

# Towards a strategic action plan: An interrelationship of destination image, tourists' motivation, experiences on visiting attractions in Bicol Region, Philippines

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## ***Abstract***

This study aims to assess the influence of tourist motivation and satisfaction to the destination image in Bicol Region. The study used a quantitative-descriptive design using a structured-adapted questionnaire to 385 tourists in Bicol region during the Covid-19 pandemic. The study discovered that it is very important to the tourist the value of a destination image that focuses on the environment, as well as the perceived value, and the accessibility of tourist attractions. In addition, data shows that the tourist agreed that they are being motivated by travel motivations and other sub-factors affecting it. With all the findings, it was recommended for the Provincial Development Plan as well as the City Development Plan to adapt the proposed strategic action plan that may add to the essential components including tourism development plans, policies, and objectives. Lastly, for the local community in the Bicol Region, the participation of an individual or group of individuals in an activity will be able to contribute to the tourism development program, the community plan should be in parallel with the opportunity to participate in all aspects of the process, from decision-making and planning to implementation and monitoring.

***Keywords:*** attractions, destination image, experience, tourist motivation

## **Towards a strategic action plan: An interrelationship of destination image, tourists' motivation, experiences on visiting attractions in Bicol Region, Philippines**

### **1. Introduction**

Tourist places have seen significant and rapid growth in recent years and they also expanded in popularity, especially in major tourist sites such as the several historical monuments and other tourist destinations in the Bicol Region. Tourism has evolved to be a global business that impacts a country's economy. Advertising, endorsements, product placements, sponsorships, and corporate groups are all linked with it. Business performance, competitive advantage, and loyalty are best measured. Tourist happiness, motivation, and experience have all been linked to tourist loyalty as a marketing principle.

Tourism research has been studying the impact of destination image, motivation, and satisfaction on tourist loyalty. Previous studies have found no conclusive association between destination imagery, visitor experience, and tourist loyalty. Tourist loyalty is directly influenced by destination image, and some researchers identified an indirect association. Although scholars have proposed hypotheses regarding the importance of the tourist experience in several linked areas, they have yet to discuss the role of the tourist experience as a moderator in an overall relationship. Therefore, tourism managers and destination managers must know what drives tourist loyalty and how to build it. In addition, tourism depends on a destination's image. This image is based on individual impressions of the destination, which impacts tourism behavior and destination choice more specifically Bicol Region. Tourism depends on a destination's image. This research is based on tourists' views of the place, which influences their tourism behavior and destination choice. This research analyzes the strategic dimension of a destination's image as a management tool to understand the conductive factors to preserve and/or revive touristic streams. Tourist behavior is influenced by how a particular destination captivates their interest, and here is where the notion of travel motivation comes into play. It is a tourist's internal force that drives them to visit a location that matches their tastes and purpose of travel. The change in tourist behavior toward selecting a travel place is substantially influenced by travel motivation. The motivation is also connected to the set of activities and adventure that awaits them when they visit the attraction; so, tourists travel with the hope of having a good experience, which is measured in this study.

In addition, Bicol is a renowned tourist destination with a rich cultural and historical background. It is one of the most popular pilgrimage locations in the Philippines, making it a pilgrimage city of the nation. The existence of religious places and activities makes Bicol region, where Our Lady of Virgin Peafrancia is located, essential for religious tourism (Rebuya et al., 2020). According to Bobier et al. (2019), Legazpi City, the capital of Bicol, is the hub of tourism, transportation, commerce, health care, and education. However, the study of Paladan (2020) revealed that Camarines Sur is one of the destinations that tourists frequently visit because of its enticing beaches, such as those found on Caramoan Island.

Lastly, due to its theoretical and practical importance, the study of tourist destination image and positioning is widely studied. Many tourist destination companies don't know where or how to conduct systematic tourists' motivation tracking surveys, which underscores the relevance of tourist motivation-based destination image research. Lack of unanimity on motivation makes discussing personal travel motives challenging, and scientific research on travel motivation is sparse. If a breakthrough is made in the research of tourist motivations and destination images, it will help us understand the elements that influence tourists' destination choice. The future of international academic breakthrough is motivation-based tourist destination image study. This study examines the relationship between visitor activity and the perception of historical and monumental cultural sites. It adds to the existing academic literature on tourism in the Bicol Region. This paper examines the tourist experience, the motive for the journey, and the value placed on the site's qualities. Thus, this location has become a popular tourist attraction.

### *1.1 Objectives of the Study*

This study aims to assess the influence of tourist motivation and satisfaction to the destination image in Bicol Region. More specifically to (1) Determine the level of importance of destination image in terms of environment, Attractions and entertainment, Infrastructure and service, Perceived Value, Accessibility. (2) Determine the travel motivation in terms of Touristic and Nativistic Functionality, Touristic and Nativistic Certainty, Touristic and Nativistic Habituality, Touristic and Nativistic Identity, and Touristic and Nativistic Culturality. (3). Assess the experiences in visiting Bicol Region in terms of learning experience, emotional experience, meaningful experience, and enjoyment. Furthermore, this study aims (4) To determine the significant relationship of destination image to tourist motivational factors, and experiences on attractions. (5) Lastly, to propose an integrated model for the success in visiting attraction in Bicol Region.

