

Destination attributes in CALABARZON: Basis for a proposed sustainable tourism competitiveness framework

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Abstract

This study identified competitiveness of Cultural Heritage and Nature Tourist Destination in CALABARZON. It present the tourist destinations of CALABARZON; identify visiting characteristics of tourist; determine the destination attributes on tourism competitiveness in terms of safety and security, maintenance and cleanliness, information and communication, infrastructure, prices, facilities, attraction and social behavior of local residents; to test the significant difference on tourist destinations and destination attributes on tourism competitiveness; to test the relationship across destination attributes on tourism competitiveness and; propose a framework for sustainable tourism competitiveness. The researcher used case study research method to investigate the competitiveness of destinations in CALABARZON. Strategy provides an “all-encompassing method” for systematically studying a phenomenon in a real-life situation. Adapted questionnaire was used, statistical tools to measure data through frequency distribution, weighted mean and ANOVA to test given variables. This research concluded that leisure is the top purpose of tourist visitation in the CALABARZON. Usually stayed 1-2 days, a self-planned tour spending Php10,000 budget. Batangas is the most visited province. The dimensions of the destination competitiveness are significantly correlated to those respondents with higher level of observation on the competitiveness. The researcher able to proposed a framework for sustainable tourism competitiveness. Research recommends greater collaborative effort from all sectors of community to maintain and improve the safety and security, risk disaster management, upgrade internet and communication in the Region. Relevant to invest in upgrading roads, accommodations, hospitals, airports/seaports, transportations. The tourism sector may reach investors to strengthen economic climate within the region.

Keywords: destination attributes; sustainable tourism; competitiveness framework; Batangas; CALABARZON

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1. Introduction

The demand for Asian restaurants has increased significantly. Scholars identified elements that contribute to the restaurant's overall success; however, it is unclear if these factors also affect ethnic restaurants. Ethnic cuisine one of the fast-moving industries now is Tourism. Income of tourism is considerably come from this industry especially from the fast-developing countries (Cucculelli & Goffi, 2015). It is important to identify and analyze all factors that will contribute to designing tourism services and products. Successful management of tourism destination will significantly lead to a greater understanding of how tourist behave, decide, and choose on the offerings of a chosen tourist destination (WTO, 2015).

Destination Competitiveness has been described as "the capability of a destination to preserve its market situation and share, or raised upon them through time" (d'Hautesserre, 2000). With reference to Ritchie and Crouch (2003), "what makes a tourism destination truly competitive is its capability to expand tourism spending, its capacity to level up the number of visitors while serving the tourist satisfying, memorable experiences, its capability ensuring to meet tourists expectations in a way that the destination is still making a profit, its ability to intensify the lives of destination residents, and its power to attract tourist without damaging the natural resources and the environment of the destination for future generations".

The most accessible tourist destination close to Metro Manila is CALABARZON. It comprises the provinces of Cavite, Laguna, Batangas, Rizal and Quezon. It is popular among the local and international tourist because of its unique culture and traditions, its climate, proximity, safety and convenience, beach, diving experience, heritage, environment, natural resources and most of all the hospitality of the people. CALABARZON region is one of the highly seek tourist destination. These regions are best for tourist who is searching not only for adventure but to discover the rich culture and traditions of the region (Mallari, 2014).

The researcher is keen to understand and discover the strength of CALABARZON of being a competitive tourist destination utilizing its Culture Heritage and Nature Tourist Destination resources. It is also the desire of the researcher to identify the strength of the destination's attributes in terms of safety and security, maintenance and cleanliness, information and communication, infrastructure, prices, facilities, attraction and social behavior of local residents. In line with the attributes, the researcher would like to discover more about the influence of the tourist characteristic in terms of purpose of visit, length of stay of visit, type of tour planning, source of information regarding CALABARZON tourist destination and tourist budget. The result of this study will serve as a basis of information in planning and executing future tourism campaign.

1.1 Objective of the study

This study identified the extent of competitiveness of CALABARZON being a Cultural Heritage and Nature Tourist Destination utilizing the measurement for tourism competitiveness and tourism attributes in the region. More specifically, it sought to: 1) identify the visiting characteristics of tourist-respondents in terms of purpose of visit, length of stay of visit, type of tour planning, source of information regarding CALABARZON tourist destination and tourist budget; 2) determine the destination attributes on tourism competitiveness of CALABARZON in terms of safety and security, maintenance and cleanliness, information and communication, infrastructure, prices, facilities, attraction and social behavior of local residents; 3) test the significant difference on tourist destinations and destination attributes on tourism competitiveness when grouped according to their visiting characteristics.

2. Methods

2.1 Research design

In order to investigate the perception of tourists of the qualities of competitiveness in the CALABARZON area, the investigator used a case study research process. In a real-life scenario, this approach offers an all-encompassing tool" for systematically analyzing and explaining a phenomenon. Additionally, empirical evidence and factual opinion on the current condition of the historical destination in CALABARZON were given by the case study process, thus, providing the research with concrete facts. Numerous sources of quantitative and qualitative data, including records, interviews, observations, and surveys, have been obtained, analyzed, and triangulated. Most importantly, the approach of case study was chosen because the objective is to evaluate the characteristics of the CALABARZON tourist destination in order to establish a proposed competitiveness framework for sustainable tourism.

