Tourist behavioral intention in visiting attractions in Quezon Province

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Abstract

This study aimed to assess the tourist behavioral Intention in Visiting attractions in Quezon Province. Specifically, presented the demographic and psychographic profile of the respondents; assessed tourist behavioral intentions; determined the marketing tools used and the characteristics of marketing strategies influenced the tourist behavioral Intentions; tested the significant difference on tourist behavioral intentions and influence of marketing strategies when grouped according to the profile variables; tested the significant relationship of tourist behavioral intentions and influence of marketing strategies; and proposed an action plan for tourism improvement in Quezon Province. The study used a quantitative research methodology using statistical data. The respondents were local and tourist. Adopted questionnaire was utilized and statistical tools were used to interpret the data. The researcher concluded that majority of the respondents are single female coming from the local, aged 18-25 (student or young adult) with Bachelor's Degree and classified as Mid-centric. They usually travel for leisure and prefer using the Internet when choosing a travel destination. The findings revealed that Word of Mouth (WoM) was highly influential when tourists are making travel decisions. The study recommended that the destination management may improve their official website, promote more about Volunteerism or sustainable tourism. Furthermore, the management must adopt the new normal by establishing practices to enhance safety and precautionary measures to avoid the spread of COVID-19.

Keywords: tourist behavioral intention; attractions in Quezon Province; Philippines

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1. Introduction

The Tourism and Hospitality industry is closely linked to the idea of people travelling domestically or internationally for leisure, social or business purposes. The main focus of this industry is to ensure the happiness of tourist ("Tourism Industry; Everything You Need to Know about Tourism", 2020). It is also one of the industries that are heavily using modern technology. The use of different marketing strategies influence tourist behavioral intentions with regards to outcome quality, physical environment quality, tourist satisfaction, place identity, place dependence, intention to recommend and intention to visit. The challenge that many tourism and hospitality professional are facing today is the lack of understanding with regards to the relationship of marketing strategies in influencing tourist behavior in their travel decisions.

In addition, establishing a sophisticated tourism marketing strategy allows any plan to have a successful marketing procedure. This will allow accomplishing goals in a predictable manner and continue to drive more visitors in the destination (Lang, 2020). The goal is to reach people with marketing messages that are relevant to their phase of life ("Boomers, Gen X, Gen Y and Gen Z Explained", 2020). It includes building curiosity to people through advertisements, affective domain to build emotional connection with the destination, creating motivation to act which engage the tourists in conserving the environment and historical heritage, giving opportunities to act which involves volunteer work and engage with other culture and evaluation and feedback involving how the management handle different reviews by their guests and making their website user-friendly.

Consumer behavior in tourism is considered a key indicator of quality, effectiveness and suitability of work. By knowing the fundamentals of tourist behavior can help in offering effective plans and other sale activities in tourism (Juvan et al., 2017). In the Philippines, Quezon Province has been awarded by the Department of Tourism (DOT) Calabarzon Region as "Tourist Destination of the Year" for achieving 6.3 million same-day tourist arrivals during the "Niyugyugan Festival" last August 2016 ("Quezon is Calabarzon's Tourist's Destination of the Year", 2017).

In this research, the main beneficiaries will be the business owners in Quezon Province. Determining the significant relationship of marketing strategies to tourist behavioral intention can help the business owners in the Province to strategically promote their products and services efficiently. This will result to economic improvement in the province and positive promotion to the destination worldwide. The study can also be used for future research related to this sector.

2. Methodology

2.1 Research design

The study used a quantitative research methodology using statistical data to measure the Tourist Behavioral Intention in visiting attractions in Quezon Province. This research is engage to analyze 4 variables namely the demographic profile, psychographic profile, assess tourist behavioral intentions in visiting attractions in Quezon Province and the marketing strategies influencing tourist behavioral intention. It primarily uses secondary resources to gather data and information that can contribute to the study. It includes journals and online articles that have a similar approach which the researcher is trying to examine.

2.2 Participants of the study

The respondents of the study were the people who are not living in Quezon Province but have visited the

province. Since there is a pandemic outbreak that happened when the research is conducted, stratified sampling was used in the study where the researcher divides the entire population into different subgroups or strata, then randomly selects the final subjects proportionally from the different strata (place) with a total of 180 participants.

2.3 Instruments of the study

This study used adopted questionnaires from previous studies. It used descriptive method to collect quantifiable information to be used for statistical analysis of the population sample that is divided into 4 parts. The first part has collected and described the demographic profile of the respondents: sex, civil status, age, annual income, type of tourist, educational attainment and psychographic profile: intention to travel frequency, reason to travel, tourist classification, utilization of marketing tools and kinds of marketing tools used. This study used close ended questions in the form of Likert Scale Multiple Choice Questions, where there are 5 pointers or above scale questions where the respondent are require to complete the questionnaire by indicating to what extent they prefer certain factors (always, often, sometimes, rarely and never) with regards to travel destination.

The second part assessed the Tourist Behavioral Intentions that has 7 sub variables namely outcome quality, physical environment quality, tourist satisfaction, place identity, place dependence, intention to recommend and intention to visit. Reliability estimates (Cronbach's alpha) for game quality, interaction quality, outcome quality, physical environment quality, tourist satisfaction, place identity, place dependence, intention to recommend, and intention to revisit were above the recommended threshold of .7 (range from .783 to .956), indicating measures were reliable (Jeong et al., 2019). Last part determines the marketing strategies influencing tourist behavioral intentions. It has 2 variables to measure namely Marketing Tools with sub-variables namely television, film, book, magazine, newspaper, brochure, internet, social media and mobile and characteristics of the marketing strategies with sub variables that include curiosity, affective domain, creating motivation to act, giving opportunities to act and evaluation feedback.

The Cronbach alpha index ranges from 0 to 1 and higher alpha value indicates higher internal consistency. The Cronbach alpha values ranged from .94 to .97, indicating an excellent internal consistency level, as alpha values were very close to 1. Content validity was established through the rigorous process of developing the questionnaire and theoretical support from the literature review (Park, 2015).

To test the consistency of scales, reliability was conducted using Cronbach's alpha coefficient and corrected item-to-total correlation. All items reflected a positive correlation, which further indicated that the scale was measuring the same characteristics. Additionally, the average attitude for each participant was calculated and used in further analysis of this construct. Additionally, the behavior construct test resulted in a Cronbach's alpha coefficient of .87, which suggested a positive internal consistency and showed a positive correlation. The items measured the same characteristics of the behavior construct and the items were then transformed by calculating the average scores for each participant. These averages were used in the analysis of this construct (Jackowitz et al., 2016).

2.4 Data gathering procedures

The questionnaires were sent to the respondents through social media. It is distributed to local and foreign tourist who visited Quezon Province. The respondents were been informed by the researcher with regards to the purpose of the study and asked them if they are willing to participate in answering the questions. The people who agree to participate in the study replied back with an answer.