### *1.2 Destination Image*

Destination Image changes from one destination to another and it comprises a vital component for the success of a destination. It is an important aspect in both academic and professional fields as it possesses a high level of persuasion. It plays a vital role in the decision process of a destination and in the tourist's behavior. Through the tourist's decision and perspective, a destination image has been generated. Destination image brings an important role and contributes certainly in a destination's development: a choice whether a destination possess a positive outlook and surpasses the negative ones (Carballo et al., 2015). Destination image concerns with the overall impression of a tourists in a destination. It includes the perception, emotion and attitude that greatly affects their decision, and it is an important part for a destination's development. On the other hand, it also concerns with the knowledge, beliefs and feelings about a certain destination (Huang et al., 2021).

The formation of the image in a destination is an important matter which lies in the minds of the tourists. Natural and cultural resources, infrastructures, economic, social, and environmental conditions take part in brand image of a destination. It is also said that destination image has effects on destination quality and satisfaction (Uslu & Inanir, 2020). Ever since, there will always be an important factor in the image of a country. The important factor forms part in the analysis of attractiveness. It is also proven that destination image has three (3) elements: First, the product or the quality of what a destination can bring; Second, the customer's behavior; and lastly the environment. These elements have taken consideration that destination image has complex and versatile construction (Abdellatif et al., 2015). Media plays a significant role in the appreciation of destination image of a country. As mentioned, media coverage paves way for gaining information and it greatly affects the tourists about a certain destination. A destination can acquire negative effects that can affects the image. For instances, the COVID-19 Pandemic negatively overwhelmed the condition of the world. Media's existence surfaces the knowledge and information that people should know. Through media people are aware of a destination. These pandemic affects the tourist's behavior that can affect their intentions to travel. Therefore, destination image form's part a major role in understanding tourist's behavior and decision-making (Rasoolimanesh et al., 2021).

### *1.3 Tourist's Travel Motivations*

According to Wijaya et al. (2018), travel motive refers to why a tourist visits a particular destination. Motivation is a key to understanding tourists' actions as it reflects what they require at a particular destination. Previous research showed that tourists are mostly motivated to travel for the purposes of relaxation and escape from the everyday world (Rita et al., 2018). As stated by Pereira et al. (2019), destination image influences tourists' travel motivation and attitude toward the place. Hence, it was suggested that tourism marketers must boost tourists' travel motivation to boost the destination's image and reputation. People are driven to travel to new areas and visit new sites by their desire to see the unseen and learn about the unknown. Due to the complexities of travel motivation, several researchers have proposed many travel motives. However, most of them have focused on the push and pull factors or intrinsic or extrinsic motivation factors (Kara & Mkwizu,

2020). Based on the findings of Ma et al. (2018), it showed that intrinsic and extrinsic motivational factors are equally significant to tourists and appeared that both types of motivations are associated with the tourists' environmental attitudes and responsible behaviors. This idea of the motivating factors in tourist motivation came from the creative development of Herzberg's two-factor theory. To summarize, these factors are classified as motivators, which lead to satisfaction (Koziol & Pyrek, 2015).

#### *1.4 Tourist Satisfaction*

Tourist satisfaction is used as a metric for enhancing the quality of tourism products to boost visits and build tourist loyalty. In general, the satisfaction level refers to the stages of a customer's reaction to a service provider's offering. Expectations and performance are the two most critical variables. The amount of satisfaction is determined by a person's background or experience in comparison to the service quality received (Dzulkifli, 2020). Meanwhile, numerous factors influence the level of satisfaction of tourists visiting a certain tourist location in the tourism sector. These aspects include the quality of transportation, lodging, and food and beverage services, as well as entertainment facilities, local population, tradesmen's behavior and attitudes, and pricing policies (Çetinkaya & Öter, 2016). Tourist satisfaction encompasses the enhancement of the destination's image, increased tourist expenditure, and increased benefits to the local community. Certain factors influence tourist satisfaction when they affect their personal quality of life, particularly those that support the destination's infrastructure, such as transportation, lodging, catering and gastronomy, leisure activities, prices, the preservation of tourist attractions, and, most importantly, an efficient flow of information (Correia et al., 2013). According to Ozdemir et al. (2012), customer satisfaction in all-inclusive packages is influenced by the quality of lodging, variety of food and beverages, quality of food and beverages, cleanliness and hygiene, price, staff attitude, and the quality of recreational activities. When it comes to the impact of demographic characteristics on satisfaction, female tourists are more likely to be satisfied since they have more realistic expectations due to their task-oriented attitude toward vacations. In addition, Trung and Mohanty (2021) discovered in their study that the most prominent factors that affect the tourists' satisfaction involved tourists' participation in agricultural activities.

