,733 (99.63%) Micro, Small, and Medium Enterprises (MSMEs) operating in the country. These are growing entities that are typically marketing convenient products. They are classified according to their asset size and number of employees (Philippine Commission on Women, n.d.). An enterprise is labeled as a micro if it has less than 10 employees, small if it has 10-99 employees, and medium if it has 100-199 employees. On the other hand, their asset size also varies with up to PHP 3 million for micro; PHP 3 million to PHP 15 million for small; and PHP 15 million to PHP 100 million for medium enterprises. These entities are often situated in local areas, showcasing unique and authentic products from their respective localities. With its population, MSMEs are known to be one of the most important sectors in the country that contribute to the rise of the economic rate.

MSMEs are a strong foundation of development. In most countries, they hold a great population of a nation's workforce and are recognized as a great source of income, providing workers with social security (Raquiza, 2021). They became key players in the community, opening doors for a quality way of living. Nevertheless, the potential of a certain product or service will remain hidden if there is no initiative from the people who recognize and invest in the business. This calls for the need to understand even the smallest scale in the corporate world, for it carries the greatest impact.

Pedraza (2021) identified the attributes of MSMEs wherein micro enterprises find it easy to do business with a lesser cost and adjusting revenues, while small businesses have a low number of employees and are interdependently operated, resulting in limited revenue. On the other hand, the roots of medium enterprises can be traced back to those successful small businesses that were able to save enough capital for premises, equipment, and employee generation. These characteristics unveil the reality that MSMEs can be easy to navigate throughout their operation, considering the limitations and their specific ways of finding their position in the market. Powered by sufficient employees, the nature of MSMEs matches the evolving world and changing preferences of consumers, particularly those who have a great interest in tourism, due to their ability to establish and implement strategies formulated through the frame of their day-to-day transactions.

The Department of Trade and Industry (2023) stated that MSMEs are significant in the development of products that are deeply rooted in cultural identity. It is an ideal initiative within society that combines innovative and practical ways to thrive in the competitive world of commerce while conserving a significant element of the community. MSMEs made a huge shift and fresh perspective on selling products and services, in which everything can be known and interesting for the community, just by simply enhancing a brand or trademark. They can be flexible as well to cater an array of demands that come forth following trends or other factors. Moreover, their scope reaches just enough of their target market segment, therefore their dominance has been evident in the most rapidly increasing tourism industry, attracting potential customers and visitors.

The tourism industry has a significant position and influence on culture and economy, sparking an outlook as to how it is reckoned as a vast and growing industry. In terms of tourism-related MSMEs, Lopez (n.d.) highlighted its firm position in the industry for they are the most common enterprises that tourists are dealing with most of the time. As years pass by, inventions, opportunities, and strategies are born and utilized, making names for a variety of tourism products. These entities are flexible and convenient enough for tourists who are seeking something authentic and have no complicated transactions.

As a thriving business in the tourism industry, an enterprise creates a ripple effect that benefits its surrounding entities, from bottom to top. It is from the local stage where MSMEs are often rooted, creating job opportunities and promoting social stability (Ruiz, 2024). Through these, the idea of something expansive and sustainable is attained by local entrepreneurs, which will then foster the national entrepreneurial scheme. Moreover, this is always parallel to the diverse tourism industry in a local area and its ability to attract potential customers for tourism products remain sold in high and reasonable numbers because of the qualities and stories that make them as a whole.

In spite of the standing of MSMEs in the economic cycle, these entities also experience challenges that hinder their dealings. The United Nations (2025) named situations including poor infrastructure, insufficient loans, climate change, and digital shifts. These situations are inevitable difficulties for a business entity, however, when it comes to the micro, small, and medium enterprises, the process of resolution can be a heavy baggage. In the present study, the researchers focused on the most possible and timely shift in the aspects of their marketing and merchandising methods.

➤ *E-commerce and E-commerce Platforms*

In the context of inventions and innovations, businesses happen to seek the core of every demand. Nowadays, during the process of corporate investigations, modernization has an increasingly important role. With roots in the traditional one, advancements mark the visible transformation of society, spreading branches for technology and social norms (McKee & Bransford, 2024). Such improvements make it easier for businesses to thrive and face the market efficiently. Digital initiatives become a strategy for most businesses to earn a competitive advantage as well, thus the idea of e-commerce, or electronic commerce, wherein they could personalize and unlock their full potential as businesses.

The phenomenon of e-commerce platforms is being coined to several definitions and factors. Commonly, it is deemed as a platform wherein businesses can exhibit their products and services to several market segments that it can potentially reach, which can largely be about marketing and promotion. However, technically, e-commerce platforms are used to execute transactions between a business and a customer by transferring money and data to complete the sales (Zande, 2024). Depending on the features of a particular platform, it is also where businesses could track their inventory and manage all the queries of their customers, even with the absence of physical interaction. This ability aids the dominance of several market segments and increases competitive advantage in national or global commercialism. E-commerce platforms can be closely tied to every aspect of the business when perceived as a strategy rather than being an option to increase branding and sustain the business.

According to the BigCommerce Team (n.d.), e-commerce platforms provide numerous advantages that justify time and financial investment. These platforms make tasks easier or at least manageable, despite the challenges that affect a certain commerce. Owning a business, no matter the scale, will always have risks; thus, the reason for strategic plans. On the other hand, as entrepreneurs, it is the sense of responsibility and commitment that drive one to improve and modify existing principles. With MSMEs, integrating e-commerce platforms can be a part of their business innovations.

In the Philippines, the top e-commerce platforms as listed by the International Trade Administration for 2024, are Shopee, Lazada, Zalora, and BeautyMNL. These platforms are frequently utilized by consumers who have sources of income and have been discovered since the COVID-19 pandemic. The accessibility and convenience when purchasing online are important factors to ensure that transactions for both sides run smoothly. With the prevalence of digital platforms, it is now easier for consumers to pick online transactions, making it a drive for business owners to discover and accommodate the demands of the majority of their potential markets.

For the tourism sector, e-commerce platforms need a lot of maintenance and improvements to ensure a steadfast position in the market. As studied by Roldan (2023), in the field of tourism operation, the digital tools and e-commerce platforms are utilized by businesses and industries to adapt and transition to digital strategies and keep up to improve or revitalize financial growth and stability. This highlights its significance to achieve better market competitiveness and profit gain. Furthermore, in e-commerce, it helps a business balance time management and allocate appropriate resources that would be an instrument for the growth and maturity stage of a company over external threats.

By incorporating computerized systems and the internet in businesses, resources could be stretched, and aims would be met in an objective way. Investing in digitalization equates to an investment in a long-term strategy where productivity and competitiveness persist (Fuster, 2022). If considered in the local setting, digital commerce can make comprehensive and possible choices for every business owner, no matter whether they are a micro, small, or medium enterprise, to go beyond the usual. Putting up the mirror of the present times, such a product of modernization has an angle visible on every corner, reflecting its purpose to the present era, wherein technology is next to efficiency.

➤ *Digital Integration in the Tourism Industry*

Since the discovery of digital platforms allows constant developments, their inclination remains steadfast to improvement, even with the presence of conflicts. Therefore, the e-commerce industry believes that the expansion of less-established local markets, as well as the consideration of the demands, would be best provided through e-commerce platforms (SATO Den, 2024). This idea taps on tourism-oriented MSMEs to go beyond the typical isolated scheme. It suggests that e-commerce platforms could pull out the strength and power of an enterprise to attract growth and branding. It can make comprehensive and possible choices for every business owner, no matter whether they have a micro, small, or medium enterprise.