The case study research approach also provides a suitable analytical structure for the conduct of social science mixed-method research studies. As an evidence-based action plan, the case study approach rigs the researcher with a demonstrated collection of procedures within a real-life scenario to illustrate a factual subject. The approach of case study is appropriate "when a 'how' or 'why' question is posed about a current series of events about which the researcher has little or no influence" (Yin, 2003).

2.2 Participants

The researcher engaged to a total of 384 respondents within the five provinces in CALABARZON as the minimum number of respondents based on the 5% margin of error and 95% confidence level from Raosoft sample size calculator. This figure was based on the total number of tourists that visited CALABARZON 2019 that is 8,670,222 million for overnight tourists while 61,075,494 million for same day arrival tourist. The researcher also considered the respondents outside the region to solicit their observation on how CALABARZON can be described its competitiveness from these tourists. Meanwhile, researcher had a total of 449 actual respondents with 16.9 percent higher than the target respondents of 385.

2.3 Instrument

In gathering relevant data, the researcher used a questionnaire as a major instrument in gathering the necessary data. The questionnaire was adopted from the study of Archana Malhotra entitled "Comparative study of International Tourist Destination Competitiveness of India and Singapore". Its reliability has been checked by calculating Cronbach Alpha that comes out to be .76, .67 and .67 for second, third and fourth questionnaire, respectively. It shows that the data collected is reliable. The modified questionnaire has three parts. The first part is a set of questions in a form of checklist highlighting the top ten Cultural Heritage Destinations comprising of Religious, Historical and Nature Places Destination, Museums, Historical Places and Natural Attractions. The questionnaire was run its reliability and the test showed very good and excellent interpretation of the scores ranging from .824 to .934 which signifies that the instrument for this study has very high internal consistency and is reliable for use. The first part of the instrument identified the profile variable of the respondents the in terms of age, sex, educational attainment, monthly income, number of visits to CALABARZON and occupation. In the second part, the determinants of tourist destination and participants were asked to check their corresponding answers enlisted on the questionnaire. The third part determined the attributes of tourist destination in terms of Security and Safety, Maintenance and Cleanliness, Information and Communication, Infrastructure, Prices, Facilities, Attraction, Behavior of Country Residents and Factors affecting the visit.

2.4 Data analysis

The researcher used statistical tools like frequency distribution to measure documentary data of tourist

destination competitiveness using the CALABARZON's same day tourist arrival and the overnight stay tourist. Weighted mean is used to test and determine the value of the Determinants of Tourist Destination Competitiveness of CALABARZON.

ANOVA was used to test the significant difference of the attributes of tourist destination in terms of Security and Safety, Maintenance and Cleanliness, Information and Communication, Infrastructure, Prices, Facilities, Attraction, Behavior of Country Residents and Factors affecting the visit. The researcher used a weighted mean scale with the verbal interpretation of 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good. Weighted Mean is known as average and it is calculated by providing sets of different individual values. Each data point provides equally to the final mean, some data points contribute further "weight" than others. This is frequently used in statistics when a group of populations is studied.

3. Results and discussions

Table 1

Visiting characteristics of the respondents

Profile	Category	Frequency	Percent
Province	Cavite	61	13.6
	Laguna	70	15.6
	Batangas	100	22.3
	Rizal	69	15.4
	Quezon	54	12.0
	Outside the Region	95	21.2
Purpose of Visit	Leisure	394	87.8
	Study	37	8.2
	Business	6	1.3
	Pilgrimage	12	2.7
Stay	1-2 days	364	81.1
	3-4 days	62	13.8
	5 and more	23	5.1
Tour Planning	Self-Planned	392	87.3
	Travel Agent	28	6.2
	Online Travel Agent	8	1.8
	Tour Operators	21	4.7
Source of Information	Internet	312	69.5
	Own Experience	131	29.2
	Relatives/Friends	278	61.9
	Travel Guides	84	18.7
	Tourism Fairs	36	8.0
	Travel Agency	65	14.5
	Newspaper	32	7.1
	Tourism Board	15	3.3
Media	76	16.9	
Budget	Below 10K	299	66.6
	10k-20k	119	26.5
	21k and more	31	6.9

Table 1 presents the visiting characteristics of the respondents in terms of origin of the tourist, purpose of visit, number of days stayed, tour planning, source of information and budget. A big percentage of the tourist that has visited the tourist destination of CALABARZON came from Batangas (22.3%) while a small percentage of the tourist came from Quezon (12.0%). Tourist visiting the destinations of CALABARZON is on the purpose of holiday leisure (87.8%) and small number of visitors is on Business Trip (1.3%). Majority of the respondents stayed from 1 – 2 days (81.1%) and few of the travelers have experienced staying 5 and more days (5.1%). Most of the tourists preferred a self-planned trip (87.3%) and only few have consulted online travel agent (1.8%).