## **2. Methods**

**Research Design** - This study used a descriptive design which this study and the data can be utilized to investigate variable relationships or correlations among given variables. While correlational findings do not prove causality, they can help distinguish between variables that are essential in understanding a phenomenon which is a relationship between the given variables namely the destination image, motivation, and lastly the experiences. The descriptive design was used to further discuss the relationships of motivation and experiences which can be an influencing factor to the destination image on visiting attraction in Bicol Region, Philippines.

**Respondents of the Study** - The respondent of the study is at least a sample size of 385 from 902,968 foreign and local tourists from 2020 based on the DOT Region V Office. The researcher used Raosoft sample size calculator with confidence level of 95%, the computed size is greater than or equal to 385 respondents. A stratified random sampling was used wherein all provinces in Bicol region have an equal chance of being a respondent in the study. The following criteria was set to be qualified as a respondent: (1) they must be of legal age (2) they must visit Bicol Region for at least once and (3) they are willing to participate in the study

**Data Gathering Instrument** - The main instrument of this study is an adapted-modified questionnaire with four corresponding parts. The first part is the level of importance of tourist destination image of Bicol Region which is adapted from the study of Cruz et al. (2017). For the second part is the travel motivation of tourists in visiting Bicol Region adapted from George, et. al. (2010). Lastly, the experiences in visiting Bicol Region in terms of learning experience, emotional experience, meaningful experience, and enjoyment from the study of Li, and Borbon (2021). The instrument went into a validation of three industry experts and a reliability analysis using the Cronbach alpha test. Among the 30 respondents, the result of reliability statistics showed that the computed

Cronbach's alpha value of 0.916 signifies that the instrument for Destination Image has strong or excellent internal consistency as well as the questionnaire for Motivation with 0.938 and the Experience obtained a Cronbach's alpha value of 0.965 which signifies excellent in the rule of thumb. Thus, this set of questionnaire is considered valid for use.

**Data Gathering Procedure and Analysis** - The researcher used necessary steps in data gathering starting from the validation of the questionnaire, pilot testing and data gathering by means of communicating first in the concerned attractions owners or keepers or managers of different tourism related establishments in the Bicol Region. After securing the necessary permits, the researcher used stratified random sampling and gave least 10-15 minutes each participant to carefully answer the questionnaire using face-to-face data gathering or via online using google forms. The researcher ensured that there will be no bias from the end of the participants as the data that will be gathered and collected on the top priority in terms of data privacy is concerned. Weighted mean and rank were used to assess the tourist destination image and factors affecting tourist motivation and experiences in Bicol Region. Spearman rho was used to test significant relationship. All analyses were performed using SPSS version 26.

### 3. Results and discussions

Table 1 presents the assessment on the tourist destination image of Bicol Region. The tourist assessed the Environment (4.67), Accessibility (4.51) and Perceived Value (4.50) as very important while they viewed infrastructure and service (4.45) attraction and entertainment (4.42) as important.

**Table 1**

*Tourist destination image of Bicol Region*

	WM	VI	Rank
1. Pleasant weather	4.59	Very Important	5
2. Clean and tidy environment	4.62	Very Important	4
3. Friendly and helpful local people	4.72	Very Important	1.5
4. Safe and secure environment	4.69	Very Important	3
5. Picturesque views	4.72	Very Important	1.5
Environment Composite Mean	4.67	Very Important	
1. Wide arrays of shows/exhibitions	4.31	Important	4
2. Wide variety of entertainment	4.37	Important	3
3. Tempting cultural events	4.50	Very Important	2
4. Availability of tourism attractions and activities	4.62	Very Important	1
5. Abundant Nightlife for tourist	4.27	Important	5
Attraction and Entertainment Composite Mean	4.42	Important	
1. Wide selection of restaurants/cuisine	4.49	Important	1
2. Wide variety of shopping options	4.39	Important	5
3. Availability of various tourism services	4.47	Important	2
4. Availability of various infrastructure	4.44	Important	4
5. Infrastructure such as roads & bridges are well maintained	4.45	Important	3
Infrastructure and service Composite Mean	4.45	Important	
1. Good value for money	4.51	Very Important	3
2. Reasonable price for attractions and activities	4.55	Very Important	2
3. Good bargain shopping	4.44	Important	5
4. Reasonable price for food and accommodation	4.56	Very Important	1
5. Availability of promo and discounts	4.45	Important	4
Perceived value Composite Mean	4.50	Very Important	
1. Appropriate sign posting	4.50	Very Important	4
2. Easy access to city center	4.52	Very Important	2
3. Provide services for person with disability	4.51	Very Important	3
4. Offer several Tourism information stalls	4.44	Important	5
5. Availability of transportation services	4.56	Very Important	1
Accessibility Composite Mean	4.51	Very Important	

The result revealed that picturesque views are one of the tourist's top choices because nowadays, people like taking pictures to post on their social media. Aside from picturesque views, tourists also prefer places with

friendly and helpful local people because experiencing this kind of environment helps a tourist feel the warm welcome of the destination, and local people can help a tourist that is lost his way to his destination.

