

PERCEIVED IMAGE OF TATTOOED AND PIERCED WORKERS IN TOURISM: BASIS FOR PROPOSED GUIDELINES

ABSTRACT

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This study examines how tattooed and pierced employees are perceived within travel agencies in Quezon City, focusing on the influence of these perceptions on hiring decisions and workplace dynamics in the tourism sector. It aims to uncover existing biases related to body modifications and assess their impact on efforts to foster diversity and inclusion in recruitment and workplace culture. This study utilized a structured survey method to assess the perceptions, attitudes, and hiring practices of travel agency employees in Quezon City toward individuals with tattoos and piercings. The approach enabled consistent data collection and comparative analysis, enhancing both the reliability and validity of the findings. To strengthen the quantitative design, the survey incorporated Likert-scale items and demographic questions. The study focused on JVD Event and Travel Management Co., aiming to explore the acceptance of body-modified individuals within the tourism workforce. The findings indicate a general reluctance to accept body modifications in the workplace, with respondents expressing concerns about their perceived impact on professionalism and job performance. However, there was strong agreement that greater education and awareness could foster a more accepting attitude toward tattooed and pierced individuals. The study also identified challenges such as stricter employment standards and the potential for discriminatory practices in recruitment and workplace treatment. The study reveals that tattooed and pierced workers in Quezon City travel agencies continue to face challenges regarding acceptance and recognition in the workplace. Most respondents, particularly younger individuals, expressed reservations about visible body modifications, perceiving them as misaligned with industry standards of professionalism. While respondents emphasized that professional conduct should take precedence over appearance, many agencies still enforce strict appearance policies. The findings also indicate a lack of senior-level experience among participants, with few having more than 10 years in the industry. Although educational and awareness efforts show promise, substantial barriers remain, highlighting the need for policies that promote greater inclusivity and equal opportunity in the tourism sector.

RECOMMENDED CITATION

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