Batangas is known to be the hub of different tourist destination. It ranked number 5 as the most visited places in the entire nation. People of Batangas patronize their own tourism services and support the other tourist destination of neighboring provinces. This manifests that people are well travelled. Most of the tourists are on holiday leisure and this type of tourist stays in a particular tourist destination an average stay of 1-2 nights, mostly this short trips are self-planned which only means that travel agents are no longer needed due to its proximity and length of the stay.

The tourists' primary source of information is coming from the use of modern technology and gadgets that are heavily connected to the internet (69.5%) while tourist use less access the information provided by the tourism board (3.3%). Tourist became price conscious and are considering the cost of holiday and majority allocated an amount ranges from below 10 thousand pesos (66.6%) while only few tourists have allocated budget ranging from 21 thousand and more (6.9%). The visiting demographics indicates that majority of the travelers that visited tourist destination of CALABARZON mainly came from Batangas province, specifically, on leisure holiday with 1-2 nights length of stay. The power of the internet is the main key sources of information with a capacity to spend of less than ten thousand. Internet plays a big role in the promotion of tourist destination. Information is randomly fed on the internet that makes it accessible to all tourists. Everyone has the luxury of accessing the internet with the aid of modern technology and gadget.

Tourism information not only includes information about the tourist destination but also the important needs of the tourist such as internet connectivity and readily available telephones as a form of communication, to some extend include banks and currency exchange booth, (Kim et al., 2020). Truly, their expenditure would be placed on leisure and travel which will positively impact the tourist destinations (Bugge et al., 2016). Depending on the type of tourist money spent is also higher as compared with other form of tourism. As a matter of fact, tourist who belongs to the cultural heritage segment spent 38% more per day and stayed a total of 22% compared to different types of travelers (Childs, 2018).

Table 2

Attributes of competitiveness on tourism destination in terms of safety and security

Security and Safety	Mean	SD	VI	Rank
1. Law and order of the Region	3.19	0.57	Good	2
2. Safety of luggage	3.18	0.63	Good	3
3. Safety of family	3.29	0.60	Good	1
4. Tourist grievances	3.01	0.65	Good	5
5. Discipline in the country	3.14	0.60	Good	4
6. Political Stability	3.00	0.64	Good	6
Composite Mean	3.13	0.52	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 2 presents the attributes of competitiveness on tourism destination in terms of safety and security. The composite mean score of 3.13 implies that the respondents rated the safety and security as high- level attribute of competitiveness. Based on the responses as “good” to safety and security would be considered were safety of family with the highest mean of (3.29), followed by law and order of the region with (3.19) and safety of the luggage (3.18). Security and safety of the tourist is important. It can make or break the tourism industry of a certain destination. Travelers, when visiting the place, consider their safety, not having to worry about its safety most especially when the place is not so familiar. This is important in sending out the destination image to all travelers as it greatly affects the decision making of tourist when deciding place to spend holiday.

In certain cases, by arranging small and largescale activities (e.g., theatre festivals, music, gastronomy, sports events) and also using their competitive advantages (lures), they aim to draw visitors (Kolb, 2006). The modern tourist profile is a key feature of the market for niche and unique interests that are different from conventional tourist items. He/she no longer wants to relax and enjoy comfortable facilities on every journey, but he/she wants to experience every destination, he/she is involved, participates in local events, is very interested in

the history and heritage of the places he/she visits and is sensitive to the climate. He/she is more demanding and more independent now. As social values vary, there are shifts in priorities and expectations, factors affecting the choice of destination, and thus the competitiveness and growth of the tourism industry. The demand for high quality services and the growth of special types of tourism, along with the protection of the destinations, are what define the modern age. In this context that travelers in an interview conducted admitted that whether nature, historical or museums, they are very particular with their family being safe as they are away from their comfort zone. There should be specific safety laws that destinations abide apart from some provincial, city and barangay ordinances. Further, they want their concerns during the visit to be attended immediately.

Whereas the least three were discipline in the country (3.14); tourist grievances (3.01); and the last political stability (3.00). All indicators verbally interpreted as “good”. Political stability turned lowest since tourist knew only little about the place and most of the tourist stays only an average of 1-2 nights resulting to a lesser exposure and having no direct interest about the local government of the tourist destination. Stable political situation of the destination creates a positive impact and image of the place. It influences the tourism performance of the place. Political stability would help increase tourism revenues, soar high on the numbers of tourists and increase the number of average stays, and a tremendous decrease on costs of creating programs for tourism. The tourist’s destination’s politics is to consider on the quality and accessibility of road, availability and the comfort of private and public transportation facilities, presence of telecommunication facilities, connectivity to internet, availability of product and services factors in the tourism development (Lwoga & Asubisye, 2016). Tourism competitiveness is interpreted as the capacity of the destination to lay out a quality form of living for the target guests (Martin et al., 2017).

Truly, the competitiveness of a certain tourism destination depends highly on the services and how it creates and delivers a unique tourist experience by either public or private tourism management sector, how it maintains to be better than other destination is significant manifestation of being competitive. These procedures vary in terms of its relevance; it may perform well or not, thereby, it directly impacts on the ability to become a competitiveness of a destination with consequences for sacrificing its market share (Dwyer et al., 2016).