Furthermore, availability of tourism attractions and activities are essential elements and transdisciplinary forces that influence tourism development in the region like the water activities in Cam Sur, Ecological Tour, Hiking, Camping and ATV Riding in Mayon, and other tourist attraction in the region. As others have stated, first impressions are crucial because if a tourist does not like the photographs, they will not visit that specific destination and join some activities there. It also correlates to the infrastructure directly influences how a location is perceived, which might affect the destination's primary or secondary perception. Pre-visit images are those that people have of a destination as a result of prior experiences or information. Lastly, it has something to do with the decision-making process for choosing a tourist location is directly influenced by the infrastructure for that destination's industry. The travel industry's push and pull market factors are represented by the tourism infrastructure.

This corroborates the previous findings by Haneef (2017), that tourism is no more a sporadic activity reserved for the wealthy and courageous. Today, everyone is involved in the tourism industry, whether they run a hotel, a hospitality industry, or an entertainment venue. In actuality, tourism has a significant positive economic influence on the host nation. It enhances the growth rate, national profit, investment, and popularity of the country as it moves from immediate too long developments. An important trend in the travel and tourism sector is the increased customer focus on quality. Infrastructure for the tourist economy has a wide range of possibilities to increase tourism's sustainability. Infrastructure has a significant impact on the growth of this rapidly developing sector.

As to the infrastructure and services implies that tourists are considerably more intrigued by the diverse range of restaurants and cuisine available in the region, because it increases their overall satisfaction with the place since restaurants have a significant influence on tourist destination image as they provide the traveler with not just food but also an experience that may deepen the connection between people and food and create a lasting and memorable memory for the tourist. Furthermore, people nowadays travel for food, therefore they desire to have a diverse selection to have an authentic experience.

The reasonable price for food and accommodation is the first thing that a tourist wants in a destination. A fair price for leisure along with great tourist spot and excellent service would probably attract tourist and improve its destination image. Reasonable prices for attraction with having rates that are reasonable for attractions as well as activities. This Indicates that most of the tourist want an affordable amount not an overpriced one.

This leads one to the other point that the accessibility of transportation services that are accessible to tourists is of the highest significance, not only to the accessibility of the tourist destination but also to the Accessibility of the tourists themselves. In addition, one may draw the conclusion from this that the supply of a number of tourism information booths is the component of the image of the area as a tourist destination that is the least important, while it is still an important component in terms of Accessibility. It is essential to have a conversation about each signal if we are going to provide more support for these statements and interpretations. When it comes to marketing the tourism industry, travelers may get the impression that they are alone themselves, regardless of whether they are visiting an attraction, restaurant, museum, or hotel.

Most tourist information centers still hand out thousands of printed leaflets at welcome centers, highway rest stations, and in response to inquiries from travelers (Pacheco, 2020). Beautiful photos and enticing content in guidebooks and brochures give tourists a sense of what to expect on their trip. In addition, many provide booths for companies who desire the attention of a certain demographic to promote their products or services. The main reason for this is that information can now be found on the internet, so this Indicator was given less weight. Many vacationers choose to book pre-arranged packages for their getaways, but a sizeable percentage of travelers are drawn to the sense of independence and adventure that comes along with arranging their own trips.

Even though it is at the bottom spot, it does a good job of catering to the needs and wants of visitors visiting the Bicol Region. Tourists are led on the right route by information stands that can be relied on and trusted, regardless of the questions or worries the tourists may have (Mason, 2020). An information booth may be in almost any place that has adequate space to hold an information kiosk, making it equivalent to an information center in terms of providing travelers with excellent services such as information about a region's attractions, hotels, maps, and other products essential to tourism. With this, it's an easier alternative to a library or information center.