2.5 Data analysis

Descriptive Statistics were used to examine the demographic and psychographic information of respondents. The statistical tools used to interpret the data are frequency percentages and measures of central tendency. Participants were asked how the different types of marketing tools and characteristics of marketing strategies

affects their decision on choosing a destination and assessing tourist behavioral intention by using a 5-point Likert Scale. Generally, higher mean score indicates that a certain type of marketing tool and tourist behavioral intention has more impact. It also includes standard deviations for each variable that are used in this study.

Once the standard deviation is known, post- hoc test was then conducted to find the significant differences on tourist behavioral intentions and influence of marketing strategies when grouped according to the profile variables. Moderate Statistical Analysis tool like correlation was use to describe the significant relationship of tourist behavioral intentions and influence of marketing strategies as well as the strength of that relationship. The data gathered were tallied, tabulated, interpreted and analyzed. The validity and reliability of the research are tested using Cronbach's Alpha to measure whether or not the score generated from the respondent's answer is reliable.

3. Results and discussions

Table 1

Demographic profile of the respondents

Variables/Items	Frequency	Percentage (%)
Sex		
Male	55	30.60
Female	125	69.40
Civil Status		
Single	135	75.00
Married	38	21.10
With Partner	7	3.90
Age		
18 and below	7	3.90
18 – 25	70	38.90
26 – 35	68	37.80
36 – 45	19	10.60
46 – 55	15	8.30
56 – 65	1	0.60
Annual Income		
PHP 9, 520 or less	12	6.70
PHP 19, 040 – PHP 38, 080	18	10.00
PHP 66, 640 – PHP 114, 240	27	15.00
PHP 190, 400 and over	13	7.20
PHP 9, 520 – PHP19, 040	6	3.30
PHP 38, 080 - PHP 66, 640	14	7.80
PHP 114, 240 – PHP 190, 400	30	16.70
I respectfully decline to answer	60	33.30
Type of Tourist		
Local	151	83.90
Foreign	29	16.10
Highest Educational Attainment		
High School	32	17.80
Associate's Degree	17	9.40
Bachelor's Degree	119	66.10
Master's Degree	10	5.60
Education/Trade	2	1.10

Table 1 presents the demographic profile of the respondents in terms of sex. The majority of the respondents are female with 125 or equivalent to 69. 40 percent while male got 55 or 30.60 percent. This signifies that females have more interest in travel than men. Majority of the travelers at present are women who love to visit different tourist attractions for cultural immersion, education, leisure, recreation and adventure. Women also have a higher purchasing power than men since they earn more from their professional careers today. Most women value their independence and are capable of travelling alone. They have higher interest to explore unusual destinations than men. Most women also have their social media accounts that help them to further search beautiful places they can visit.

The women's motivations for independent travel and tourism experiences are related to the desire to learn, self-development, challenge themselves, find a sense of identity and autonomy, meet new people and experience new life and adventure moments. These motivate solo women travel experiences (Pereira & Silva, 2018). On the other hand, young women may be travelling more because they have greater freedom and choice arising from greater economic, social, and leisure independence (Tilley & Houston, 2016).

In terms of civil status, the majority of the respondents are single with 135 or 75.00 percent. It is followed by married people with 38 or 21.10 percent. It only shows that many single people tend to travel more than those who are married or in a relationship. Commonly, single people have higher interest to travel different places and explore new things. Since they don't have a partner to join them, they have more freedom with their travel choices and don't need to compromise other's opinion on where they want to go. This gave them the capacity to visit unique places, meet new people along the way and spend time for themselves. Most of the single people are attracted to travel promotions that let them experience the place they can be fully immersed to.

Subsequently, there are many single people who only talk to people at work and go home by themselves. They also need a holiday even if it is just to meet and talk to others. Single travelers often want to know the real heart of a city or town and meeting the locals is part of that. There's no better way to meet the locals than to travel (Whyte, 2018). More and more travelers are choosing to go solo as a way to unwind and immerse themselves in a different way of life. In a study conducted by YouGov for hotel booking site Agoda, the Solo Travel Trends 2018. The results found that relaxation is the number one motivator for solo leisure travelers around the world while those surveyed also ranked getting away from routine and exploring new cultures as their top reasons (Martin, 2018).

Whereas the least participants belong to people with partner with 7 or 3.90 percent that shows that not all people in a relationship tend to travel a lot. Even though travelling with a partner is fun, not all have the capacity to travel due to many reasons. This includes finance, difference in vacation schedule or even the interest when it comes to travelling. Sometimes they prefer travelling alone if their partner has dissimilar taste on their own preference. On the other hand, some couples like to spend travelling together but the problem is their schedule just not fit in with each other. They need to plan ahead before going on a trip just to make their vacation possible. Looking at various advertisements in the internet largely help couples when planning their future vacation because they can book it in advance.

Furthermore, travel strengthens relationships and ignites romance. It is said that couples who travel together have healthier, happier relationships compared to those who do not according to the U.S Travel Association. Couples who travel together enjoy long term benefits because they become more satisfied with their relationships, communicate better, and make their relationships last longer because of spending quality time together (U.S Travel Association, 2015). Even though that travel is often perceived as an outlet for relaxation, education and a chance to escape the mundane, recent research suggests that travel can help improve communications within a relationship, reduce the possibility of divorce, strengthen lifelong family bonds and increase a sense of well-being in adults and children (Durko & Petrick, 2016).

With regard to age, most are belong to aged 18- 25 years old with 70 or 38.90 percent, followed by 26- 35 years old with 68 or 37.80 percent, then 36- 45 years old with 19 or 10.60 percent. Most of these participants are under the age groups of Millennials born between the years of 1977- 1995. Large parts are young adults and some are still students. This indicates that many young adults love travelling and wants to discover new things as they tend to be more adventurous and curious about what's on the other side of their comfort zone. In addition, since this age group is where technology had innovated drastically, Millennials widely used it as a marketing tool to choose their travel destination. They spend much of their time using their phone that helps them to be updated on the current trends in the world including the Tourism Industry. Dissemination of information is very fast that makes Millennial attracted to destinations that provides them necessary information they need and will give them high quality service compared to their competitors.

Most of the Millennials travel more than any other demographic. This is because they grew up with near-ubiquitous internet access and began their professional careers in the wake of financial crisis. These kinds of travelers are interested in authenticity, fulfilment and sustainability. They represent 27 percent of the global population or about 2 billion people (Sofronov, 2018). For the Millennials, there top priority is building life experiences and living a meaningful and happy life is all about creating memories made through a spectrum of experiences (Visit Scotland, 2017).

On the other hand, the least participant belongs to 46-55 years old with15 or 8.30 percent, next is 18 years old and below with 7 or 3.90 percent and lastly is 56-65 years old with only 1 or 0.60 percent. It clearly shows that getting old limits a person to travel especially in faraway places. This is because travelling consumes a lot of time and energy which older people may find very tiring. Another reason why older people don't travel a lot is because of their health concerns. Being old has a lot of advantage but it also means that the body starts having different complication and illnesses that can hinder someone to travel even if they want to. Older people tend to put their health first instead of travelling to faraway places. The distance is also an important consideration before old people decide to travel. The farther the place, the less likely older people will join.

