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Towards decolonising tourism and hospitality research in the Philippines

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Abstract

In recent years, scholars have focused their attention on denaturalising the neocolonial situations that permeate the tourism and hospitality academy. The "critical turn" in tourism studies called for the decolonisation of tourism and hospitality research. In this paper, I explore and challenge the state of tourism and hospitality research in the Philippines, by analysing the works of Filipino tourism and hospitality academics. Through a systematic quantitative literature review, I identify the research themes investigated by Filipino scholars on Philippine tourism and hospitality and examine the methodologies and epistemologies employed in the selected research outputs. The findings indicate that colonial legacies and neocolonial situations are strongly present in Philippine tourism and hospitality knowledge production. To challenge these scenarios, I suggest a decolonial agenda informed by *Skolohiyang Pilipino* (Filipino psychology), a native epistemological perspective. This article serves as a contribution to the epistemological decolonisation of tourism knowledge production in Asian contexts.

Keywords: Decolonisation, Epistemology, Hospitality research, Neocolonialism, Philippines, *Skolohiyang Pilipino*, Tourism research

Highlights

- Presents a systematic exploration and critical analysis of Philippine tourism and hospitality knowledge production.
- Positivist/post-positivist approaches are found to dominate local tourism and hospitality research.
- (Neocolonial) situations are evident in Philippine tourism and hospitality scholarship.
- A decolonisation agenda informed by *Skolohiyang Pilipino* (Filipino psychology) is proposed.

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