The growing tourism industry in the Philippines is one of the sectors that is rapidly adapting to modern methods. According to the Asia-Pacific Economic Cooperation (2024), to expand beyond borders, digitalization must be embraced. The utilization of social media and other online sites is one of the tactics of tourism businesses, as there is no doubt about the duration of people's screen time at present. Digital marketing then becomes a fundamental aspect, in which it provides an avenue for products and businesses to increase market visibility. Therefore, assessing tourism-related enterprise simplicates their ability to integrate digitalization and their potential skills and knowledge, as it challenges businesses' online operations and transactions when providing services.

Digital integration in the tourism industry, particularly in tourism-oriented businesses, secures a tool for both communication and relations for the customers and the public (Kabango & Asa, 2015). Its usefulness is evident, serving as a great opportunity to execute strategies and marketing techniques. Such digital business innovation brings MSMEs onto a broader path while empowering them as growing business sectors in the industry. The perception that incorporating online platforms is beneficial can be a key factor for them to gear up and take up the challenge of modernization.

Tzioras (2018) believed that as a tourism products merchant, dealing online requires new and improved techniques to swiftly cater for the needs of the consumers. This literature explained the ability of tourism commerce to adjust to the changing trends and fads, as well as to developments and new tourism initiatives. Aside from the regular negotiations, a personalized and comprehensive assistance to customers through online platforms can hold so much weight in the operation of micro to medium enterprises.

The growth of MSMEs is the goal of society. In the tourism sector, where competitors are challenged, tourism MSMEs remain innovative even in the smallest aspects. Prices or services may vary, and branding has become an important matter. Dharmaraj (2025) believed that incorporating e-commerce platforms enhances the competitiveness of MSMEs in a technology-driven marketplace. With the tourism industry as a flexible sector, the competition reaches the digital walls, and so MSMEs are encouraged to stretch out their resources and assess the benefits it carries.

The importance of electronic commerce platforms to the local tourism sector is evident as the year progresses. In the current status of the global market, e-commerce is necessary for the operation of local tourism businesses to reach new levels (RichestPH, 2021). Prior to the integration of e-commerce platforms, MSMEs must be assessed and evaluated through the intensity of their preparedness to determine the extent of their potential to withstand online operations. Sorsogon City, as a destination with rich culture and heritage, can modify its tourism sector through the utilization of e-commerce platforms. Through such an initiative, local tourism MSMEs could flourish, reach a wider market, and attain an identifiable brand.

➤ *Relevance to Sustainable Development Goals (SDGs)*

- *SDG 1: No Poverty.* E-commerce is a platform that is an asset of MSMEs to alleviate poverty, more specifically in the rural and tourism-driven communities here in the Philippines. The digital access allows small enterprises to be included in the process of enabling the progress of the economy. Tourism-related MSMEs such as handicrafts producers, homestays, and food vendors benefit from online platforms where it connects them to domestic or even international travelers. In 2023, DICT and DTI, in partnership with the United Nations, launched the Digital PINAS program, which aims to engage 15,000 MSMEs to enter the digital economy, prioritizing underserved areas. These efforts align with SDG 1 and its national goal of reducing poverty by improving the economic participation of marginalized entrepreneurs. It justifies the context of e-commerce adoption as a powerful integration in the industry of tourism and hospitality, allowing people to access what products and services a tourism destination can offer, resulting in demands that generate income and job opportunities.
- *SDG 8: Decent Work and Economic Growth.* The digital economy in the Philippines is projected to reach 35 billion USD in the year 2025, where the MSMEs are expected to play an important role in achieving it through online retail, tourism services, and logistics (Google, Tamesek, & Co., 2024). The adoption of e-commerce enhances productivity, labor, and businesses. Evidently, tourism-related MSMEs are now utilizing digital platforms to attract tourists and operate. The Philippine Development Plan 2023-2028 of the National Economic Development Authority (NEDA) identifies digitalization as a key strategy to foster an inclusive economic participation and expand the workforce. These enterprises and e-commerce integration are essential and relevant to the goals of SDG 8 through employment generation and the promotion of sustainable tourism practices. This supports the context of this study and how it will contribute to the continuous development of programs that allow small businesses to venture and contribute to the economy and the people.
- *SDG 9: Industry, Innovation, and Infrastructure.* Digitalization fosters innovation, and it allows the creation of products and systems supplying trends in MSMEs. In the tourism-related enterprises, it is important for e-commerce to be leveraged for the industry to offer a curated experience and promote local businesses. In the MSME Development Plan 2023-2028 of DTI, digital tools are considered core for competitiveness and industrial integration. In 2023, the Department of Industry revealed that the government invested in facilities, digital hubs, and innovation centers to support the MSMEs in scaling up their operations and participating in a broader chain. These initiatives contribute to SDG 9, allowing the economy to flourish through a force that benefits entrepreneurship and innovation. This offers opportunities for tourism MSMEs in Sorsogon City to be a core purpose of improving the industry by positioning itself in the emerging demands in the market.

These SDGs justify the relevance of the study by positioning e-commerce readiness among tourism-related Micro, Small, and Medium Enterprises (MSMEs) as an avenue for an inclusive development of the industry itself.

➤ *Legal Bases*

The integration of e-commerce in the tourism Micro, Small, and Medium Enterprises in Sorsogon City is reinforced by a comprehensive legal framework that promotes digital transformation, consumer protection, and entrepreneurial empowerment. The Magna Carta for MSMEs (R.A. 9501) and the Go Negosyo Act (R.A. 1044) are foundational laws that provide support to the

institution by means of providing financial access, capacity building, and the establishment of Negosyo Centers. These mechanisms are essential factors in enabling tourism entrepreneurs to adopt e-commerce or to transition from traditional to digital operations. Through this, small businesses and enterprises are able to enhance their market reach and operate efficiently.

To complement these structural supports, some laws address workforce readiness and digital safety. The Digital Workforce Competitiveness Act (R.A. 11927) is a legal basis that equips MSME stakeholders with relevant and essential digital skills that foster competitiveness in labor and workforce that is capable of managing e-commerce systems. Another is the Data Privacy Act (R.A. 10173) and the Cybercrime Prevention Act (R.A. 10175), which safeguard both consumers and entrepreneurs by penalizing cyber threats and enforcing data protection. These are critical for tourism MSMEs as it handles sensitive information and transactions. The Electronic Commerce Act (R.A. 8792) legitimizes online transactions and ensures that digital contracts, including payments and communications, are recognized and secured legally. Another reinforcement is the Internet Transaction Act (R.A. 11967), which regulates online commerce and oversees digital marketplace conduct and establishes the E-Commerce Bureau. These regulate, promote, and protect online commercial activities in the country.

The infrastructure and innovation laws, such as the Free Wi-Fi for All Act (R.A. 10929), the National Board Plan, and the Philippine Innovation Act (R.A. 11293), are laws that create and enable an environment for e-commerce adoption. These policies ensure that even in remote areas, they have access to reliable internet and are encouraged to utilize digital innovations. Collectively, these legal instruments are formulated to create a system that supports the readiness of small businesses and even the tourism-related MSMEs to integrate e-commerce platforms. This not only addresses the operational or even the technical aspects, but also the sustainable growth of the tourism sector in the country and its rural regions, such as Sorsogon.