A life insurance experts named Coventry Direct have recently surveyed over 800 Americans aged 55+ on their thoughts and experiences with travelling during the pandemic. They found out that when it comes to travel, 71 percent of respondents feel either hesitant or very hesitant about getting on a plane in 2020. While 40 percent of people say they will not be doing any international travel in 2021 no matter what happens with the coronavirus (Rokou, 2020). Corresponding to this, it is relevant to understand the new patterns of consumption, to rethink the services provided and to match the shifting needs of seniors and accounting for these changes and challenges in proactive way in order to provide great opportunities for older population (Patterson & Balderas, 2018).

Subsequently when it comes to annual income, most of the respondents chose to decline to answer with 60 or 33.30 percent. It is then followed by 114, 240- 190, 400 Philippine Peso with 30 or 16.70 percent and next is 66, 640- 114, 240 Philippine Peso with 27 or 15.00 percent. The data only shows that many people do not want to inform their personal annual income for privacy reasons. Travelling is open to anyone regardless of how much money a person makes. Tourists are free to choose where they want to go and how they will manage their spending. However, it is undeniable that people who earn more have the capacity to travel and spend more in luxurious places than those who are in the middle. Rich people also have the capacity to visit exotic places that others cannot experience since it's too costly.

This emphasizes that travel can be classified into two types, which are budget travel and luxury travel. Various people have different ways in travelling as different experiences can be received both budget travel and luxury travel. Under the Budget travel, it allows people to visit different places in low costs but with some limitations, whereas through luxury travel, people keen to enjoy a trip without bothering the costs. People are able to explore new places, reduced their stress level that can lead to a better health and learn the way other people live and their traditions (UK Essays, 2017). Even though destination cost can also influence destination choice, tourists perceive positive value when the benefits received while travelling are greater than the costs invested in travel. Research shows that price at which tourism product is offered creates expectations of its quality and is related to product value (Ariya et al., 2017).

Meanwhile, the least participants belongs to 190, 400 Philippine peso and over with 13 or 7.20 percent, followed by 9, 520 Philippine peso or less with 12 or 6.70 percent and finally having 9, 520- 19, 040 Philippine peso with only 6 or 3.30 percent. This indicates that people who have lower income do not usually travel because of their financial limitations. Although there are budget friendly travel destinations, the price can still be quite expensive for those who are earning minimum wage. Since they are earning very low, they cannot afford to travel and will prioritize their primary necessities first instead. Having a tight budget limits someone to travel for leisure since it is not a need but a want. They have a low purchasing power and have very limited choices on the

places they can visit. With these limitations, it also affects the marketing tools they use because some cannot afford it.

Subsequently, the type of travel can be defined by how much money is being spent on that experience. It is impossible to travel without the involvement of cost. People think about how much they will spend before travelling. Budget travel is suitable for those who are willing to go for a travel with low budget. With limited budget, they can choose to do home stay in house of local residents, living in youth hostel or even camping. They consider all the public transportation charges and the way of eating is definitely more economical such as self-catering or street foods compared to luxury travel (UK Essays, 2017). In addition, budget travelers usually have travel funds by saving in various ways. They are accustomed to a more minimalist life style. Minimalism is considered as the fundamental principle of most long-term or world travelers as well as digital nomads (Riedel, 2016).

In terms of the type of tourist, majority of the participants are local with 151 or 83.90 percent while foreign are only 29 or 16.10 percent. The results shows that people who are visiting tourist destinations in Quezon Province are mostly comprise by local tourist. Although tourism is open for anyone regardless of their nationalities, many Filipinos still choose to visit tourist destinations in the Philippines since it is affordable and very cheap compared to having a vacation in a foreign country. It is also easier to travel because it is not that far from their respective homes. The complexity of preparing different travel documents or visa will not be problem. Visiting beautiful places in their own country makes someone appreciate more the natural wonders that their country has to offer. Especially now that COVID-19 pandemic largely affects the Tourism Industry, the local government puts their hope to local tourist for support.

Tourism is an activity engaged by human beings. International Tourists are deemed to have significantly greater value, especially for soft currency destinations because they bring with them hard currency and higher rates spending. However, domestic tourists are nearer, they commonly used land transportation and the cost of trips is lower compared to international tourists. These characteristic results in some commonality of domestic travel behavior, including more frequent visits, longer stay and more repeat visits with family members (Jafari & Xiao, 2015). In addition, the importance of understanding the domestic tourism market is further focus following the COVID-19 pandemic since many countries are closing their borders to international tourists as of the moment. This results to an increased focus on domestic travel (Hall et al., 2020).

In relation to highest educational attainment, most of the participants attained Bachelor's Degree with 119 or 66.10 percent, followed by High School with 32 or 17.80 percent. After that is the Associate's Degree with 17 or 9.40 percent. These stated figures mean that people who attained Bachelor's Degree have higher interest in travelling than their other counterparts. This is because earning a Bachelor's Degree helped them to land a better job that pays them well. It is an advantage to earn a Bachelor's Degree since it is one of the basic requirements that companies are looking today to their applicants. The capacity to earn more also makes them easier to have access to modern technologies and gadgets that are used primarily in looking for a tourist destination. The more knowledgeable they are with regards to places they want to visit, the more they make better choices to spend their vacation memorable.

When dealing with educational level, tourist who have higher education or Bachelor's degree rely on their personal experience and previous knowledge more than people with secondary school. The reason behind is because they are more self-confident due to their longer education and they trust information they already have. They preferred individual arrangements which are tailored to satisfy their specific desires and needs which differ from people with secondary school who prefer all-inclusive packages. They also want to get to know new landscapes and cultures (Djeri et al., 2017). However, the least participants attained Master's Degree with 10 or 5.60 percent and then education/ trade with 2 or 1.10 percent.

The data shows that people who took vocational courses do not travel that much because of their limited income. People who attended trade school commonly finish it within a matter of months or even weeks.

Sometimes it can also take about two years depending on the course. Graduate of this course usually have lower salary than those with a 4 years degree since it is a low-paying positions. This results to not having the capacity to travel even if they want to. They set aside it for more essential aspect in their lives.

On the other hand, when it comes to tourists with secondary education or people who took education and trade, they preferred rural tourism. They are also open for new information and it is easier for them to shape their opinion by media or other means of promotion compared to respondent with higher education. They do not rely much on their own judgments and seek help from their family and friends. At the same time, they opt to choose travel agencies that offer them the cheapest itineraries at the moment since they travel mostly during preseason because of less overbooked capacities and in post season due to lower cost of arrangement (Djeri et al., 2017).