**Table 2**

*Travel motivations of tourists in visiting Bicol Region*

	WM	VI	Rank
1. I am sure how to handle travel related formalities such as travel requirements	4.32	Agree	1
2. Advances in technology have made much of business travel redundant.	4.27	Agree	3
3. I just took a vacation in the recent past.	4.11	Agree	6
4. I have more important things to do when I have some free time than to travel.	4.13	Agree	5
5. If I wait some more time, I can possibly get a much better vacation deal.	4.28	Agree	2
6. It is easy to find a time for vacation suitable for everyone.	4.16	Agree	4
Touristic and Nativistic Functionality Composite Mean	4.21	Agree	
1. I am comfortable dealing with unfamiliar people.	4.01	Agree	4
2. Extraordinary buildings and landscapes generate in me a sense of confidence	4.27	Agree	2
3. I think long distance travel is safe.	3.96	Agree	5
4. Given the current conditions, I should save more rather than vacationing.	4.16	Agree	3
5. I am not afraid of possible conditions that I might be subjected to as a tourist.	3.94	Agree	6
6. When I am in familiar places, I know what to do if something goes wrong.	4.32	Agree	1
Touristic and Nativistic Certainty Composite Mean	4.11	Agree	
1. I rarely feel my work to be monotonous or boring.	3.96	Agree	6
2. I am sort of addicted to what I can do travelling at the destination	4.04	Agree	5
3. Holidaying is not a hassle for me.	4.07	Agree	4
4. It is easy to learn the customs and manners of other places.	4.17	Agree	2
5. I am familiar to other climatic conditions.	4.08	Agree	3
6. My comfort zone ends at my hometown	4.26	Agree	1
Touristic and Nativistic Habituality Composite Mean	4.09	Agree	
1. There is a place that I can visit as a tourist is as good as my residence.	4.34	Agree	4
2. I talk in high spirits, given a chance to talk about my hometown.	4.21	Agree	6
3. Taking a vacation is like having a flexible on aspects of my personality.	4.38	Agree	3
4. The place where I live regularly gives me ample opportunities for recreation.	4.25	Agree	5
5. Being at the destination truly reflects the most lovable aspect of myself.	4.39	Agree	2
6. Being at the destination do is the best time I can spend with myself.	4.43	Agree	1
Touristic and Nativistic Identity Composite Mean	4.33	Agree	
1. Some people who are significant for me do not like me going on vacationing.	3.82	Agree	6
2. Becoming a tourist will communicate good images about myself to people who matters	4.31	Agree	3
3. I would prefer to spend my free time with my friends and family in a tour.	4.47	Agree	2
4. Being a tourist is like surrendering my freedom to do things the way I want	4.29	Agree	4
5. Tourists are generally responsible to the environment.	4.48	Agree	1
6. The pleasures of travel are very short-lived.	4.23	Agree	5
Touristic and Nativistic Culturality Composite Mean	4.27	Agree	

Table 2 presents the assessment on the travel motivation of tourists visiting in Bicol Region. With the evaluation of the respondents, tourist agreed that they are motivated in terms of identity (4.33), culturality (4.27), functionality (4.21), certainty (4.11) and habituality (4.09).

With this result, in terms of traveling to Bicol region lot of tourists are more informed and knowledgeable with the travel requirements needed in the trip. As what we know travel requirements are always important because it is needed, and it allows you to enter and re-enter domestically and internationally. Without all needed travel requirements, you will not be able to leave one place, worst case scenario is when you are trapped in another country having a missing travel requirement. Whether travelling inside your home country or domestically you must have proper identification, having the national ID card or driver's license is applicable when travelling with personal car. Having a passport and other governmental IDs are required when travelling using different modes of transportation. Also, now with the pandemic Health documents is needed before

travelling inside home country or leaving a home country. In addition, which in terms of touristic and nativistic functionality of travel motivations ranked first among all the indicators presented.

The tourist in the Bicol Region agreed that nativistic habituality affects their motivations (4.09). Based on the same table, the tourist agreed that their comfort zone ends at their hometown (4.26) which also ranked as the highest indicator under nativistic habituality. Most of the tourist are travelling because they find themselves comfort in that specific destination. In addition, the reason why the tourist visits a certain destination is that they are already familiar in that place. Through the familiarity of the tourist in a certain destination, they are building their comfort zone there which is makes the tourist more attached in that place. Conforming also to the study of Lee and Wilkins, (2016) Tourists that is surrounded in a comfortable and familiar environment tends to not find a connection in intercultural, which correlate to findings on a tourism bubble as the home comfort zone. As reflected on the data it shows that the long-term travelers are rarely travels on their home comfort zone.

The result has an indicator with an approximately close, The Travel Motivation of a tourist visiting a region in regards of having touristic and nativistic identity is a reserved and a patrimonial destination moreover, to remain in the familiar ethnicity and indigenous culture at a destination, likewise, to be able to maintain their behavior and personality while in partake in interactions between locals, who they had an emotional bond that reflected the tourist innate values, interest and views.

In addition, the tourist behavior whereas the extent that psychological, social, and physical demands require satisfaction, to feel fulfilment meeting expectations towards the destination. However, the tourist with touristic and nativistic identity tend to stay at their own security and home for safety that require a motivation to travel. The said result is congruent to the study of George (2018), it is safe to state that a potential visitor always has difficulty setting up a barrier against the thought of leaving the comforts of home for an exotic far-off trip. However, the tourist actively seeks independence while on a trip. Meanwhile, the person who has escaped from the constraints of daily life acts that offended in contrary, characterized as the desire to remain in one's current surroundings, resulting from the advantages of adopting behavior that have been shown effective over time throughout one's frequent encounters with those surroundings.