Table 3

Attributes of competitiveness on tourism destination in terms of maintenance and cleanliness

Maintenance and Cleanliness	Mean	SD	VI	Rank
1. General Cleanliness and Sanitation	3.18	0.59	Good	2
2. Clean drinking water	3.10	0.69	Good	5
3. Air, water, noise, pollution	3.15	0.64	Good	3
4. Availability of Healthy and hygienic food	3.13	0.63	Good	4
5. Healthy ambience	3.27	0.61	Good	1
Composite Mean	3.17	0.53	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 3 presents the attributes of competitiveness on tourism destination in terms of maintenance and cleanliness the composite mean score of 3.17 which implies that the respondents rated the maintenance and cleanliness as high- level attribute of competitiveness. Based on the responses as “good” to maintenance and cleanliness would be considered were healthy ambience with the highest mean of (3.27), followed by general cleanliness (3.18) and sanitation availability of healthy and hygienic foods with (3.13). It is recognized that hygiene is the main risk that hoteliers regard as important in the hospitality industry. They also stressed the dedication of hotels to hygiene standards in food preparation and the physical protection of visitors using the sauna, gym, swimming pool, spa, and other facilities. In hotels, kitchen workers play a critical role in food protection. It is emphasized that hotels should use the food safety management system HACCP (Hazard Analysis Critical Control Point) to mitigate and control food hazards during production, storage, processing, distribution, and human consumption (Singh, 2015).

In order to minimize the incidence of what is considered a preventable disease, the hospitality industry

should recognize, embrace and apply food safety best practices. In order to pay more attention to personal hygiene, workers should be educated and informed; they should pay attention to the hygienic state of the food and beverage preparation area and the design of hygienic equipment. The satisfaction of hotel service clients is dependent on the standard of food hygiene, clean rooms and bathrooms, kitchens and restaurants. In general, visitors admire the hotel's commitment to ensuring the most important safety measures and hygienic standards for tourists (Darko et al., 2015).

Though the remaining indicators were perceived least by the respondents still rated it as “good”. The availability of healthy and hygienic food” got a mean of (3.13) and clean drinking water has (3.10). Tourist destination is a place where local and foreign tourists enjoy the circumstances, situations, and conditions of a particular area. From the respondents’ perceptions, their security issues in visiting historical, museums and natural destinations primarily refer to the personal safety health ambience of the place. It includes an ability to feel an ambience of safe and secure environment for as visitors there are many activities that can be done by the tourist, such as sightseeing, pictures, eat and drink, or stay and other things essential for travelers to explore. But some managers of tourist destinations admitted that although, there are some local ordinances which provide rules and means for hygiene, sometimes, there are travelers who are reluctant to cooperate in terms of maintaining cleanliness of the place. Hence, possessing demographic figures that underpins the identity of a destination as a secure place is the major concern thing for tourists. So, it is suggested to embrace safety and security which will have advantageous impact on the competitiveness of the destination (Molina-Azorin, 2015). Also, hygiene is also a fundamental necessity that tourists are considering when visiting destination, and this also serves as indicator destination competitiveness (Koseoglu et al., 2016).

Table 4

Attributes of competitiveness on tourism destination in terms of information and communication

Information and communication	Mean	SD	VI	Rank
1. Communication with local people	3.36	0.60	Good	1
2. Internet / WIFI	2.70	0.76	Good	3
3. Information about destinations through websites	3.12	0.65	Good	2
Composite Mean	3.06	0.55	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 4 shows the attributes of competitiveness on tourism destination in terms of information and communication. The composite mean score of 3.06 implies that the respondents rated the information and communication as high- level attributes of competitiveness. Communication is good with local people with good the weighted mean of (3.36); followed by information about destination through websites (3.12) then the last is Internet WIFI (2.70). For the respondents, they are creating a destination image from a certain tourism places that they would like to see. It is a kind of expression of knowledge, impressions, prejudices, imaginations, and emotional thoughts that they hold before reaching a historical, natural or museum sites. From their point of view, they are also referring how such destinations are becoming competitive to the market formed by the local people of the community who will serve as tourists guide for them to explore their much-awaited travel destinations which was posted only on news, reports, news-paper articles, movies and induced images such as re-external sources, including destination advertising and internet promotion. Ultimately, vast number of tourists is also posting tourism competitiveness based on grandeur services and facilities. This includes wireless internet and internet banking services. Wireless internet lets tourists to access emails and place phone calls. For them, there is an advantage when tourist can connect to their families and business through the aid of internet access and international call services.

Together with the technology, a dependable power supply is also essential for tourists to recharge electronic gadgets with an equal feeling of comfort as at home. Personal banking services enable tourists to withdraw cash destination. Having various options of banking services, an ample quantity of Automated Teller Machines (ATMs) would be beneficial for tourists (Kristjansdottir, 2018). Demographic shifts and changes in the

perceptions of consumers towards emerging technologies and the Internet would politely have a significant effect on the Internet, tourism and hospitality industries. Customers are now becoming more professional and advanced with the use of technology. The component of the social system must include the broader social and political structures by which the desires of the various social classes communicate with each other and technology.