Table 2

Psychographic profile of the respondents

Variables/Items	Frequency	Percentage (%)
Do you love travelling?		
Yes	172	95.60
No	8	4.40
Do you travel frequently?		
Every week	4	2.20
Twice a month	12	6.70
Monthly	41	22.80
Yearly	123	68.30
What is your reason to travel?		
Business or Corporate	3	1.70
Work	18	10.00
Recreation or Leisure	86	47.80
Education	1	0.60
Visiting family or friends	30	16.70
Learn new culture	7	3.90
Adventure Seeker	32	17.80
Others	3	1.70
Do you use marketing tool/s before you decide to travel the place?		
Yes	163	90.60
No	17	9.40
What marketing tools / platforms you usually used?		
Internet	117	65.00
Official website	14	7.80
Facebook	31	17.20
You Tube	1	0.60
Word of mouth (WOM)	17	9.40
What type of tourist classification are you?		
Psychocentric (non-adventurous person)	10	5.60
Mid-centric (not exceptionally adventurous but open to new experience)	113	62.80
Allocentric (adventurous person)	57	31.70

Table 2 presents the Psychographic Profile of the Respondents in view of their love in travelling. Vast majority of the respondents truly love travelling with 172 or 95.60 percent while others who doesn't have 8 or 4.40 percent. The said outcome shows how a lot of people have high interest when it comes to travelling. They are heavily influence by the marketing tools used by different Tourism companies and sectors by capturing one-of-a-kind and majestic images of natural wonders and other tourist destinations. With easy access to internet, people are able to see the various destinations in the world even by just seeing it on the screen. It gives them an idea and perception about the place even before going there personally. This helps them decide where they want to spend their vacation with.

In relation to this topic, there is a well-known expression that says "travel is the only thing a person can buy that makes them richer". The benefits of travelling include having the chance to visit new places, meet new people and learn about different cultures. It also helps to gain new experiences and grow as a person. It broadens

one's perspective on different matters and often makes someone to appreciate what life has to offer. It also gives happiness and memories that tourist can remember for the rest of their lives (Sarin, 2015). In a recent study, it found a positive effect on mental health by having active travel levels. The increased well-being due to active travel may be considered as a reward for active travelers which influence their motivations to travel again (Kroesen & De Vos, 2020).

When it comes to the frequency of travel, most of them answered yearly with 123 or 68.30 percent and after that is monthly with 41 or 22.80 percent. This implies that large number of people travel yearly. The respondents are mostly in their early to mid-twenties that make them very busy with their studies or careers and therefore make it hard for them to just easily book a vacation. Besides not having a flexible schedule, it is possible that they need a huge amount of money just to travel. The only way to do it is to work hard until they reach their needed budget for their chosen destination. While for students, they still need to wait for their semestral break before they can travel. When a person has a lot of commitment to do, it can surely affect the length of time he or she wants to spend in travel.

With regards to frequent visits of tourist yearly especially for green spaces, it can reduce negative emotions and increase opportunity for positive emotions that can lead to a feeling of happiness in daily life. From this viewpoint, it is widely acknowledged that urban dwellers are actively seeking activities that can sustain increased levels of well-being and small frequent pleasures in daily life have cumulative significant impacts (Hong et al., 2019). Following this, those with post-graduate degrees reported to be engaged in international travel at higher rates than the rest of the population: once or twice a year. Certain factors such as level of income, education and employment did not appear to affect the fact that the majority of people are travelling for one to two weeks but very rarely do they vacation outside their country per year due to their other commitments (Mulliner, 2017).

Subsequently, the least participants chose twice a month with 12 or 6.70 percent and after that is every week with 4 or 2.20 percent. This explains that only few are travelling every week. Not all the time that a person will move from one place to another just to visit a tourist attraction unless they are a business man that moves every time. They basically travel because it's part of their work. When it comes to leisure travel, people tend to do once or twice a year because it is costly and can be a bit tiring too. The participants usually have other responsibilities that travelling every week is not possible. Frequency of travelling became a social status. When someone can travel, it only means they have more financial freedom than those who seldom or never experience it.

There are certain careers that can give a person the privilege to travel the world. There are some best jobs for travel lovers, instead of spending all their hard-earned money on travelling once or twice a year, others make travelling a form of living while seeing the world. This gives them the chance to travel to different places every day or even every week. Some of these careers include cruise line worker, flight attendant, travel agent, travel writer, stagehand/ roadie and many more (Driver, 2019). According to the study with regards to the impacts of frequency visits and time spent in urban green space, it is said that regardless of the visit frequency and regular visitors, it showed higher general life satisfaction levels for the tourists when there is green space involved in the destination (Hong, 2019).

With regard to reason to travel, most of them answered recreation or leisure with 86 or 47.80 percent, followed by adventure seeker with 32 or 17.80 percent and then visiting family or friends with 30 or 16.70 percent. This indicates that most tourist visit a certain destination to have some fun and to enjoy their vacation. Tourist destinations give an opportunity for them to unwind and escape the stress of city life and their work. The Tourism Industry was created to provide the tourist a chance to relaxed and spend quality time with themselves and their family. In response to this demand, the local government and various travel and tourism companies make sure that their promotions are attractive enough to their potential guests. They use different marketing tools to reach out many people worldwide. Tourists are attracted to a place if it can give them not only a peaceful time but also recreational areas while staying there.

Research showed that outdoor recreation motivation heavily influenced activity preferences. It shows that motivation will determine what kind of activity to be done. This means that the more focused a person's motivation is, the more specific the activity that he or she will do. In the case, in a marketing perspective point of view, this indicates that business owners must use different marketing tools to promote different types of activities to increase attention (Gaffar, 2019). In relation to that, leisure and tourism activities consist of highly socialized activities that prove to have positive effects on individual's quality of life. Having the chance to participate frequently in leisure and tourism activities relates to a higher level of satisfaction, happiness, improves health condition and reduces the risk of mortality in later life (Zhang & Zhang, 2018).

Whereas the least reasons answered are learning new culture with 7 or 3.90 percent, next are business or corporate and others both tied with 3 or 1.70 percent, lastly is education with only 1 or 0.60 percent. This explains that only few people are travelling for the purpose of education. Travelling for educational purposes is usually done by those people who want to study abroad. This is commonly expensive and not all can afford it. Most of the people who study abroad come from a wealthy family. Another reason is that education is not usually the main reason why someone will travel. It can either be because of recreation or adventure which is one of the highlights of travelling.

In relation to this, placing an average price tag on studying abroad varies from different countries and programs. According to the research by the International Institute of Education, the all-encompassing average cost of studying abroad in a foreign country range around $ 18,000 per semester or $ 36,000 per full academic year. The cost of studying abroad covers the tuition, housing, transportation and ongoing on the ground support that support students in case of emergency. There are other ways to study abroad like getting scholarships offered by universities, government organizations, not-for-profit enterprise and other private foundations. Regardless how much cost it could take someone to study abroad, the experience will be worth it and can provide a lot of opportunities through the friendships and connections made (Fusco, 2019).

When it comes to using marketing tools before someone decides to travel a place, majority responded yes with 163 or 90.60 percent while no is 17 or 9.40 percent. It clearly shows that the use of marketing tools is very essential to people's lives today. From traditional tools like radio, television, billboard and flyers, modern technology was born to dominate how the world should work right now. Using smart phones that can access the internet, people can now search a lot of things and places that can help them decide where to travel. Today, tourists don't need to personally visit a certain place just to experience what it's like to be there. They can immediately get an idea what the place looks like and what they can offer by just seeing realistic and very captivating pictures of the destination. Modern tourists usually search first the tourist destination they want to visit before deciding to get there.