It can be seen from the table, it was identified that respondents agreed that tourists are generally responsible to the environment, which ranked first among all the indicators provided (4.48). This means that the behavior of tourists towards the environment do have impact with the travel motivations of individuals when it comes to deciding whether to visit a destination or not. Environment plays a big role in attracting a tourist to a certain destination as one of the things that motivates a tourist to travel is for their visual expectation of the place to be fulfilled and satisfied, which is why travelers responsibility is significant. When a tourist identified and considered that visitors of the destination are responsible with the environment, it creates a positive image and boost their confidence to visit the place. Not only that, but motivation also as well could be impacted with the tourists' beliefs and cultural aspects such as being pro-environment for instance. Nativistic culture also prevents individuals for cultural changes due to fear that immigrant might distort or damage their existing cultural values. However, if they perceived that majority of tourists do have good sense of responsibility particularly to environment where they live in, this could produce a positive outcome both for the tourists and locals.

In addition, the same table presents that the tourists strongly agree with the enrichment of knowledge and understanding as well as the leaning a lot about the local tradition and culture as a first learning experience by means of satisfaction (4.59). The tourists were satisfied with their learning experience. This also implies that the tourists clearly understand the destination image and want to discover more for the learning experience.

It also leads to a conclusion that the respondents' level of satisfaction in visiting the Bicol region is excellent because it enriched their knowledge and understanding, learned a lot about the local tradition and culture, interested to know more about the tourist spot, and developed a new interest because of their visit. The tourists visiting the Bicol region are very satisfied with their visit, which results in gaining new pieces of knowledge, information, and learning experience that increase their travel motivations. Based on different arguments, it was

found out also that Learning is a well-established tourism motivation (Mannel & Iso-Ahola, 2017), and travelers' trip destinations and activities are influenced by their desire to learn (MacKay, 2016; Zeppel 2018).

**Table 3**

*Tourist Satisfaction in visiting Bicol Region*

Learning Experience		WM	VI	Rank
1. Developed a new interest as a result of my visit		4.51	Strongly Agree	4
2. Enriched my knowledge and understanding.		4.59	Strongly Agree	1.5
3. Learned a lot about the local tradition and culture.		4.59	Strongly Agree	1.5
4. The information provided about the site is clear		4.47	Agree	5
5. Interested to know more about the tourist spot		4.58	Strongly Agree	3
	Composite Mean	4.55	Strongly Agree	
Emotional Experience		WM	VI	Rank
1. Enabled me to reminisce about my past		4.39	Agree	5
2. Felt connected with the tourist spots		4.49	Agree	3
3. Felt emotionally involved with the tourist spots and its feature		4.47	Agree	4
4. Immersed and felt in loved with the tourist spots		4.54	Strongly Agree	2
5. Overwhelmed with the beauty of the tourist spots		4.61	Strongly Agree	1
	Composite Mean	4.50	Strongly Agree	
Meaningful Experience		WM	VI	Rank
1. reflected on the significance of the tourist spot and its meaning		4.49	Agree	5
2. gave me a sense of wonder about the tourist spot		4.53	Strongly Agree	4
3. allow me to appreciate the value of the tourist spot		4.57	Strongly Agree	2
4. Seeing the real value was very satisfying		4.56	Strongly Agree	3
5. Find meaningful experience from this tourism experience		4.60	Strongly Agree	1
	Composite Mean	4.55	Strongly Agree	
Enjoyment		WM	VI	Rank
1. I was thrilled about having a new experience		4.61	Strongly Agree	1
2. I indulged in the activities during my visit		4.51	Strongly Agree	4
3. I really enjoyed my experience at the tourist spot		4.57	Strongly Agree	2
4. My visit to historical site aroused my curiosity and interest		4.53	Strongly Agree	3
5. I felt detached from the outside world while visiting the tourist spot		4.50	Strongly Agree	5
	Composite Mean	4.55	Strongly Agree	

Table 3 reveals that the tourists strongly agree that they are satisfied in terms of learning experience (4.55), meaningful experience (4.55), enjoyment (4.55) and emotional experience (4.50) in visiting the region.

In the same table, the respondents strongly agree in the tendency to become immersed in and feel in love with the tourist destinations (4.54), placing it in second place among all of the given indicators in terms of the emotional experience they had in the Bicol Region. Therefore, based on the findings, it suggests that the tourists who visited the Bicol Region are extremely satisfied in terms of the emotional experience that they had. Due of the lovely places that are popular with tourists, such as the well-known Mayon Volcano. It was able to determine from the top two most prominent indicators that the respondents had a high level of appreciation for the breathtaking tourism sites that the province of Bicol offered, which may have in some way beyond their expectations. It is also believed that the respondents are pleased with their experience in Bicol because they have participated in most of the activities available in Bicol and have fallen in love with the clean air that can be found in the region since Bicol is a province that has an abundance of agricultural resources. They have also had fun participating in leisure activities, which has made their journey even more memorable.

