

# Title

1. Defending the "Lived Experience" (Research Question 1)

Panel Strategy: They will ask why "lived experience" matters more than just a "satisfaction rating."

\* Key Argument: Tourism is an industry of Aesthetic Labor. It isn't just about looking "pretty"; it's about maintaining a "professional mask" for 8–12 hours.

\* Defense Tip: Use the term "Emotional Dissonance." Explain that when a student's local makeup fails (smudges or cakes), it creates stress and lowers their confidence, which affects their ability to provide high-quality "service with a smile."

\* Sample Response: "We chose a phenomenological approach because a simple survey can't capture the 'moment

of conflict' when a student feels their professional identity is compromised by a product's performance."

## 2. Defending the "Pros and Cons" (Research Question 2)

Panel Strategy: They might ask if your findings are just "anecdotal" or if they represent a real market trend.

\* The "Pro" Argument: Focus on Contextual Suitability. Local brands are often formulated for the specific UV index and humidity levels of the Philippines (or your specific region). This is a functional advantage, not just a patriotic choice.

\* The "Con" Argument: Address the "Global Standard." Tourism students are trained for international careers. If local brands don't match the "prestige" or "luxury feel" required by 5-star hotels or international airlines, that is a significant professional gap.

\* Comparative Analysis: Use a table in your presentation to show the trade-off

between Price/Shade Match (Local) vs. Longevity/Prestige (International).

3. Defending the

"Discontinuance" (Research Question 3)

Panel Strategy: Why do they stop using it? Is it just because they found something cheaper?

\* The "Reliability" Factor: In Tourism, consistency is king. A student will stop using a brand not because it's "bad," but because it's unpredictable.

\* Technical Issues: Be ready to discuss specific technical failures mentioned in your interviews, such as:

\* Oxidization: The chemical reaction where the foundation reacts with skin oils and turns orange.

\* Comedogenicity: If the local brand causes breakouts, it's a "dealbreaker" because clear skin is a grooming requirement.

Tips for Your Presentation Slides

\* Use Quotes: Use "In Vivo" codes (direct

quotes from your participants). Nothing silences a skeptical panelist like a powerful, first-hand account of a student losing confidence during a mock flight interview because their makeup failed.

\* Visuals: If you have permission, show photos of the "Professional Grooming Standards" manual from your school alongside the products mentioned.

\* The "So What?" Factor: Always bring it back to the Tourism Industry. This isn't just about makeup; it's about the tools students use to build their professional identity.

### Potential "Curveball" Questions

\* "Did the price of the products skew the students' perception of quality?" \*

Answer: "While price is a factor for students, our data shows that for professional simulations, they prioritize performance over cost, as their grades depend on their appearance."

\* "How do these findings help the

Tourism department?"

It helps the department provide better grooming orientations by recommending product types (like long-wear or matte finishes) that suit the local climate."

## 1. Defending "Product Quality & Longevity"

Panel Perspective: They might ask, "Why is longevity more important for Tourism students than for other majors?"

- \* The "Extended Performance"

Argument: Explain that Tourism students often undergo "Duty" simulations or laboratory classes (e.g., mock flights, 8-hour front-desk shifts) where they cannot leave their post for touch-ups.

- \* The Oxidation Issue: If a local foundation oxidizes (turns orange/darker), it ruins the "natural and polished" look required by the curriculum. You can argue that color

stability is a non-negotiable quality standard.

\* Key Phrase to Use: "For these students, makeup is a 'functional tool.' If the tool fails to last the duration of the professional shift, it is discarded regardless of its price."

2. Defending "Skin Reactions" (Safety)

Panel Perspective: They may ask if skin reactions are a common enough reason to include in your findings.

\* The "Clear Skin" Standard: In many Tourism grooming rubrics, "clear and healthy skin" is a graded component.

\* The Risk Factor: A local brand that causes breakouts (comedogenicity) or rashes is a threat to the student's academic performance and future employability.

\* Defense Tip: Point out that students often perceive local brands as having "fewer regulations" or "harsher ingredients" compared to international

counterparts, whether that is true or not. This perception of risk is what drives them to stop using a brand.

### 3. Defending "Packaging & Usability"

Panel Perspective: A panelist might say, "Packaging is just aesthetic; does it really matter for a professional look?"

\* The "Durability for Travel" Argument: Tourism students are constantly on the move. If a local brand's packaging is flimsy (lids that crack, pumps that leak), it can ruin an expensive uniform or a professional vanity kit.

\* The Efficiency Factor: "Usability" refers to how quickly a product applies. If a product is "patchy" or "hard to blend," it adds time to their grooming routine. In an industry that prizes punctuality, a product that is hard to use is a hindrance.

\* The "Scent" Professionalism: Strong, artificial, or "cheap" scents can be distracting in close-quarter service environments (like an airplane cabin or a

small concierge desk). Students avoid these to maintain a neutral, professional "scent profile."

### Suggested "Defense Summary" Table

If you have a slide for "Reasons for Discontinuance," consider this layout:

Factor	Impact on the Tourism Student	Professional Consequence
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Low Longevity	Makeup melts or fades mid-shift.	Appearance looks
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"unpolished" or tired.		
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Oxidation	Face color becomes mismatched.	Violation of "Natural Look" standards.
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Fragile Packaging	Product leaks in the flight bag.	Damage to uniforms and professional kits.
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Harsh Scents	Overpowering fragrance.	Unprofessional in close-contact service.
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### Potential "Curveball" Defense Questions:

\* "Is it fair to say students choose

international brands just for the 'status'?"

\* Response: "While status exists, our data shows that the primary driver is predictability. Students stay with brands—local or international—that they can trust to last an entire 8-hour duty without reacting to their skin."

\* "How can local brands improve to keep these students as customers?"

\* Response: "Based on the participants' lived experiences, local brands should focus on packaging durability and sweat-proof formulas rather than just low pricing."