Through these legal frameworks, the study effectively and relevantly applies to the context of tourism MSMEs, and assesses how ready they are for e-commerce integration. It allowed the study to explore its depths and collectively understand how data, statistics, and findings contributed to the implications that it possesses. This enabled the exploration of concepts, formulation of recommendations, and support for policy developments that are essential to the rise of MSMEs as a leading contributor to economic growth in the field of tourism and hospitality industry.

➤ *The Frameworks of the Study*

This section provides the theories and concepts that reflect the objectives of the present study. This includes the theoretical framework and conceptual framework, along with their corresponding paradigm.

- *Theoretical Framework.*

According to the theory of Dawnavie Dadis, many MSMEs in the Philippines do not have their own offices and are run from the homes of the owners since they are operated by not more than 200 employees. Such limitations have a great impact on an enterprise, mostly in aspects like market competitiveness and stability of operations. The reality behind the operational and organizational structure of MSMEs provides a significant accumulation of the comprehensive concept of small to medium businesses within a community. This taps into the implementation and adaptation of enhanced strategies and systems.

On the theory of Hannes Werthner and Francesco Ricci, e-commerce may change the structure of a sector and e-commerce, on the other hand, demonstrated how tourism can be a field of application. This proved that tourism is a type of business that would be effective even after modifying resources and systems for online integration. Tourism offerings will always be found in the state of preparedness, state of maturity, or state of decline, depending on how well financial outcomes align with the goals and objectives of a tourism enterprise. But in the end, investments and innovations will result in something significant for the business owners and tourists.

Based on the theory of Nova Navo, with e-commerce platforms integration, MSMEs can boost efficiency, access new markets, and improve financial inclusion. Their perception of the usefulness of e-commerce can happen in the actual setting because digitalization can automate routine tasks and allow transactions. As the lifeblood of the national economy, the readiness of MSMEs for e-commerce platforms integration can transform and build long-term operations with successful outcomes.

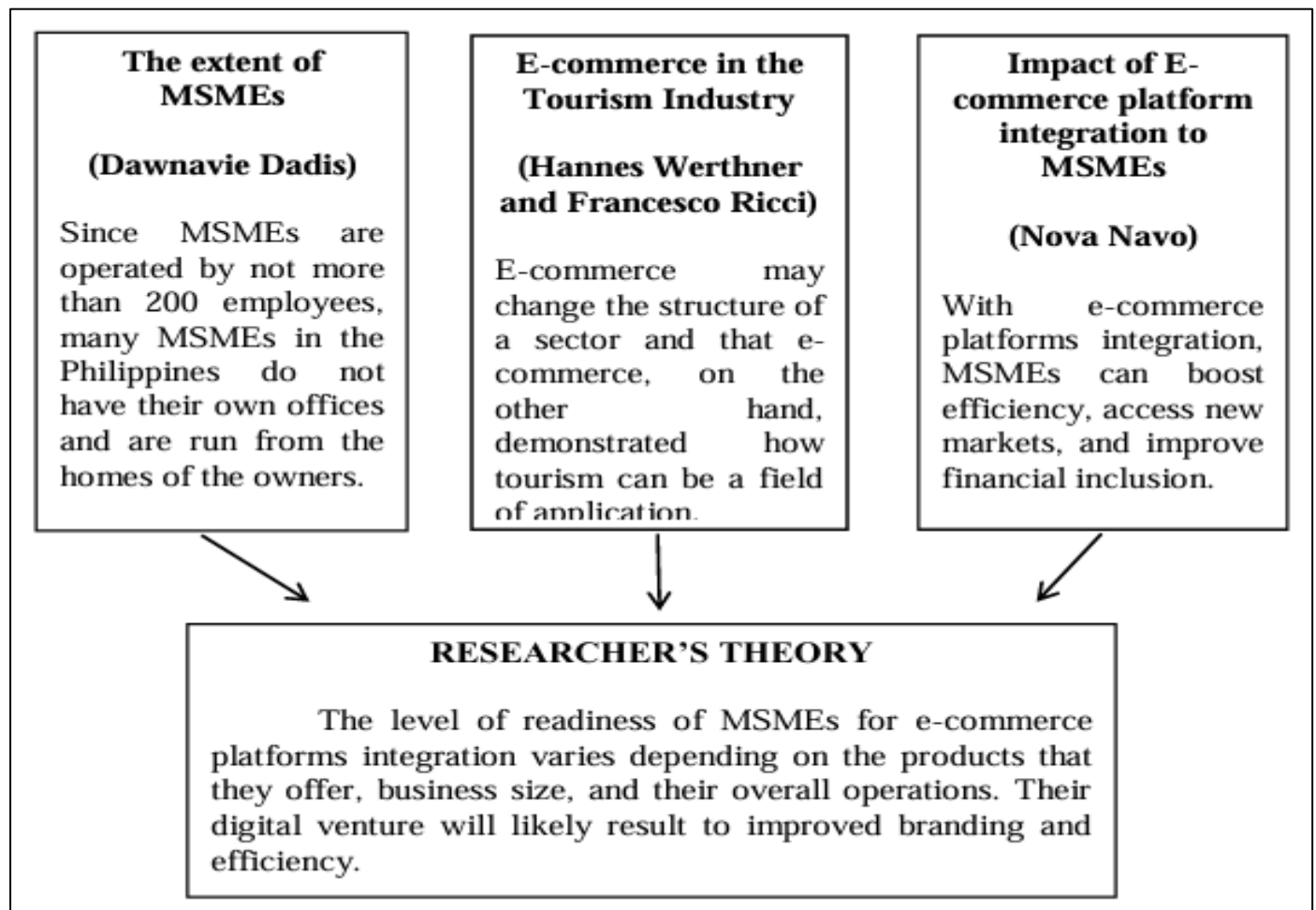


Fig 1 Theoretical Paradigm

- *Conceptual Framework.*

The authors of this study, as shown in Figure 2, determined the profile of the Micro, Small, and Medium Enterprises (MSMEs) in Sorsogon City in terms of the type of tourism product and service that they sell, asset size, length of business operation, and their business size. Furthermore, their level of readiness to integrate an e-commerce platform will be distinguished, thus the identification of the significant difference in the level of readiness of the tourism MSMEs for e-commerce integration when grouped according to their profile.

The extended Technology Acceptance Model (TAM) by Iacurci (2021) is utilized in the present study to comprehensively assess the readiness of tourism MSMEs in Sorsogon City to integrate e-commerce platforms into their business operations. The primary determinants of TAM are the Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Compatibility (CP), Subjective Norm (SN), Perceived Risk (PR), and Time, which influence the businesses' Attitude Toward Use (ATT) of the technology. Moreover, their Intention to Use (IU) influences their Actual Usage (AU), while the Cost determines its varying impacts on digital integration.

To attain this goal, it employed a process through a structured survey questionnaire to the registered tourism MSMEs who offer food, souvenirs, crafts, accommodations, travel assistance, and other experience-based activities. The data collected were analyzed and interpreted using appropriate statistical tools.