The same table also reveals that the tourists are satisfied with their visit to Bicol region, because they had a meaningful tourism experience on the trip. Because travelling is not just about leisure, its substance and connection to the traveler is important because that will fulfill the satisfaction of a tourist, most especially in terms of mental needs. The fulfilled mental need of a tourist when they travel is a remarkable and unforgettable experience for them, which may lead to their personal growth, enthusiasm, and deep understanding of the place.

In the same table, tourists strongly agree that they are thrilled of having new experiences (4.61) when it comes to the enjoyment as the highest among all indicators. The said result proves that one of the essential reasons why tourists travel is because they want to have a new experience. Traveling is a remarkable way to gain

experience as well as the perfect way to escape from all the usual daily scenarios, including stress as well as the up and downs of daily life. It also allows us to forget for a moment about all our challenges and disappointments. All through your travel journey, you will be able to live a life in new ways by exploring new places, meeting new people, discovering new cultures and traditions, and tasting various delectable cuisines.

**Table 4**

*Correlation between paired variables on visiting attractions in Bicol Region*

Paired Variables	rho-value	p-value	Interpretation
Tourist Destination Image & Travel Motivations	0.640**	0.000	Highly Significant
Tourist Destination Image & Tourist Satisfaction	0.636**	0.000	Highly Significant
Travel Motivations & Tourist Satisfaction	0.655**	0.000	Highly Significant

\*\*Correlation is significant at the 0.01 level

The table 5 shows the Correlation Between Paired Variables on Visiting Attractions in the Region. The table shows the result that the Travel Motivations & Tourist Satisfaction has a (rho-value, 0.655). followed by the Tourist Destination Image & Travel Motivations (rho-value, 0.640). and for the Tourist Destination Image & Tourist Satisfaction (rho-value, 0.636). It demonstrates that the results for Travel Motivations & Tourist Satisfaction are better than those two paired variables. The Travel Motives & Tourist Satisfaction in this Table demonstrate that the travelers are driven to fulfill the satisfaction for their needs, and they have an idea of what will meet their wants. In addition, visitors form an opinion of the destination's attractions and determine whether they meet their demands. Travelers are encouraged to go there if there is agreement on both sides. The fundamental concepts in understanding why people travel are motives and satisfy. After the wants are aroused, motivation is produced within the boundaries of expectation structure. It is critical to look at the connection between tourism motivation and tourism satisfaction to comprehend retirees' behavior.

It can further explain the correlation between paired variables on visiting attractions in the region. For the paired variables, Travel Motivations and Tourist Satisfaction had the greatest rho-value of 0.655. The second variable, which has a value of 0.640, represents the tourist destination image and travel motivations. Finally, the lower rho-value obtains a 0.636, signifying the results that pleasure of the tourist location. However, the interpretation shows that these three criteria are Highly Significant. Moreover, it should have considered both a crucial behavioral variable tourist satisfaction as well as the four aspects of destination brand equity includes recognition, identity, value, and commitment. In this study seeks to add to the literature in two ways: by investigating the links between destination brand equity characteristics, a topic that has received little attention to date; and by including tourist satisfaction, a critical factor in the creation of loyalty, in addition with relation to the variables typically considered in destination brand equity models. It is difficult to analyze geographical visitor patterns and their consequences on nature-based tourism using just labor- and cost-intensive data collection methods. However, understanding how frequently a protected area is visited is critical since it may have a significant influence on how long natural resources may last. As a result, determining "where people travel" and "why people visit" is critical to analyze the features that appeal to tourists.

Moreover, this study indicates that a destination's image influences enjoyment. Tourists' perceptions of this archaeological site affect post-visit satisfaction. This research examined the elements affecting visitors' perceptions of a different destinations and attractions in the Bicol Region and how that perception affected their pleasure. The study aims to advise future image management of the said region and suggest prospective image upgrades that would allow such cultural attractions to attract more tourists, like sun and beach settings, as well as different exotic destination activities.