In the last years, there was an incredible evolution of new tools for modern marketing communication. This includes word of mouth, social media, mobile commerce, video marketing among others. According to a study with regards to modern marketing communication in Tourism, when tourist are searching for a destination for vacation, they mostly relied to word of mouth while the tools they mostly used for sharing their vacation experience is social media (Svajdova, 2019). In relation to this, travelling greatly evolved when technology was born. Planning a trip became easier because technology saves time and helps in efficient planning. It provides all the information necessary to plan the perfect trip by just surfing the internet. It also makes booking easier because it shows the best flights and accommodation including e-tickets and mobile check-ins. This makes it easier for any tourists to choose a destination and have a vacation (Padilla, 2019).

In terms of the marketing tools/platforms usually used, the highest response is the Internet with 117 or 65.00 percent, followed by Facebook with 31 or 17.20 percent and then Word of Mouth (WOM) with 17 or 9.40 percent. This demonstrates how powerful the use of Internet and how it greatly affects the perception of the people on their choice of travel destination. Using Internet can access almost everything. It can serves as a tool for educational purposes, communication, business and can take anyone to any destinations even by just seating

in their room. The unlimited access that Internet provides affects how an individual makes their travel decisions. The more choices being handed to anyone, the more their expectations grow higher. With that in mind, tourism management make sure to use the Internet properly by creating advertisements that are eye catchy and unique.

Furthermore, activity that is using online communication tools influences delivery of quick information especially to tourism business owners, booking facilities, cost savings and faster access to potential tourists. As the number of online purchases became frequent, it boosted the confidence of consumers in making purchases that have a high level of spending. Internet Marketing is referred as a time management solved problem and have a great impact on every business activity (Ramaj & Ukaj, 2018). In relation to this, digital marketing is about the use of internet technologies to reach out existing and newer audiences and engage with them. The main difference of traditional marketing and digital marketing is the latter's ability to track data about user behavior and campaign performance in real-time. In order for any business to be successful digitally in the tourism industry, effective use of internet particularly in using social media, content and mobile-friendly plays an integral role (Kaur, 2017).

On the other hand, the least participants are the use of official website with 14 or 7.80 percent and followed by You Tube with 1 or 0.60 percent. The data shows that You Tube is not commonly use to check for a travel destination. Although You Tube is not only created for streaming music videos but also for other related video sharing like vlogs, films and television shows, respondents of this research don't usually use the app for checking places for vacation. The videos that can be found in this website features different tourist attractions around the world made by different travel vloggers. One reason why some respondents do not usually used You Tube when looking for a travel destination is because Tourists check not only the promotional videos but also other details like the place, facilities offered, address, price and the contact information which can be seen completely in the Internet.

In connection with the topic, You Tube has evolved from a content sharing website to a platform for creating user-generated content. The younger demographics commonly use this because they can relate to the authenticity of user-generated content. The vlog reminds people about the residual character on interpersonal face-to-face communication, it is a form where viewers are invited to have a feedback, whereas traditional media content doesn't explicitly invite conversational and interactive participation (Holland, 2016). In addition, vlogging is a new form of marketing and businesses are trying to focus on branding their products and services that are more personalized. The success of the vlogger relies heavily on their personality rather than the content of the videos they deliver compared to travel agencies because they show their emotions and share their personal opinions. It became a new visual platform for businesses and destinations to market themselves in a video format (Jensen, 2020).

In conjunction with the types of tourist classification, a large number belongs to Mid-centric (not exceptionally adventurous but open to new experience) with 113 or 62.80 percent and followed by Allocentric (adventurous person) with 57 or 31.70 percent. This portrays that many of the respondents are considered as Mid-centric people. They are not a very adventurous person but they are open to explore new things. This type of tourist are not afraid to be in a place they've never been before and also join activities that are more relax and lay-back. They are always open for possibilities and can be considered as risk takers too because they are brave enough to move from their comfort zone. More so, promotions that are unusual and unique can capture their attention. Their activities may range from relaxing in a spa to doing extraneous activities like scuba diving or island hopping.

One of Stanley's Plog psychographic typology is the mid-centric. It is in the middle of Allocentric and Psychocentric. Mid-centrics are those travelers that have a balanced combination of both psychographic traits. In addition, tourists have the possibility to lean to one direction or the other on the continuum, either as near-allocentrics or near pyschocentrics but without falling completely into the extreme types. They tend to prefer destinations in a moderate level of tourism development (Milan, 2017). Indeed, travelers who fall under

this type isn't exceptionally adventurous but is still open to new experiences. Destinations preferred by mid-centric travelers are cultural, historical and even ecological (Reed, 2017).

Meanwhile, the least participants belong to Psychocentric (non-adventurous person) with 10 or 5.60 percent. This signifies that people who are not fearless when it comes to adventure are not highly interested when it comes to travelling. This kind of people often wants to spend their quality time at home after work. They are not very sociable and often enjoys being alone. They like chilling in their home watching movies, reading books or doing their hobbies. Travelling involves meeting and being with other people. Even single people need to interact with others when they travel. Being with a lot of people can be a little exhausting and uncomfortable for introvert person who likes to be around with only few people or just alone.

In Plog's Model, as the area becomes touristy and commercialized, the number of near-allocentrics visiting decreases but the destination begins to appeal to more near-psychocentrics. When this happens, the area begins to lose their position in the tourism market and the total tourist arrivals decrease gradually over the years and the destination moves toward the psychocentric end of the continuum. Psychocentrics then become the main type of visitors since they prefer destinations that are well known with plenty of services, facilities and activities that are familiar to them. These types of tourists constitute a small proportion of the overall tourism market. The destination has fewer visitors than before, losing its popularity (Milan, 2017). Furthermore, psychocentric traveler usually chooses familiar experiences in their travel decisions. Their standard activity is low, with commonplace activities included in the schedule of events. They like all-inclusive packages for their travel experience and preferred destinations that are recreational, business and known locations (Reed, 2017).

Table 2.1

Assessment on tourist behavioral intentions in terms of outcome quality

Indicators	Weighted Mean	Verbal Interpretation	Rank
I view the outcome of this event favorably	3.47	Agree	3
I really enjoy the visit in the attraction	3.64	Strongly Agree	1
I spend quality time with my friend / family at this attraction	3.62	Strongly Agree	2
Composite Mean	3.58	Strongly Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.1 presents the assessment on tourist behavioral intentions in terms of outcome quality. The composite mean of 3.58 signifies that the respondents have strongly agreed. The top most indicators are respondents who enjoy the visit in the attraction with a weighted mean of 3.64 with a verbal interpretation of strongly agreed. It was followed by spending quality time with friends/ family at this attraction with a weighted mean of 3.62 as strong agreed by the respondents.

The respondents enjoyed a lot collecting meaningful experience as they travel to the attractions. They are very pleased when they experience going to the place because it offers them a new experience. Some activities may include island hopping, visiting sunflower farm, eating by the waterfall restaurant or reach the top of a huge statue of Jesus overlooking the town. These are just some of the attractions that respondents surely enjoy when they visit Quezon Province. The activities let the tourist feel they are part of the family and close to nature. When the attractions let the tourist spend a wonderful time, a positive response will be returned. Making sure that the guests are satisfied with their vacation is the favorable outcome that any management wants.