Table 5

Attributes of competitiveness on tourism destination in terms of infrastructure

Infrastructure	Mean	SD	VI	Rank
1. Road Transportation	3.08	0.64	Good	4
2. Infrastructure at Tourist spots	3.10	0.61	Good	1
3. Connectivity to local tourist places	3.08	0.60	Good	3
4. Tourism Infrastructure	3.04	0.64	Good	5
5. Accessibility to Tourist Spot	3.10	0.62	Good	2
Composite Mean	3.08	0.55	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 5 presents the attributes of competitiveness on tourism destination in terms of infrastructure. The composite mean score of 3.08 implies that the respondents rated the infrastructure to have a high-level attribute of competitiveness. Thus, it was considered as “good” based on the responses to infrastructure the topmost indicators with weighted of (3.10) is “infrastructure at the tourist spots” and the “accessibility to tourist spot”, and “connectivity to local tourist places” (3.08). According to the respondents, tourism infrastructure is the base for tourism growth and the use of existing capital for destinations. This can refer to a large number of services needed to meet the needs of tourists and to increase their satisfaction during their stay in CALABARZON as a tourist destination. In order to improve the potential to attract tourists, the attractiveness of tourism destinations is paired with an increase in overall tourist spending, offering them rewarding, satisfactory experiences. Therefore, it is very important for CALABARZON's tourist destination managers to develop their destinations for future generations. The value of tourism infrastructure is expressed in the fact that it can help to increase the efficiency of the development and delivery of tourism services and in some cases, also to increase the supply of tourism services, such as to remote destinations (Adobayo & Iweka, 2014).

Though the least but still perceived as “good” were “road transportation” (3.08) and “tourism infrastructure” (3.04). It is also important to provide visitors with experience on the basis of their perceptions of tourism, road transport and tourist infrastructure. The tourism infrastructure includes the facilities, equipment, structures, processes and services required for a particular tourist destination to work well. This mainly involves highways, railways, airports, and the like which make tourists accessible to a tourist destination. In addition, infrastructure includes programs, facilities and public services for health care. It is imperative that tourism authorities develop and provide decent place to stay and choices for the tourist. Awareness to the community, good communication skills, hospitality, products, services and amenities all that will directly impact the total experience of the tourist will contribute to the branding and image the recognize destination (Lubiano, 2016).

Table 6

Attributes of competitiveness on tourism destination in terms of prices

Prices	Mean	SD	VI	Rank
Price of general commodities	3.02	0.59	Good	2.5
Price of local transport	3.00	0.64	Good	4
Accommodation Charges	2.99	0.60	Good	5
Food/other commodity prices at tourist spots	3.02	0.64	Good	2.5
Fee charged to see tourist spots/destinations	2.95	0.63	Good	7
Easy availability of desired Food	3.05	0.65	Good	1
Tour package for neighboring Province/City	2.98	0.63	Good	6
Composite Mean	3.00	0.52	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 6 displays the attributes of competitiveness on tourism destination in terms of prices. The composite mean score of 3.00 implies that the respondents rated the prices has a high- level attribute of competitiveness. All indicators were evaluated as “good” based on the result. The topmost were the “easy availability of desired foods” (3.05); “general commodities” and “food at the destination with (3.02) and “local transport” (3.00). One of the key major factors when tourist travel is prices. This is the basis of how the tourist will avail the products and services offered in the tourist destination. Tourists of CALABARZON give a high regard on the prices of the availability of the desired food. Part of the adventure and experience of tourist is to experience local cuisine and indeed both price and availability of this service satisfies the tourist patronizing the destination of CALABARZON.

Competitiveness of prices (Ayikoru, 2015) is an integral component of the overall competitiveness of tourism since it is generally accepted evidence that prices are one of the most significant factors in determining whether to take trips and were. There are some travelers from CALABARZON who value the money more to run a long way because it was calculated subjectively and equated with quality experience and was referred to as their travel conduct. In order to produce the value for money principle, prices should be affordable and desirable for price and quality interaction. For potential visitors, as far as product ads and tour packages are concerned, the true meaning of price to tourists may be ignored. However, the least were ‘accommodation charges (2.99); tour package for neighboring provinces” (2.98) and “fee charge for tourist spot” (2.95). Charges, as provisioned in the attraction, are the entrance fee, the use of facilities and equipment and its rentals, availing the services, and consuming the products. Price shows the terms of an exchange transaction for a product published or negotiated between a manufacturer aiming to achieve a pre-determined sales volume and revenue goals and prospective customers seeking to maximize their perceptions of value for money in the choices they make between alternative products.

They are more experienced travelers, older and conscious of more value. It is crucial in influencing the conduct of travel. A tourism product must be perceived as having a quality equal or superior to that of other rivals in order to remain competitive in such an environment, and its price must be perceived as appealing. Therefore, it is of utmost importance to provide information on tourists' perceptions of prices and quality and on the role, price plays in tourist conduct. According to (Ayikoru, 2015), travel is a product that focuses on experiences. It is therefore important that the tourist receive the value for money spent. Tourist are becoming price conscious when travelling. Local authorities, department in-charge of promotion and marketing need to study deeper the tourism products and services being offered in order to create a strategic competitive price.