**Table 5**

*Proposed strategic plan success of visiting attractions in Bicol Region*

KRA	Strategies	Outcomes
Environment- Tourist Destination Image	Tourism management must provide amenities that are aesthetically pleasing to tourists, since they are easily captured by picturesque and "instagrammable" views.	Tourists are fond of social media and giving them amenities that will captivate their interest for "aesthetics," where they can get a selfie and post on their social media accounts, can serve as a push factor for them to visit the place.
Attractions and Entertainment	Tourism nightlife attractions should be promoted and publicized more widely so that more tourists are aware of and interested in its potential.	Nightlife trips have the potential to attract great customers who are into the ambiance of the night, and if promoted properly, they will get the same hype as the day life trips.
Accessibility- Tourist Destination Image	Each responsible management on Bicol Region must provide available tourism information stalls for tourists to voice their concerns and suggestions.	This will not just benefit the tourist's curiosity toward the place but will also be essential to the improvement of the attraction
Nativistic Habituality- Travel Motivation	Travel agencies or other tourism product providers should make Bicol Travel trips promos or discounts that will capture the attention of those working tourists since non-working holiday vacation is what they are always looking forward to.	This will improve the income of all tourism products or service providers by knowing what promo and the target market they should focus on for non-working holidays.
Learning Experiences- Tourist Satisfaction	Each attraction should focus on creating digital posters and establishing an active Facebook page that will highlight the experiences of some tourists and can also provide insightful facts for potential markets.	It will be more accessible and convenient to tourists, especially when they want to be updated on promos, open hours, and the status of a particular attractions in the Bicol Region that they want to visit. This strategy will also help the attraction boost by being hyped in social media.

#### 4. Conclusion and recommendation

It is very vital to the visitor that the image of the location focuses on the environment. Additionally, the perceived worth of tourist attractions and their accessibility are also very significant to tourists. However, while examining the destination image of the Bicol Region, the tourists evaluated the importance of the infrastructure and service, as well as the attractions and entertainment, as being significant to them. According to the findings of the research, tourists agree that they are being motivated to travel by various aspects of touristic and nativistic motivation, including touristic and nativistic functionality, touristic and nativistic certainty, touristic and nativistic habituality, touristic and nativistic identity, and touristic and nativistic cultural motivation.

In addition, the findings of the current study have consequences regarding consumer motivations in the tourism industry. This is since all the ideas that were discussed continuing to be relevant, and new applications being discovered on a consistent basis. Understanding how individuals' wants, morality, benefits, and perspectives may be used to shed light on their travel reasons is one of the most important topics that can be considered. Therefore, these characteristics must be taken into consideration when establishing the most effective ways to segment markets, differentiate items, and position them, as well as when developing proper marketing strategies and suitable advertising appeals. There is an excellent level of tourist experiences in visiting Bicol Region by means of learning experience, emotional experience, meaningful experience, and enjoyment. Leisure destination images have a higher average rank than business destination images. There is a correlation between paired variables on visiting attractions in Bicol Region as it also indicates a strong positive correlation between each variable. Moreover, it should have considered both a crucial behavioral variable tourist satisfaction as well as the four aspects of destination brand equity includes recognition, identity, value, and commitment. In this study seeks to add to the literature in two ways: by investigating the links between destination brand equity characteristics, a topic that has received little attention to date; and by including tourist satisfaction, a critical factor in the creation of loyalty, in addition with relation to the variables typically considered in destination brand equity models. A strategic plan for Success of Visiting Attractions in Bicol Region was develop for the

enhanced implementation of tourism programs and services of the region.

The following recommendation was drawn based from the findings: For the tourism businesses in the Bicol Region, the researcher strongly suggests that they may fully coordinate and join the local government unit in revitalizing the different programs for each sector more specifically the hospitality like the lodging businesses, the souvenir shops, restaurants, and all other establishments that are anchored to the travel and tourism activities of the Bicol region. The said project may focus on pushing these establishments the vaccination program as well as the maintaining and sustaining the cleanliness, orderliness of different tourist attractions as well as in adding different activities that will highlight both day and night tours or activities in the region. For the local districts, headed by the Provincial Capitol of different provinces in the Bicol region, as well as the participation of the congressional districts and the different cities and municipalities. This includes the development of tourist sites and experiences, support for festivals and events, and the implementation of strategies for the promotion of tourism. In addition, the Provincial Development Plan and the City Development Plan may contain essential components, including tourism development plans, policies, and objectives. Importantly, the sector was successful in organizing a network of partners, which included government organizations, community organizations, and the commercial sector, to make investments in and market their local tourist product. These activities were driven by the aim of each local authority to exploit the development opportunity of locations throughout Ireland as places to live in, invest in, and visit in a sustainable manner. This vision was the driving force behind these activities.

For the non-governmental organization, a citizen's group that operates on a local, national, or worldwide level and does not seek to profit from its activities. The NGO's may out a variety of services and humanitarian functions, bring the concerns of citizens to the attention of governments, monitor policies, and encourage political participation at the community level. Also, the NGO may help monitor and implement international, national and local agreements, provide analysis and expertise, function as early warning mechanisms, and provide analysis and expertise. Some are structured around particular concerns, such as human rights, the environment, health, and even tourist programs, while others are more general in nature.

For each individual in the Bicol Region, the participation of an individual or group of individuals in an activity will be able to make a contribution to the tourism development program, the community should be accorded the opportunity to participate in all aspects of the process, from decision-making and planning to implementation and monitoring, as well as evaluation and problem-solving. This should be done with full awareness that those who are involved in the program or tourism activities will benefit from their participation.

Lastly, for the future researchers, they may use different variables that are not included in this research as well as the framework that may be tested by means of effectivity and the use of other statistical method.

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