Assessing the level of readiness for e-commerce platforms integration served as a guide for the tourism MSMEs, business owners, tourism- and business-related government agencies, and potential tourists to develop flexible strategies and take part in an action plan, which will be developed based on the findings of the study.

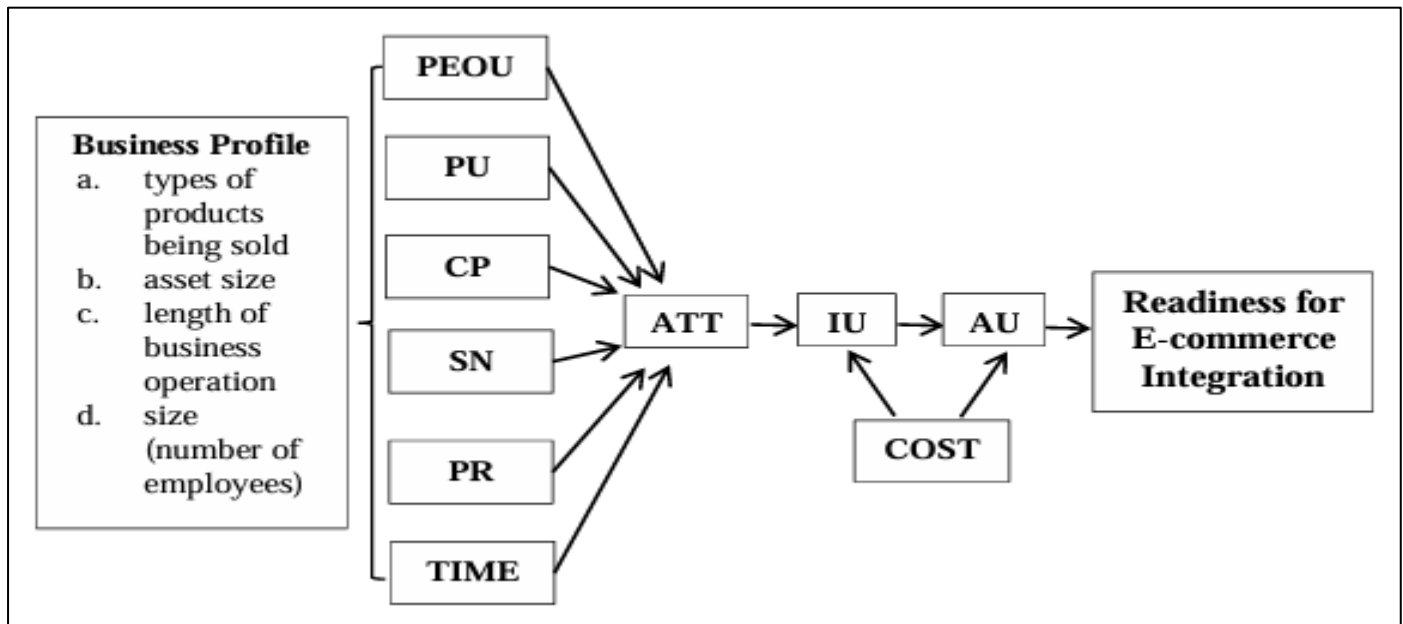


Fig 2 Conceptual Paradigm

This study aims to provide numerical data, valuable insights, and formulate strategies that are essential for various fields, individuals, and organizations such as: (1) Sorsogon tourism businesses, to assess current digital capabilities, refine marketing strategies, and identify areas of improvement; (2) Consumers, for them to gain easier access to tourism businesses' products through enhanced e-commerce engagement; (3) the Department of Trade and Industry (DTI), to develop strategic ways for a sustainable and inclusive e-commerce growth by means of implementing training and programs, and funding initiatives; (4) the Department of Tourism-Sorsogon, to improve marketing strategies aligned with the digital trends for enhanced tourism promotions; (5) Sorsogon City, to improve the local industries and promote sustainable progress; and to the (6) future researchers, for the current study to serve as a significant reference for future studies in exploring the digitalization of industries.

➤ The Present Study

The different literature and studies have helped the researchers gather ideas to develop the study about the readiness and perceptions of MSMEs about e-commerce platforms integration. The previous researchers laid down the concepts related to the topic, such as the data for MSMEs, operations on e-commerce, its impact on the growth of the tourism industry, and the testimonials regarding the effectiveness of integrating e-commerce platforms for small-scale businesses. The large population of MSMEs reflect the future of commerce being in a good state. With limited employee size and just enough market reach, MSMEs thrive and are deemed as game changers of the economy. As sectors within a community, these enterprises carry positive influences, promotions, and long-term developments. In the present study, the authors provided an extensive view on the nature of local tourism-related MSMEs, venturing on the status of such enterprises in Sorsogon City.

Digital initiatives make operations accessible, quick, and publicized. It contains features that are time-saving for the customers and for the businesses as well. It allows organization and advanced preparations, crucial practices to prevent conflicts during transactions. Therefore, studies have focused on the efficiency of e-commerce platforms in the current era of modernization. They stated that online operations are aligned with the responsibilities and consequences that must be met to guarantee the long-term effect that the digital world vouched. Usage of digital platforms for tourism businesses led to an extensive market reach and branding, a significant level for businesses, especially those from the local sector.

In the tourism industry, digital integration is a chance for success and a competitive advantage. Promotions that are extended through online platforms are a great foundation of brand awareness for tourism MSMEs. Studies have discovered that high-quality digital platforms should be secured to ensure the sustainability of the tourism businesses and the tourism products as well. Investing in such advancement is a transition towards improved stability of businesses and gained trust of consumers, factors that are also crucial to achieve Decent Work and Economic Growth (SDG 8), mainly generated by entrepreneurial ventures.

The e-commerce integration of the MSMEs in Sorsogon City was examined in this study, aiming to measure their readiness in digital adoption. This study addresses the specific aspects that have been overlooked in the previous studies, such focus on MSMEs that offer tourism products and the assessment of the technology acceptance of these enterprises, focusing on their readiness, making it crucial to fill the critical gap in existing studies. The study proposed strategic plans and recommendations that will improve tourism enterprises' digital marketing practices to foster sustainable business growth.

This study aims to assess the readiness of Micro, Small, and Medium Enterprises (MSMEs) in Sorsogon City to integrate e-commerce platforms into their business operations. It focused on tourism-related MSMEs that offer food, souvenirs, crafts, accommodations, travel assistance, and other experience-based activities such as wellness, relation, leisure, beauty and aesthetics, and etc. These enterprises are identified through the official listing from the Business Permits and Licensing Office (BPLO) of the city. The scope was limited to tourism MSMEs within Sorsogon City and excluded other sectors, provinces, and businesses not included on the list. The external factors, such as consumer behavior and broader economic impacts, were not covered. The study will be conducted over three months from September to November 2025.

The general objective of the study was to assess the level of readiness for e-commerce platforms integration of tourism-oriented Micro, Small, and Medium Enterprises (MSMEs) in Sorsogon City. Specifically, it aimed to (1) determine the profile of the respondents in terms of their (a) types of products and services, (b) asset size, (c) length of business operation, and (d) number of employees; (2) measure the level of readiness of the tourism MSMEs in integrating e-commerce platforms; (3) identify the significant difference in the level of readiness of the tourism MSMEs for e-commerce integration when grouped according to their profile; and (4) develop a strategic action plan based on the findings of the study.