Table 7

Attributes of competitiveness on tourism destination in terms of facilities

Facilities	Mean	SD	VI	Rank
1. Banking and Financial System	2.94	0.66	Good	3
2. Accommodation quality	3.06	0.61	Good	1
3. Medical Facilities within the area	2.84	0.70	Good	4
4. Easy access desired food facility	3.02	0.65	Good	2
Composite Mean	2.96	0.58	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 7 presents the attributes of competitiveness on tourism destination in terms of facilities. The composite mean score of 2.96 implies that the respondents rated the Facilities to have a low-level attribute of competitiveness. All indicators were assumed as “good” by the respondents the top facilities were accommodation (3.06) and “food Facility” (3.02). Tourists who visited the destinations in CALABARZON rated the quality of accommodation high. There are several five star rated hotels and resort that the tourist decided to book a hotel room. Hotels range from famous wellness resort to the most prestigious golf courses to the most private beach resort. Basic tourism requires an accessible, functional and convenient access to airports and the lakes that serves as essential access to enter destination. A destination that is difficult to reach does not have a competitive edge. Miles of roadways, railways and waterways are solution to transport tourists from various

points of interest. Basic elements need to be adopted and implemented so that local transport systems become effective and a destination to conveniently be accessible. Another essential aspect for tourism that are considered relevant attributes for tourism objectives are accommodation, food, guide services and transport. Acquiring room and food is a fundamental need, and having enough accommodation and gastronomy options, destinations offer tourists various options.

It is also vital to provide tourists with adequate data between tour operators and tourist information facilities (Dredge et al., 2016). To create an effective image, the management of organizations must focus not only on improving accommodation and accommodation properties, but also on the participation of hotel staff, creating an interactive activity and interesting facilities that allow to fully perceive the unique image of the destination perceived (Vu et al., 2015). In relation to transport services, the investigation revealed that the services provided by low-cost airlines have a direct effect on the image of the destination and due to this connection; they can generate a good or bad result on the behavior of the tourist and his intention to revisit the destination (Hsu et al., 2016). Whereas the least were banking and financial system (2.84) and “medical facilities within the area” (2.84). However, medical facility within the area or in the destination should be equipped and complete to cater emergency and major accidents. Part of the development of the tourism infrastructure is the availability of banks and money changer facility. This will enhance the experience of the tourist if these facilities are available. Most of the time, tourist would consider visiting a destination to some extent become the basis of decision making the availability of these facilities.

Table 8

Attributes of competitiveness on tourism destination in terms of attraction

Attraction	Mean	SD	VI	Rank
1. Shoppers Paradise	2.98	0.66	Good	7
2. Climate and weather Condition	3.21	0.61	Good	4
3. Attraction of festivals	3.21	0.69	Good	3
4. Historical Monuments	3.24	0.66	Good	1
5. Games and Activities	2.95	0.72	Good	8
6. Uniqueness of local blends of multi-cultural heritage	3.17	0.64	Good	5
7. Night Life	2.87	0.76	Good	9
8. Potential to be international destination	3.08	0.70	Good	6
9. Abundance of scenic Natural Attraction	3.22	0.64	Good	2
Composite Mean	3.10	0.53	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 8 represents the attributes of competitiveness on tourism destination in terms of attractions. The composite mean score of 3.10 implies that the respondents rated the Attraction has a high-level attribute of competitiveness. CALABARZON tourist attractions offer a wide array of choices that makes it one of the most visited places near Metro Manila. Among the attractions rated as “good” were “historical monuments”, the topmost with a mean of (3.24) followed by abundance of “scenic natural attraction” (3.22); further, CALABARZON’s “climate and weather condition” and “attractions of festivals” (3.21).

Everyone at CALABARZON has established its unique reputation among tourists. Laguna, the "Resort City of the Philippines," with its robust hot-spring resorts and swimming pool attractions, has undoubtedly captured the hearts of local and global visitors alike. As the province was literally the birthplace of the Philippine Declaration of Independence from Spanish colonial rule dating back to 1898, Cavite has undoubtedly positioned itself as the historic capital of the Philippines. "With its rich, breathtaking beach attractions that are just three hours away from Metro Manila, Batangas is considered to have the second-largest international seaport in the Philippines, and one of the nearest getaway destinations. Rizal is renowned for its mountainous ranges that give a panoramic view of Metro Manila in its urbanized spots in Antipolo, while the province of Quezon takes pride in its characteristics that offer incredible faith tours, from its spiritual and mystical attractions, Mount Banahaw, to great festive treats, including every May's beautiful Pahiyas Festival.

Further, though they were least but still rated as “good” by the respondents were “shoppers paradise” (2.98); games and activities (2.95) and the last is “night life”. Night light in the city is not the same as the night life in the region of CALABARZON. This has something to do with culture and practices of the locals. Though CALABARZON is close to the Metro Manila which is widely known for different forms of night life, games and activities and the shops the region still maintains the conservation of its place by carefully choosing the activities and services it offers. Also, the region is known for its historic places destination and being conservative in terms of its customs and traditions. In the international tourism industry, culture generates individuality and a field of specialization. In this context, it is very important to provide "touristic experiences" that can bring people and tourists from close cultures together. In certain instances, the theme of destinations is often related to particular cultural occasions that can also play a catalytic role in this creation (for example, connected to famous locations, human events or historical events) (The Production Influence of Community, 2014).