The reason behind why people like to travel is not only because of taking a break from their stressful and normal surroundings. People want to experience something different that the outcome of their stay will become memorable and worth sharing for. Today's travelers are very critical when choosing the destination they have never been before. They want to ensure that they are spending their hard earned money in the right place. Therefore, a destination must have a purpose for wanting to visit. There must be that "MUST VISIT" influence. It is crucial for every tourism authority to identify its country's best attributes and develop it as marketing tool. Focusing on the products can be natural, manmade that are manufactured locally, visit a real indigenous

restaurant or even how to properly welcome visitor in the island. It's all part of the experience and it starts with a warm greeting and that welcome smile (Doway, 2019).

However, the least indicator is respondents viewing the outcome of this event favorably with a weighted mean of 3.47 with verbal interpretation as agree. The results stated that tourist still agreed about viewing the outcome of their vacation favorably. Although it's not strongly agreed, they still enjoy spending their vacation in the attractions in Quezon Province. Every tourist has their own unique reason for wanting to go in a destination. Some may have different expectations when it comes to the place and therefore didn't view their vacation as something very pleasing or approving. The respondent's view on their vacation is more subjective based on their feelings and beliefs. The respondents are just satisfied how their vacation turned out. However, they are not delighted enough to exceed their expectations with regards to their experience.

According to research, true happiness is received by spending money on experiences rather than on physical items. Experiential purchases make people happier because consumers are able to get an experience from it. This makes it more special if they share those memories with their love ones. In order to make the guest happier, management need to focus on giving them an experiential package and not only a discounted rate. Some reasons why truly happy people are willing to spend their money on experiences are because material things wear off but experiences will remain in their memories forever. They can able to revisit a place by just remembering what are their experiences are. It is unique and therefore people have different opinions when it comes with their level of satisfaction (Ciotti, 2020).

Table 2.2

Assessment on tourist behavioral intentions in terms of physical environment quality

Indicators	Weighted Mean	Verbal Interpretation	Rank
I observed that the place is clean and well maintained	3.46	Agree	3
I am impressed with how the attraction looks like	3.53	Strongly Agree	1
I felt that the place is safe	3.49	Agree	2
Composite Mean	3.49	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.2 presents the assessment of Tourist Behavioural Intentions in terms of Physical Environment quality with a composite mean of 3.49 as agreed by the respondents. The top most indicators are the respondents who are impressed with how the attractions looks like with a weighted mean of 3.53 as strongly agreed by the participants; while, others felt that the place is safe with a weighted mean of 3.49 with verbal interpretation of agree. Based on the findings of this study the respondents were amazed by the beauty of the tourist attractions. It made them appreciate the wonders of nature and made them closer to the environment. The activities offered in the destination does not only offer enjoyable activities but also give them a chance to have a personal time to get to know the place. Being able to see how majestic the tourist attractions make their vacation a memorable experience. It is far more captivating in reality than seeing it in pictures. As observed in the attractions, it offers very exciting activities where they can able to engage deeply. Respondents enjoyed their vacation because the destination is like a paradise they have never been before.

Natural attractions are geographical or biological features that have a specific appeal to the tourism market. The images of the natural sites of what the environment might offer attract tourists. The site should offer both aesthetically and intellectually pleasing experience. Furthermore, in order to support the natural beauty of the place, it is crucial to maintain cleanliness within the area. A large part to ensure its success is the protection and preservation of environment in its natural and original state. This means that the management ensures that the environment is well taken care of even if there are people who can access it. A good tourism development involves protecting natural areas by ensuring a safe and sensitive access to its attraction (ACS Distance Education, 2020).

When it comes to the least indicator, observing that the place is clean and well maintained was rated the least with a mean score of 3.46 verbally interpreted as agree. The result indicates that respondents felt that the tourist destinations in Quezon Province are not continuously kept clean and maintained at all times. When there are a lot of people in the location, throwing garbage and making a mess is unavoidable. Though the management is practicing cleaning and sanitation programs, sometimes there are areas that are not maintained. This is why respondents felt that this indicator is not being focused by the management. If natural attractions are not cleaned it loses its charm to captivate tourists in visiting again. Right now people became highly conscious when it comes to their health and places they visit. They surely do not want to visit destinations that are poorly maintained. Cleanliness is essential in the Tourism Industry. It gives a very good first impression because it means that the service providers are handling it professionally and the tourist attractions are being taken care of and in great condition. It also attracts people who are environmentally friendly. In order to ensure the cleanliness, there are things that need utmost attention. It includes maintaining personal hygiene and grooming of front line personnel, cleanliness during food preparation, preservation of the environment and cleanliness in the areas they do business in. The cleanliness of the tourist spot helps the people in the community/city/ municipality/province because there will be tourist to buy from their business. Consistency in keeping cleanliness matters to achieve excellence (Devila, 2019).

Table 2.3

Assessment on tourist behavioral intentions in terms of tourist satisfaction

Indicators	Weighted Mean	Verbal Interpretation	Rank
The place is better than I expected	3.42	Agree	3
The place is worth visiting for me	3.51	Strongly Agree	2
Overall, I am satisfied with spending my time/holiday in this place	3.52	Strongly Agree	1
Composite Mean	3.48	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.3 shows the assessment on Tourist Behavioural Intentions in terms of Tourist Satisfaction with a composite mean of 3.48 verbally interpreted as Agree. The indicator that received the most is those participants that are satisfied with spending their time/ holiday in this place with a weighted mean of 3.52 verbally interpreted as strongly agreed by respondents. It is followed by the indicator when the place is worth visiting with a mean score of 3.51 as strongly agreed. Based on the observation in this study, participants are satisfied when they spent their holiday in Quezon Province. The attractions provided leisure activities that tourist can enjoy and let them spend it together with their love ones. From natural sightseeing, to majestic clear waters of the island makes tourist satisfied visiting the province. Their vacation became meaningful because they immersed with the culture. There are activities that let the tourist engage with the locals like attending fiesta, playing local games and supporting locally made goods. Local people are also very hospitable that makes the interaction between the tourists very easy. Having the information about the destinations accessible in the Internet makes it easier for tourists to understand the place.

With regards to destination image, it is defined as the individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination. It can influence the destination choice decision-making process and to condition the after-decision-making behaviours, including participation, evaluation and future behavioural intentions (Kanwel et al., 2019). Even so, the least indicator is those respondents who think the place is better than they expected with a weighted mean of 3.42 and a verbal interpretation of Agree. This demonstrates that some respondents felt that the attractions did not surpass their expectations. Their created perception is based on what they see in the Internet. Potential tourist already created an idea on what they will expect to a place because of the images posted on the website or other social media platforms. Therefore, once they arrived, those perceived ideas will be compared on what they see in reality. If the destination exceed what the guest's expected then it will result to a positive review. For instance, the picture maybe outdated and was taken few years ago. How it looks before is different at present when it is not maintained in good condition.