The present study worked on the hypothesis that there is no significant difference between the monthly income, length of business operation, and the business size when correlated to their level of readiness for e-commerce platforms integration.

➤ *Definition of Terms*

The following terminologies are relevantly used in the study.

- *E-commerce* or electronic commerce is a mechanism that involves online transactions, digital marketing, and management of customers through digital means (Nathan et al., 2022). In this study, this refers to the process of selling tourism goods and services through online platforms such as websites and marketplaces.
- *E-commerce Platform*. This is defined as part of the structure of electric commerce encompassing network systems that centers in online trades or transactions (Semerádová & Weinlich, 2022). In this study, this refers to platforms that local tourism businesses in Sorsogon use in their marketing operations, like Lazada, Shopee, Facebook Marketplace, TikTok Shop, Agoda, booking.com, other websites, etc., to sell their products.
- *Integration*. The process of aligning operations within the value chain to enhance efficiency and improve competitive advantages (Porter, 1985). In this study, this refers to the degree to which tourism-related MSMEs in Sorsogon plan to adopt e-commerce platforms in their business operations.
- *Level of Readiness*. This is the initial thought of behaviors of either resistance or support for a change (Armenakis et al., 1993). In this study, this will be assessed on whether the enterprise is ready or not to integrate e-commerce in its business operations. This will be measured to provide quantifiable data on how ready MSMEs in the city of Sorsogon are for e-commerce integration.
- *Micro, Small, and Medium Enterprises (MSMEs)*. These are the enterprises that can productively operate on a micro, small, and medium scale, even with limited resources, and are flexible and innovative (Tambunan, 2009). In this study, these are the prospective businesses that will undergo the assessment on their readiness in e-commerce integration, providing the essential data to be measured, studied, and analyzed.
- *Tourism Products*. Products or offerings that include attractions, facilities, transportation, and hospitality services that shape visitor or tourist experiences (Middleton & Clarke, 2001). In this study, these are the goods and services offered by the MSMEs, such as food, souvenirs, crafts, accommodations, travel assistance, and other experience-based activities, that are identified through the business profile of the respondents.

CHAPTER TWO METHODOLOGY

This section presents the methods and procedures utilized in the study. This includes the research design, sources of data, research ethics, research instrument, data collection procedures, and data analysis.

➤ *Research Design*

The study utilized a Descriptive-Correlational Research Design as it is used to describe and explore connections between variables without manipulating them (Barooah, 2025). This design determined the characteristics of the enterprises and how they perceive the use of e-commerce platforms. Moreover, it examined the significant difference between the profile of the tourism-oriented Micro, Small, and Medium Enterprises (MSMEs) in Sorsogon City and their level of readiness for e-commerce platforms integration, which were assessed based on the key factors of the extended Technology Acceptance Model (TAM) by Iacurci (2021). It will be aligned to the objectives of the present study– describe the MSMEs' profiles and explore the extent of their preparedness to adapt digital initiatives.

➤ *Source of Data*

The respondents of the study are the Micro, Small, and Medium Enterprises (MSMEs) offering tourism products and services such as food, souvenirs, crafts, accommodations, travel assistance, and other experience-based activities. There are 136 eligible respondents or registered MSMEs released by the Sorsogon City Business Permit and Licensing Office upon request. The qualified respondents must be operating within Sorsogon City and must be represented by the owner, manager, or authorized decision-maker. However, only a total of 104 respondents participated in the study due to some reasons like non-responsiveness, their enterprise is impossible to find or contact, and some do not allow taking part in academic surveys. To further ensure the credibility and reliability of data, the respondents provided accurate and relevant information to assess the level of readiness of tourism MSMEs for e-commerce platforms integration.

➤ *Research Ethics*

To ensure compliance with the constituted criteria of research ethics, the rights and brand image of all the respondents, the MSMEs in Sorsogon City, were valued throughout the entire duration of the study. The respondents were properly oriented on the purpose of the study before the survey. Subsequently, they were presented with a signed letter of consent wherein it was stated that all information provided would be treated with strict confidentiality and would be used solely for academic purposes. This is in accordance with the research ethical standards established by Sorsogon State University and the Data Privacy Act of 2012 (RA 10173). The official list of tourism-related MSMEs that was given by the Business Permits and Licensing Office (BPLO) was also presented as proof that they are eligible to participate in the current study. However, only those who voluntarily participated were included in the count, and the decisions not to participate in the survey were acknowledged and respected. Meanwhile, the research data acquired were stored and will be securely archived or disposed of at the end of the research.

➤ *Research Instrument*

This study used a structured survey questionnaire that included the names of the enterprises as well as their location. It has two parts. The first part, a checklist, was provided for the Business Profile, covering the type of product they sell, their asset size, length of business operation, and number of employees, along with their preferred e-commerce platform to be utilized in the future; the second part assessed their readiness for e-commerce platforms integration using a 4-point Likert Scale. The scale ranged from 1 as Strongly Disagree, 2 for Disagree, 3 for Agree and 4 if they Strongly Agree to the statements indicated on the following factors: Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Compatibility (CP), Subjective Norm (SN), Perceived Risk (PR), Time, Attitude Toward Use (ATT), Intention to Use (IU), and Cost. The indicators in the instrument were adapted from the study of Lily Iacurci (2021) entitled "A Study of the Technology Acceptance Model for Social Media Adoption in Small & Medium Enterprises." Upon approval, the instruments were distributed in-person and virtually, considering the availability and accessibility of the respondents.

➤ *Data Collection*

Upon the approval of the letter of consent and the evaluation of the research instrument by the research instructor, adviser, and the panel, a request letter was submitted to the City Business Permits and Licensing Office (BPLO) which was addressed to the city mayor's office, undersigned by the dean of College of Business and Management and the campus director of SorSU-Sorsogon City Campus. This was to accumulate the list of all registered Micro, Small, and Medium Enterprises (MSMEs) across the city that offer tourism products and/or services, the respondents of the present study. The official list was sent to the researchers through Gmail on November 3, 2025, following the recommended format, which includes the enterprise name, classification of enterprise, and its location. To ensure a seamless data collection process, the researchers first checked the 136 listed MSMEs and removed the repetitive and non-tourism MSMEs that were included in the list. Secondly, the tourism-related MSMEs were grouped according to their location and crafted a route to ensure that all eligible respondents could participate. Afterwards, the survey questionnaire, along with the letter of consent, was distributed to them by the researchers on November 19–23, 2025, in line with the availability of the enterprises' manager, owner, or representative. A survey questionnaire via Google

Forms was also provided to those enterprises that were not conveniently accessible or to those who preferred to take the survey online. They were contacted through their Messenger, Instagram, Gmail, or their provided mobile numbers. A total of 104 responses were retrieved due to some reasons like non-responsiveness, their enterprise is hard to track or contact, and some did not allow themselves to participate in academic surveys. Subsequently, the raw data were organized and presented to the statistician for the application of proper statistical tools for interpretation and discussion of the results.