Table 9

Attributes of competitiveness on tourism destination in terms of social behavior of local residents

Social Behavior of Local Residents	Mean	SD	VI	Rank
1. General Hospitality	3.37	0.59	Good	1
2. Behavior of local transportation drive	3.14	0.63	Good	3
3. Openness in society	3.25	0.60	Good	2
Composite Mean	3.25	0.54	Good	

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

Table 9 shows the attributes of competitiveness on tourism destination in terms of social behavior of local residents. The composite mean score of 3.25 implies that the respondents rated the social behavior of local residents to have a high-level attribute of competitiveness. It is rated as “good” to these indicators; general hospitality got (3.37); followed by openness in society (2.25); while behavior of local transportation driver (3.14.). Local people in CALABARZON are naturally hospitable. Because of this, tourists are enticed to visit the different destination taking into to consideration the experience they will get out from the culture of this region. Warmness of the people, their politeness and the smiles make a lot of difference. The behavior of the local transportation driver ranks the least. The impression of this scenario can be from bad experience that the tourist had. This part is something that needs to be polished as it affects the overall experience and impression of the tourist to the destination. This can ruin the image of the place and may lead to the reduction of tourist patronizing the place. Meanwhile the local drivers served as local tour guides or front liners in the destination. Many tourists run to them for help asking for directions, places or establishment and among other concerns. Relatively service-oriented is the activity of the resort classes. The inseparable existence of the services in which these services are generated and consumed at the same time gives rise to this high service orientation. Guests are part of a service development system.

In the final decision making of the inferences of that guest on whether or not to return to that particular hotel, the near encounter between the worker and the guest plays a major role. The position of workers, therefore, may contribute to the success or failure of the motel company. They want to provide well-trained, competent, and empowered workers with vital sources at their disposal in order for motel companies to thrive (Kusluvan et al., 2015). According to Heung et al. (2015), in order to offer superior service rates and improve the typical tourist experience, it is critical that tour guides prioritize tourists' wishes and hobbies first. Therefore, essential travel management and management skills include the ability to coordinate and negotiate with groups of passengers, organization with partner vendors and suppliers of goods and services, time management, scheduling and logistics, and problem solving every day. In general, tourism companies include a wide variety of people from many lifestyles and diverse backgrounds, so interpersonal abilities and the ability to understand cultural differences are paramount.

Table 10 highlights the summary on the attributes of competitiveness on tourism destination of which highest as “good” are social behavior of local residents (3.25) Maintenance and Cleanliness (3.17) and Safety

and Security (3.13) affect the total experience of the tourist.

Table 10

Summary Table of Attributes of Tourist Destination Competitiveness

Attributes of Tourist Destination Competitiveness	CM	SD	VI	Rank
Security and Safety	3.13	0.52	Good	3
Maintenance and Cleanliness	3.17	0.53	Good	2
Information and communication	3.06	0.55	Good	6
Infrastructure	3.08	0.55	Good	5
Price	3.00	0.52	Good	7
Facilities	2.96	0.58	Good	8
Attraction	3.10	0.53	Good	4
Social Behavior of Local Residents	3.25	0.54	Good	1

Scale. 1.00-1.49: Poor; 1.50-2.49: Fair; 2.50-3.49: Good; 3.50-4.00: Very Good.

It is imperative to keep and maintain such high level of professional social behavior, ensuring the high standard of cleanliness and ultimate safety of tourist to gain the confidence of the tourist and ensure to create a lasting positive impression. This will result to the loyalty of the tourist visiting the place and will surely promote the destination thru word of mouth. Now that all can easily access the internet, easy promotion of the destination can also be administered freely coming from the photos and feedback shared by the tourist themselves.

The operation of resort groups is relatively service-orientated. This high service orientation is due to the inseparable nature of services in which these services are produced and consumed at the identical time. Guests are section of a service production. The close encounter of an worker and a guest plays a giant function in the ultimate decision-making of that guest's inferences on whether to come back to that specific hotel or not. Therefore, the employees' function can lead to the success or failure of the motel business. In order for motel corporations to be successful, they want to have employees who are well-trained, well-informed and motivated, with the critical sources at their disposal (Kuslivan et al., 2015).

The least are information and communication (3.06); next is the price (3.00), last the facilities (2.96) as also perceived "good". These indicate that there is still a room to improve the services and products being offered to tourist. It is indicated that Medical Facility being a prime concern which needs to have a greater weight when promoting the destination, followed by the availability of clean water. Not all tourists are on leisure, some also are on a business trip and others can be on the basis of education. It is imperative to improve information and communication in order to fully serve the needs and demands of the tourist. The philosophy of tourism has established the necessary significance of high-quality environmental protection to ensure the future survival of most types of travel destinations. Tourism managers have been inclined to integrate environmental policies into existing processes and methods of administration as they have resulted in reduced costs and/or higher sales and income (Stabler & Goodal, 2017). The situation has changed by rising environmental awareness, traveler demand for better high quality and increased competitiveness between locations; a cutting-edge problem has turned out to be environmentally friendly.