It is revealed from specialized literature that satisfaction is a subjective opinion based on the evaluation of the tourist after staying or living in a place. Therefore, tourist satisfaction is basically comprised of what tourist expects. It is the fulfilment of an expectation that can be expressed in affective and cognitive state. Cognitive perception is the knowledge about the place or the quality of the physical characteristics of the environment. This may include the set of people's beliefs, ideas and impressions about a particular place. While Affective evaluation is the way tourist feel about the place. Visitors are motivated by the appearance of the destinations, attractions and their emotional qualities. The link between products and emotions stimulate an image of the product in the consumer's mind (Marinao, 2017).

Table 2.4

Assessment on tourist behavioral intentions in terms of place identity

Indicators	Weighted Mean	Verbal Interpretation	Rank
The attraction is very special destination to me	3.38	Agree	1
I feel very attached to this place	3.24	Agree	3
Spending time / holiday in this place means a lot to me	3.36	Agree	2
Composite Mean	3.33	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.4 shows the assessment on Tourist Behavioural Intentions in terms of Place Identity with a composite mean of 3.33 verbally interpreted as Agree. The indicator that received the highest rate is when the attraction is considered a very special destination to the respondents with a mean score of 3.38 and with a verbal interpretation of Agree, while others felt that spending time/ holiday in this place means a lot to them receiving a weighted mean of 3.36 or agreed as the verbal interpretation. Based on the information gathered in this study, majority of the respondents considered the destinations they visited in the province as very special. The attractions have a special place in their hearts because of the great feeling they received during their stay. The beautiful places bring a moment of relaxation and tranquillity that tourists need in their vacation. The delicious delicacies of the province are something that cannot be missed in the destination. Receiving quality service all throughout of their stay makes their holiday memorable. In addition, local people are very accommodating that made them feel at home in a faraway land. Respondents feel loved and welcome during their trip in the province.

A destination can be loved by the tourist if the whole area is surrounded by positive atmosphere. Once this is present in the place, it is perceived immediately by those who are not locals (tourist or occasional visitors). It is more than just maintaining the cleanliness of the area but by paying close attention to the personal contribution of the citizens makes the vacation of the tourist valuable (Bettiol, 2020). Furthermore, how tourists consider a destination as special or worth visiting for means that they are truly satisfied during their stay. The attractions should promote happiness that let their mind off stressful situations and makes them feel more calm and content. It should also give them time to reinvent themselves, give them a fresh start and expand their mind. Having the time to be creative and focus on their personal goals and interest also makes their vacation significant (Nazish, 2018).

As for the indicator that got the least rate was respondents feeling attached to the place with a mean score of 3.24 and verbally interpreted as agree. This indicates that the level of attachment to most of the respondents is not that high. It means that during the time of their stay, the destinations do not have much effect on them that they don't feel the connection of the place with their personal lives. Being said, it does not mean that the attractions in the province are not mesmerizing enough. As a matter of fact, having a vacation in the province is one of the best decisions to spend the holiday with as it is good in the mental health. It's just that for the subjective point of view of the majority of the respondents it does not give them that bond feeling to be attached to the place. It's just one of the many places they spend their vacation. There is no serious attachment involve for it depends on their beliefs, opinions and how they perceived the place before, during and after the experience.

It is true that different people have various perception of the same city or neighbourhood. Some may

appreciate ecological and social aspects, another may gone through environmental and racialized injustice. The way someone perceives places such as streets, communities, cities or eco-regions are called a sense of places. It influences someone's well-being, how they describe and interact with the place, valuing it and the desire to build more sustainable and just communities. In order to contribute to the development of the collective sense of place, creating activities that permits people to explore and interpret the places together must be practiced. This can raise people's critical consciousness and influence how they see themselves relating to the places they visited. The activities should enable people to move forward sustainable environment, culture and economy in the future (Adams et al., 2016).

Table 2.5

Assessment on tourist behavioral intentions in terms of place dependence

Indicators	Weighted Mean	Verbal Interpretation	Rank
The place is the best for what I like to do on holidays	3.31	Agree	1
I would not substitute the place with any other places	3.03	Agree	3
I got more satisfaction out of spending my time / holiday than others	3.19	Agree	2
Composite Mean	3.18	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.5 reveals the assessment on Tourist Behavioural Intentions in terms of Place Dependence evaluated with composite mean of 3.18 and verbally interpreted as Agree by the respondents. The leading indicators that are predominantly rated were considering the place as best for what participants like to do on holidays with a weighted mean of 3.31 as agreed by the respondents. Followed by when they get more satisfaction out of spending their time/ holiday than others receiving 3.19 mean score and agreed by the respondents. The respondents spend a great time during their stay in the province because they were able to do what they love especially during their special trip and holidays. Most of the respondents are young and outgoing and they are very attracted to locations that can let them socialize with others, expose to new cultures and build an in-depth connection with the environment and to themselves. As observed, the attractions provide the participants a chance to enjoy their vacation by spending it to their family, friends and even getting to know themselves better. The destination is very engaging that it is in tune in making unforgettable journey. When respondents feel comfortable within the area and feel safe and secure, they are likely visit the destination again. Most of the respondents in this study primarily pursue a relaxing and adventurous trip. The destinations provided what most of the respondents enjoy doing.

There are some factors which characterize a good travel. Tourists want to have a good time as much as possible. These three characteristics are variety, comfort and relaxation. In general, the more variety a trip can offer, the more it is considered as a best vacation experience. No matter the length of the stay, tourists want to experience as much as they can for being able to get around in the destination makes someone feel that they made the most of it. Comfort is another thing to consider since no one wants to go on a vacation feeling uncomfortable. Another is relaxation, having enough time to relax during holidays but also finding a balance to do exciting activities as well (Gillett, 2017).

Nonetheless, the lowest indicator is when respondents would not substitute the place with any other places with a weighted mean of 3.03 as agreed by the respondents. The respondents viewed the destinations as replaceable when making a travel choice. With so many places to choose in the Internet, respondents felt that there are other tourist attractions that they can explore. As observed, respondents are under the millennial group that are heavily influence by modern technology. They are living in a world that hands them information to be knowledgeable and be updated with what's going on in the world. That makes them very careful when choosing where to spend their vacation. They want to ensure that they get what they paid for. At the same time they are very open in engaging with new activities they don't usually do.

Tourism competitiveness refers to the satisfaction of the travel experience of the person. Staying competitive in the tourist destination means that the management assures that all the attractions and experiences offered are superior compared to other destinations. Tourist are getting more demanding when it comes to what a destination can offer in terms of activities they can see or do. Therefore, the competition between destinations is by gaining more advantage than others especially that they almost offer the same services to their guests. Marketing is created to be used as an action tool for increasing the development of Tourism and promotion in the area. The new generation of tourists search for something new that let them repeat and recommend with others. Through competition, Tourism Industry is continuously creating activity that is sustainable in time (World Shopping Tourism Network, 2019).