➤ *Data Analysis*

The profiles of the tourism MSMEs were quantified using frequency and percentage. This was employed to determine the frequency counts and percentage distribution of the unique attributes of the respondents under their business profile. This was computed through Microsoft Excel using an appropriate formula. Meanwhile, the level of readiness of the tourism MSMEs for e-commerce platforms integration was quantified using frequency and percentage as well to assess their level of preparedness. For data interpretation, the scale was adopted from the study of Esteves (2024) with 1.00-1.74 interpreted as Not Ready, 1.75-2.49 as Quite Ready, 2.50-3.24 as Ready, and 3.25-4.00 as Very Ready. Furthermore, the raw data were tested with Levene's Test to verify if the variances are equal across groups or samples and to determine whether it is appropriate to proceed with ANOVA. This was applied to two of the three variables that were considered in the profile of the tourism MSMEs, namely asset size, length of business operation, and business size. Moreover, the Kruskal-Wallis Test was also utilized to test the homogeneity and normality of variance for the Length of Business Operation. It assessed if there is a significant relationship between the asset size, length of business operation, and business size of tourism MSMEs and their level of readiness for e-commerce platforms integration. The data analysis was deepened through a Post Hoc Analysis with Tukey's Honest Significant Difference (HSD) Test and Dunn's Test after the significant Kruskal-Wallis Test. A Pairwise Comparison was also performed as a method to determine the significant differences across the different attributes of the MSMEs. Overall, the data was processed by a licensed statistician using appropriate statistical software.

CHAPTER THREE

RESULTS

This section provides the presentation and interpretation of data collected from the different MSMEs in Sorsogon City that offer tourism products and/or services. It includes the comprehensive representation of the numerical data acquired through structured surveys.

➤ *Profile of the Tourism MSMEs in Sorsogon City*

Types of Products. The profile of the tourism MSMEs in Sorsogon City considered in this study included the type of products and/or services that they offer, such as handicrafts, food and delights, souvenirs, accommodation services, travel and tour services, and others.

Table 1 Types of Products/Services Offered by Tourism MSMEs in Sorsogon City

TYPE OF PRODUCTS/SERVICES	FREQUENCY COUNT (n=104)	PERCENTAGE
Handicrafts	14	13.46%
Food and delights	15	14.42%
Souvenirs	6	5.77%
Accommodation Services	58	55.77%
Travel and Tour Service	6	5.77%
Beauty and Wellness	5	4.81%
Massage and Aesthetic	2	1.92%
Medical and Aesthetic	1	0.96%
Event Venue and Catering	6	5.769%
Leisure and Relaxation	10	9.62%

The data revealed the distribution of business types offered by the respondents (n=104). The majority of the products and services fall under Accommodation Services, which accounted for 58 respondents or 55.77%. This is followed by Food and Delights with 15 respondents (14.42%) and Handicrafts with 14 respondents (13.46%). Meanwhile, Leisure and Relaxation services accounted for 10 respondents (9.62%). A smaller number of respondents offer products and services such as Souvenirs (5.77%), Travel and Tour Services (5.77%), and Event Venue and Catering (5.77%), showing less representation in these niche markets. The least represented categories include Beauty and Wellness (4.81%), Massage and Aesthetic (1.92%), and Medical and Aesthetic services (0.96%), indicating minimal engagement in health- and beauty-related tourism enterprises.

➤ *Asset Size*

The profile included the asset size of MSMEs, ranging up to Php 3,000,000 for micro, Php 3,000,001 to Php 15,000,000 for small, and Php 15,000,001 to Php 100,000,000 for medium enterprises.

Table 2 Asset Size of Tourism MSMEs in Sorsogon City

ASSET SIZE	FREQUENCY COUNT (n=104)	PERCENTAGE
Up to PHP 3,000,000	51	49.04%
PHP 3,000,001–PHP 15,000,000	45	43.27%
PHP 15,000,001–PHP 100,000,000	8	7.69%

The distribution of tourism enterprises based on asset size (n = 104) showed that the majority were within the Up to PHP 3,000,000 bracket, comprising 51 respondents or 49.04%. Following closely, 45 respondents (43.27%) came under the PHP 3,000,001 to PHP 15,000,000 category. Meanwhile, only 8 respondents (7.69%) reported assets within the PHP 15,000,001 to PHP 100,000,000 range.

➤ *Length of Business Operation.*

The profile also included the length of business operation of tourism MSMEs, with some for only less than one year, one to three years, four to six years, or more than six years of business activity.

Table 3 Length of Business Operation of Tourism MSMEs in Sorsogon City

LENGTH OF BUSINESS OPERATIONS	FREQUENCY COUNT (n=104)	PERCENTAGE
Less than 1 year	3	2.88%
1-3 years	18	17.31%
4-6 years	29	27.88%
More than 6 years	54	51.92%

The data on the length of business operations of the 104 respondents indicated that more than half of the businesses, or 54 MSMEs (51.92%), have been in operation for more than six years. Businesses operating for four to six years constituted 29 MSMEs or 27.88% of the respondents, while 18 MSMEs or 17.31% of the enterprises have been running for one to three years. Only 2.88% of the businesses have been operating for less than one year.

➤ *Number of Employees (Business Size)*

The profile of the tourism MSMEs also considered the number of employees for each enterprise according to their classification: one to nine employees (micro), 10 to 99 employees (small), and 100-199 employees (medium).

Table 4 Number of Employees in Tourism MSMEs in Sorsogon City

NUMBER OF EMPLOYEES	FREQUENCY COUNT (n=104)	PERCENTAGE
1-9 (micro)	78	75%
10-99 (small)	22	21.15%
100-199 (medium)	4	3.85%

The distribution of employees among the 104 surveyed businesses revealed that the majority fall within the micro-enterprise category. A substantial 75% (n = 78) of the businesses employ 1 to 9 workers. Meanwhile, 21.15% (n = 22) of the enterprises are classified as small businesses with 10 to 99 employees. A minimal 3.85% (n = 4) belonged to the medium enterprise category, employing 100 to 199 workers.

➤ *Level of Readiness of the Tourism MSMEs for E-Commerce Platforms Integration*

Table 5 Level of Readiness for E-Commerce Platforms Integration

LEVEL OF READINESS	FREQUENCY COUNT	PERCENTAGE
Not Ready	1	0.96%
Quite Ready	9	8.65%
Ready	60	57.69%
Very Ready	34	32.69%

Legend: 1.00-1.74= Not Ready, 1.75-2.49= Quite Ready, 2.50-3.24= Ready, 3.25-4.00= Very Ready

Based on the data on the respondents' level of readiness (n = 104), the majority belonged under the "Ready" category, with 60 or 57.69% of the participants. Additionally, 34 or 32.69% of the respondents were classified as "Very Ready." On the other hand, a smaller percentage of respondents showed lower levels of readiness. Specifically, 9 or 8.65% came under "Quite Ready." Meanwhile, only 1 or 0.96% of respondents were categorized as "Not Ready."

From the descriptive statistics, the computed mean score of 2.97 (SD=0.421) further supported that respondents generally fall within the "Ready" category, consistent with the frequency distribution.