Table 11 shows significant differences between the tourism attributes as to when their profile of visiting characteristics as their province in CALABARZON visited, purpose of visit, length of stay, tour planning and tourists budget are grouped. Based on the results, almost all the attributes as to security, maintenance, information, infrastructure, price, facilities, attraction and behavior show no significant differences as statistically results revealed in the table less than p value of 0.05. Therefore, the attributes of Tourist Destination in CALABARZON do not vary significantly. The rating of Good as to the attributes is regardless of their visiting characteristics. Visiting characteristic has no significant to the attributes of tourist destination. No matter what number of days they visited the place, they can still have either low or high response on the attributes and no matter what type of tour planning that the respondents opted to use to book their tourist destination, it doesn't influence their response in the attributes.

Table 11

Difference on the attributes of tourist destination competitiveness when grouped to visiting characteristics

Attributes	Province				Purpose of Visit				Length of Stay				Tour Planning				Tourist Budget			
	F	p	I	D	F	p	I	D	F	p	I	D	F	p	I	D	F	p	I	D
Security	0.655	.658	NS	FR	-1.353	.177	NS	FR	0.084	.919	NS	FR	-0.252	.801	NS	FR	3.231*	.040	S	R
Maintenance	1.559	.170	NS	FR	-1.217	.224	NS	FR	0.745	.475	NS	FR	0.012	.990	NS	FR	1.394	.249	NS	FR
Information	0.506	.772	NS	FR	-1.163	.245	NS	FR	2.591	.076	NS	FR	-0.337	.736	NS	FR	4.144*	.016	S	R
Infrastructure	1.970	.082	NS	FR	-1.648	.100	NS	FR	1.009	.365	NS	FR	-0.803	.422	NS	FR	1.514	.221	NS	FR
Price	1.334	.249	NS	FR	-0.799	.425	NS	FR	0.623	.537	NS	FR	-0.010	.992	NS	FR	0.950	.387	NS	FR
Facilities	1.190	.313	NS	FR	-1.382	.168	NS	FR	2.229	.109	NS	FR	-0.038	.969	NS	FR	1.308	.271	NS	FR
Attraction	0.889	.489	NS	FR	-0.428	.669	NS	FR	1.820	.163	NS	FR	-0.048	.962	NS	FR	0.238	.788	NS	FR
Behavior	0.588	.709	NS	FR	-0.029	.977	NS	FR	2.283	.103	NS	FR	-1.637	.102	NS	FR	1.649	.193	NS	FR

Note. * Significant at $p < .05$.

Significant difference exists on the attributes of tourist destination competitiveness in terms of security (3.23) and information and communication (4.14) when grouped according to tourist budget as shown in Table Therefore, the null hypothesis of no significant difference is rejected on these variables. Result showed that those respondents with P10,000 to P20,000 budget have significantly higher level of response on the attributes of Tourist Destination Competitiveness in terms of security and safety, and information and communication. This would only mean that tourists with higher budget of spending give high importance the level of safety of the destination. Security and Safety are vital for tourist visiting destination. Malaria is an example of deterrent and it has been recognized as a health threat that lowers tourism activities (Van der Have & Rubalcaba, 2016). Another factor that contributes to the totality of tourist experience and its appreciation to the destination has something to do with Infrastructure and accessibility to the attractions.

4. Conclusion and recommendation

Leisure is the topmost purpose of tourist visitation in the CALABARZON region while most of them stayed for 1-2 days in a self-planned tour with below Php 10,000 budget where the internet and relatives as well as friends are the sources of their information on the attractions in the CALABARZON Region. Batangas is the most visited Province in CALABARZON followed by Laguna and Quezon province. Social behavior of local residents is the most considerable attribute on tourist destination to become competitive together with maintenance and cleanliness and security and safety of the place while price and facilities are the areas that need more improvement in the CALABARZON Region. The respondents with P10,000 to P20,000 budget have significantly higher level of response on the attributes of Tourist Destination Competitiveness in terms of security and safety, and information and communication. The dimensions of the destination competitiveness in CALABARZON region are significantly correlated where those respondents with higher level of observation on the competitiveness on different areas of the destination could positively consider a factor to describe other areas of competitiveness.

Collaborative effort from the local government, management of Cultural Heritage and Nature Tourist Destination, establishment under tourism industry and community itself should maintain the safety and security of each province. They may improve their risk disaster management focusing on eliminating crime, terrorism, natural calamities and health risk. There is a need for collaboration among hotels, restaurants and different tourist destinations, local government and the community in maintaining clean supply of fresh safe drinking water for safety use. Local government may identify an excellent source of these amenities to ensure guest needs are met. Tourism authorities and the local government, including establishment under tourism that offers products and

services to invest in upgrading Internet and Technology would speed up the mode of connectivity and communication. Local government, investors and stakeholders may take part investing for the improvement or upgrading roads facilities, accommodations, hospitals, airports/seaports and other forms of transportations and in products development as well. Tourism infrastructure and facilities are essential and considered as the center of the tourism industry and act as the foundation in developing the industry. Tourism body and local government may create an engaging night life activity with provision for quality facilities that reflect the culture and tradition of the locality, province, and the region to encourage more tourists to visit the place most especially after the pandemic.

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