➤ *Level of Readiness of the Tourism MSMEs for E-Commerce Integration when Grouped According to their Profile*

Table 6 Levene's Test Results for Homogeneity of Variances

VARIABLES (PROFILE AND LEVEL OF READINESS)	LEVENE'S TEST RESULT		
	p-value	decision	interpretation
ASSET SIZE	0.040	Variances are not equal	Can proceed using the Kruskal-Wallis Test
LENGTH OF BUSINESS OPERATION	0.573	Variances are equal	Can proceed using ANOVA
BUSINESS SIZE	0.430	Variances are equal	Can proceed using ANOVA

The Levene's Test was conducted to assess the homogeneity of variances for the relationship between the respondents' profile variables and their level of readiness. The results showed that for Length of Business Operation (p=0.573) and Business Size (p =0.430), the p-values were greater than 0.05, suggesting that the variances are equal across groups and that it is appropriate to proceed with ANOVA to test for differences. In contrast, Asset Size (p=0.040) had a p-value less than 0.05, indicating that the variances are not equal, and therefore the Kruskal-Wallis's test, a non-parametric alternative, should be used to examine differences for this variable. These results ensured that the appropriate statistical tests are applied based on the assumption of variance homogeneity.

Table 7 ANOVA and Kruskal-Wallis Test Results on MSME Readiness by Profile Variables

VARIABLES	LEVEL OF READINESS				
	<i>f-value</i>	<i>degrees of freedom (df)</i>	<i>p-value</i>	<i>decision</i>	<i>remarks</i>
ASSET SIZE	18.9 *kruskal-wallis	2	0.002	Reject Ho	Sig.
LENGTH OF BUSINESS OPERATION	1.48	3	0.224	Accept Ho	Not Sig.
BUSINESS SIZE	4.69	2	0.011	Reject Ho	Sig.

The results revealed that Asset Size, analyzed using the Kruskal-Wallis test due to unequal variances, indicated a significant relationship with readiness, with the value of 18.9 ($p=0.002$). Moreover, Business Size ($F=4.69$, $p=0.011$) also showed a significant relationship with readiness. In contrast, Length of Business Operation ($F=1.48$, $p=0.224$) was not statistically significant.

Table 8 Post Hoc Pairwise Comparison of Readiness by Asset Size

Comparison							
ASSET SIZE		ASSET SIZE	Mean Difference	SE	df	t	p_{tukey}
1	-	2	-0.217	0.0767	101	-2.83	0.015
	-	3	-0.466	0.1351	101	-3.45	0.002
2	-	3	-0.249	0.1362	101	-1.83	0.166

Note. Comparisons are based on estimated marginal means

Legend: 1= up to 3,000,000; 2= 3,000,001-15,000,000; 3= 15,000,001-100,000,000

The post hoc comparisons for asset size revealed significant differences in the level of readiness among the groups. Specifically, businesses with assets ranging from 3,000,001 to 15,000,000 (group 2) demonstrated a significantly higher level of readiness compared to those with assets up to 3,000,000 (group 1), with $W=3.54$ ($p = 0.033$). Similarly, businesses with assets between 15,000,001 and 100,000,000 (group 3) also showed a significantly higher level of readiness than group 1, with $W=4.15$ ($p = 0.009$). However, the difference in readiness between medium-sized businesses (group 2) and large businesses (group 3) was not statistically significant ($W=2.50$, $p = 0.182$).

Table 9 Post Hoc Pairwise Comparison of Readiness by Business Size

Comparison							
BUSINESS SIZE		BUSINESS SIZE	Mean Difference	SE	df	t	p
1	-	2	-0.264	0.0933	101	-2.83	0.006
	-	3	-0.694	0.3837	101	-1.81	0.074
2	-	3	-0.430	0.3903	101	-1.10	0.274

Note. Comparisons are based on estimated marginal means

Legend: 1= 1-9 Employees (Micro); 2= 10-99 Employees (Small); 3= 100-199 Employees (Medium)

The post hoc comparisons for business size indicate differences in the level of readiness among the groups, based on the estimated marginal means. Businesses classified as small (10–99 employees, group 2) showed a significantly higher level of readiness compared to micro businesses (1–9 employees, group 1), with a mean difference of -0.264 ($p = 0.006$). In contrast, the differences between micro (group 1) and medium-sized businesses (100–199 employees, group 3) and between small (group 2) and medium-sized businesses (group 3) were not statistically significant, with mean differences of -0.694 ($p = 0.074$) and -0.430 ($p = 0.274$), respectively.

CHAPTER FOUR

DISCUSSION

This section provides a comprehensive discussion and analysis of the collected data from the tourism MSMEs. It includes implications and studies to support the main findings and attain the objectives.

➤ *The Purpose and Capacity of Tourism MSMEs in Sorsogon City*

- *Accommodation as a Leading Industry*

Based on the collected data, the tourism landscape in Sorsogon City leans strongly toward providing places to stay, reflecting high demand or strong market viability for accommodation services. It reflects the growing tourism sector in the locality, making room for tourists to spend time and experience the city through hospitality. This data is parallel to the study of Pirmamatovna and Karimov (2024), wherein they stated that tourism growth within a destination forces the evolution of lodging services. It is a driver of development in the tourism sector of Sorsogon, and the dominance of hotels or inns among half of the population of micro- to medium-scale businesses in the city implicates sustainability. It establishes a perspective that this kind of investment is beneficial and has a growing demand. On the other hand, the other industries benefit from this situation as well. With the recurring visits and stays, other MSMEs indulge in food and delights, and handicrafts, which cater to food tourism and artisan product markets, showing diversification of offerings. The two types of products mentioned are great tourist motivators and are gateway to social connection that lingers through cultural conversations. Moreover, Table 1 indicates leisure and relaxation services as modest but there is a visible presence of recreation-focused activities. According to Vuksanovic et al. (2024), the local business sector is an avenue for all the tourism offerings that a destination could give. This implies that Sorsogon City is home to several tourism offerings and is mostly accessible through MSMEs, having a strong foundation for keeping customers as excursionists or tourists.

- *Thriving and Financing*

Table 2 represents the distribution of tourism MSMEs according to their asset size. The results show that nearly half of the businesses operate with a smaller asset size based on the classification of MSMEs in the Philippines. This entails the determination of businesses to operate proactively and thrive in the competitive tourism landscape with decent capital. The importance of asset size is linked to its operational capacity and eligibility for development programs. It unveils the reality that smaller enterprises require targeted support to overcome resource limitations. However, micro to small enterprises are confirmed to be more likely adaptable to changes, fluctuations, and changing preferences than larger firms, which also make monetary distribution an easier task (Pérez-Gómez et al., 2020). This also highlights the criticality of focusing on cost efficiency estimations to incorporate best practices within micro- to small-scale businesses. The accumulated data suggests that the business environment in Sorsogon City has a potential for development and expansion in higher-capital sectors.

- *Business Longevity*

The results unveil that more than half of the tourism MSMEs in Sorsogon City have been operating for over six years, which may be attributed to sustained market demand, accumulated customer loyalty, or strong operational strategies. This implies the security of MSMEs in the city in terms of their branding and market position relatively, because for years, the products and services that they offer have remained relevant to tourism. Furthermore, the MSMEs are known for their adaptability, making them resilient to new business strategies and practices, which in turn are key factors that characterize the ability of a company to endure longevity (Napolitano et al., 2015). MSMEs, as growing entities, are seen as the backbone of the economy and an efficient source of income. These findings define the standing of the tourism MSMEs in Sorsogon City, with fewer entrants and signals of barriers to new business formation. Definitely, it reveals the continuous yet steady development of the business landscape toward the maturity stage.

- *Workforce and Productivity*

The majority of the respondents own a micro-sized enterprise. They possess a lean organizational structure, and this has an effect on productivity. This influence is highly dependent on the entrepreneurial strategies and internal capabilities. Positive impacts can be reduced costs, maximization of productivity, and improved employee morale; while inadequate resources and resistance to change are on the negative side (Simon, 2024). In the context of the tourism MSMEs in Sorsogon City, the smaller enterprises can be characterized with modest operational capacity or broader production. With this, business innovations or operational reforms are crucial to sustain productivity in the long run. On the other hand, the lesser population of medium-sized enterprises reflects higher capital requirements, competitive pressures, or industry constraints in the locality, thus marking an approach for innovation or reforms as well. Considering the workforce and productivity of local enterprises, integrating digital initiatives is involved to reach efficiency.

➤ *Being “Ready” to Integrate E-Commerce Platforms*

A percentage of 57.69% tourism MSMEs are “ready” for the expansion of their businesses to online commerce. This demonstrates sufficient preparedness to meet expected demands, believing that they possess the necessary competencies and

confidence to function effectively in their respective tasks or roles. This mindset is pertinent in the modern economy, wherein entrepreneurship and innovation are essential to the success of an organization or business (Harsasi et al., 2025). The idea of incorporating e-commerce to complete transactions and generate sales escalates the ability of tourism MSMEs to gain a competitive advantage and incorporate digital initiatives. Perceiving a lot of internal and external aspects, the level of readiness that was revealed in the results deepens the search and analysis of the characteristics of these local enterprises. In line with the previous results and discussions about the dominance of certain attributes, being categorized as “ready” summons existing classifications of MSMEs, including the type of products or services that they offer, asset size, length of business operation, and their business size. These factors primarily expose their readiness and susceptibility to e-commerce platforms. Moreover, the results reveal the purpose of programs and training for micro- to medium-sized enterprises as a stepping stone to attainable technology adoption.

➤ *Differences in E-Commerce Readiness Among Tourism MSMEs*

• *The Influence of Enterprises' Characteristics on Readiness*

Demonstrated from the results of the treatments that the readiness is not similar across the tourism Micro, Small, and Medium Enterprise (MSMEs), but is influenced by the specific characteristics of the enterprise itself. The asset size and business size are two out of the three characteristics that project a significant relationship with readiness, while the length of the business operation did not. This partially rejects the null hypothesis, for the reason that there are differences found in two of the three variables that have been tested. It highlights that the asset size and business size were significant, while the length of operation was not. The findings reveal and emphasize that readiness can be in any form, that it can be shaped by tangible resources and the scale of an organization rather than the experience alone (Bangisan et. al., 2023). The Resource-Based View by Barney (1991) explained this outcome, that a firm, business, or an organization can achieve an advantage if it has a valuable resource. This proceeds to the MSMEs, where, with a strong resource base, they can better position themselves for e-commerce integration and keep up with the emerging market trends (Ahmad et. al., 2015). These contexts imply that interventions should be crafted depending on the characteristics of a business, and providing support to the underserved and micro enterprises improves the gap in readiness.

• *Resource Capacity and Asset Size*

Using the Kruskal-Wallis Test, it was found that the asset size has a significant influence on the level of readiness. Based on the results, it shows that the enterprises with larger assets tend to demonstrate higher preparedness, while the micro enterprises that have limited assets are left behind. This finding rejects the null hypothesis for the asset size and confirms that the financial capacity is a critical determinant of readiness (Rahayu & Day, 2015). The Technology Organization Model, a framework by Tornatzky and Fleischer (1990), expands the concept of technological adoption, where it depends on the resources of an organization and the environmental pressure that exists. The MSMEs with larger asset bases have a high rate for investments in training, digital tools, and infrastructure that are essential in enhancing the readiness level. In the case of the small and medium enterprises, the level of readiness has no significant difference. It suggests that at certain points, the asset does not necessarily increase readiness, and this is possibly due to reduced benefits and insufficient use of resources (Daniel & Grimshaw, 2022). The findings imply that policymakers should set a clear goal in prioritizing subsidies or grants for MSMEs that have poor asset size. This will help them to expand and become integration-ready in the future years. In other contexts, referencing the findings in the small and medium enterprises is also crucial to maximize the resources to thrive in the industry, because the asset size does not guarantee the level of readiness.

• *Business Size and Human Capital*

The business size also showed a significant relationship with readiness, where the small businesses (10-99 employees) are more prepared than the micro enterprises (1-9 employees), while medium-sized enterprises have no significant difference in either group. With that, this rejects the null hypothesis for the business size. The Diffusion of Innovation by Rogers (2023) suggested that the scale of an organization influences the adoption, and a larger workforce can facilitate the division of labor as the specialization in the process. The small-sized enterprises have enough human capital that can support digital adoption, while the micro enterprises struggle with limited staff capacity. In the case of medium-sized enterprises, findings showed a significantly higher readiness than the small ones, and the reason behind it is a strong financial capacity and enough resources of the organization (Quimba & Calizo, 2019). These findings imply a capacity-building program that focuses on micro-enterprises, equips them with digital skills, and improves their organizational structure to enhance readiness.

• *Experience vs. Adaptability*

The statistical treatment revealed an interesting result, which showed that the length of a business operation was not statistically significant. Meaning, an enterprise might operate for many years but still lack the capacity for technological integration, such as e-commerce, and this supports the null hypothesis for this variable. The Technology Acceptance Model (Davis, 1986) underscored the perceived usefulness and perceived ease of use as factors that influence adoption rather than experience. This indicates that readiness is not defined by how long the enterprise has been around, but rather by how an enterprise perceives the value of technology. In this case, older businesses may lack innovation despite the years of operation, emphasizing that experience doesn't assure preparedness, while the newer firms, businesses, or enterprises may be more adaptable

if they perceive strong benefits and ease of use (Abdulhakeem et. al., 2017). This shows that experience does not equate to readiness, and adaptability matters more. The findings suggest that programs should encourage and pursue continuous innovation and modernization across MSMEs to not fall behind the digital transformation, especially the long-established enterprises.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

Based on the main findings of the study, most of the tourism MSMEs in Sorsogon City operate for more than six years already, with one to nine employees, an asset size of less than Php 3,000,000, and more than half of their population offer accommodation services. With these data, the MSMEs perceived that they are “ready” to integrate e-commerce platforms into their enterprise after evaluating several aspects of their business dealings. At the end of the study, the researchers partially rejected the null hypothesis and assessed that their readiness was influenced by the asset size and business size, while the length of their business operation did not influence their level of readiness for e-commerce adoption. The results demonstrated the market position of tourism MSMEs in Sorsogon City and the need to incorporate upgraded strategies or innovation into their sales and transactions, hence, to further utilize timely and relevant resources.

To strengthen the tourism MSMEs’ digital adoption, it is recommended that the local government and policymakers must have an integrated action that focuses on providing specialized training programs, financial support, and accessible e-commerce platforms. The findings suggest priority assistance on smaller enterprises and those that have diverse tourism product offerings to ensure an inclusive growth. To expand market reach, the MSMEs are encouraged to innovate their offerings, integrate sustainable practices, and improve digital marketing strategies. The future research may explore the consumer behavior and broader economic impacts. This is an essential aspect that will complement this study to deliver a comprehensive understanding of e-commerce integration in the tourism and hospitality sector as an emerging industry.

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