Table 2.6

Assessment on tourist behavioral intentions in terms of intention to recommend

Indicators	Weighted Mean	Verbal Interpretation	Rank
I will recommend the place to other people	3.44	Agree	3
I will say positive things about the place to other people	3.46	Agree	2
I will encourage friends and relatives to visit the place	3.48	Agree	1
Composite Mean	3.46	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.6 presents the assessment on Tourist Behavioural Intentions in terms of Intention to recommend with a composite mean of 3.46 as agreed by the respondents. The top most indicators belong to respondents who will encourage friends and relatives to visit the place and assessed with 3.48 as the weighted mean and verbally interpreted as agreed, next is saying positive things about the place to other people with a mean score of 3.46 as agreed by the respondents. Based on the observation, majority of the respondents are satisfied during their vacation. They are willing to give a positive review especially encouraging their friends and relatives to visit the place. They felt amazed by the natural beauty of the destination and they are entertained by various performances from the locals. The destination in the province offered them a lot of fun things to do all throughout their stay. They get the chance to visit historical places that taught them a lot of lessons. They experience a wide array of local delicacies and socialize with the locals to build new friendship. The destination is also safe and well maintained.

Word of mouth is a free form of advertisement or natural way of spreading information. Customers share their experiences of events that are beyond what they have expected. Referral Marketing on the other hand is a form of marketing that focuses on a specific person and is intended to encourage their friends and relatives. It is a more proactive way of generating clientele because instead of doing a mass shout-out, it is more personal and creates a bond with specific people. Customers usually trust their friends and families making word of mouth the most valuable source of marketing. According to a Nielsen study, 92% of consumers trust the suggestions from their friends and family than advertising. It is also a great vehicle for exposure and distribution (Mosley, 2017).

In terms of the least indicator belongs to respondents who will recommend the place to other people were rated with a weighted mean of 3.44 as agreed by the respondents. The given result shows that respondents will not recommend the place with other people as active as they are referring the place to their friends and relatives. The data is still seen as a positive result however, it didn't get the highest score compared to giving referrals to their love ones. It only shows that most of the respondents are more comfortable sharing their experiences and review to those people close to them. They can still give a positive review but they are more confident in sharing it to very specific people. As observed in this study, respondents are very close to their family and friends. They want to encourage them to visit the place too so they can experience what they felt. They can also give recommendation to other people but it is not their first priority.

Reviews play an important role for tours and activities. Trip Advisor is one of the main players in the

Industry for facilitating a free- user generated content. Before purchasing or choosing a travel destination, people check the websites first to gain ideas and read recommendations where to go and what to do. They believe more the reviews coming from other customers than the advertisement itself. It is crucial to maintain high reviews and a consistent flow of positive reviews in order to be successful. Positive reviews can only be created if the guests are satisfied with the services or products they received from the establishment. Being sincere to create a happy customers and becoming a business that people love can build a solid foundation to get more positive reviews (Tsvetkov, 2018).

Table 2.7

Assessment on tourist behavioral intentions in terms of intention to visit

Indicators	Weighted Mean	Verbal Interpretation	Rank
If had to decide again I would choose the place again	3.29	Agree	2
I want to visit the place	3.33	Agree	1
I intend to visit the place in the next 12 months	3.21	Agree	3
Composite Mean	3.28	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.7 presents the assessment on Tourist Behaviour Intentions in terms of Intention to Visit with a composite mean of 3.28 verbally interpreted as agreed. The highest indicators belongs to respondents wanting to visit the place with a mean score of 3.33 as agreed by respondents, next is to choose the place again if ever they decide again and with a verbal interpretation of agree. Based on the observation, the respondents have interest in visiting the destinations in the province. They are curious about how the place looks like and what activities it can offer to them. With accessible information from the Internet, respondents are able to search about the place and give them a background idea about what to expect. Beautiful sceneries are also featured in the website that makes their interest grow higher. The promotions and advertisements gained their attention and curiosity. The natural beauty of the attractions is breath taking that tourists can not miss. Respondents want to include the places in their bucket list.

Every destination is unique in offering distinctive experiences to their visitors. That difference is crucial when visitor are making a decision. Using the power of past visitor testimonials, stunning scenic images, engaging videos and other storytelling methods can help the potential guests visualize what they can expect when they visit. It creates excitement and intrigue on their part that makes them want to learn more about the place. Building a strong and active up-to-date online presence ensures accurate message to prospective visitors. Reviews are also very helpful to boost the promotion of the destination. Using digital and social media marketing are great way to connect with new audience and repeat guests (Wagner, 2016).

The indicator that got the lowest rate is about the intention to visit the place in the next 12 months with a weighted mean of 3.21 as agreed by the respondents. This explains that only few respondents have the intention to travel in the destination for the next 12 months. It is not surprising since the COVID-19 pandemic is still on-going. There are still a lot of travel restrictions being imposed to various countries and strict compliance is required. The safety and health concerns of the respondents are also taken into consideration why most of them have no plans in travelling. There are still no vaccines for the COVID-19, making it hard for people to travel. Any form of socialization or public gatherings is prohibited as of the moment. Respondents also find it hard to travel right now because the new normal is quite challenging with precautionary measures and test required.

The Tourism Industry is greatly affected by the COVID-19 lockdowns. It hits many countries and affected many tourist businesses that are relying now to local people instead of attracting international visitors. The virus killed millions of people worldwide and thousands of people lost their jobs. In order to sustain the Tourism Industry, local tourist attractions needs to become more attractive to domestic visitors. This action plan makes tourists in their own cities once lockdown restrictions end. Another way to attract domestic visitors is by offering them new forms of membership to stay engaged for long term. Domestic visitors tend to revisit and bring their

friends and relatives with them making them very valuable to the tourism business (Leask, 2020).

Table 2.8

Summary table on the assessment on tourist behavioral intentions

Indicators	Weighted Mean	Verbal Interpretation	Rank
Outcome Quality	3.58	Strongly Agree	1
Physical Environment Quality	3.49	Agree	2
Tourist Satisfaction	3.48	Agree	3
Place Identity	3.33	Agree	5
Place Dependence	3.18	Agree	7
Intention to Recommend	3.46	Agree	4
Intention to Visit	3.28	Agree	6
Composite Mean	3.40	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 2.8 presents the summary table on the assessment on Tourism Behavioural Intentions that is assessed with a composite mean of 3.40 and with a verbal interpretation as agree. The top indicators include outcome quality by getting the highest mean score of 3.58 and verbally interpreted as strongly agree, followed by physical environment quality with a mean score of 3.49 as agreed by the respondents and tourist satisfaction with 3.48 weighted mean as also agreed. Based on the observation in this study, respondents favour the outcome quality among all the Tourism Behavioural Intentions. They favour how their vacation turned out and they are satisfied enough to really enjoy the attraction. Everything runs smoothly before, during and after their stay. There are activities in the destination that helped them bond with their family and friends. They were able to unwind and just be with the nature. Since the destinations are in the province, it became a good place for those respondents who are looking for a safe haven and paradise at the same time. The locals also play in integral part to make their vacation successful. Without the very accommodating local people and service provider, it will be challenging to spend a happy holiday.

In order to grow any tourism businesses, best practices should be applied and constantly create memorable experiences with their guests. In order to gain repeat visitors and attract new ones, tourist destinations must always improve their offerings. Tourists must be offered with unexpected or unique experiences every time they visit the destination. Tourist attractions also need to create enticing loyalty programs. This can encourage frequent visits and more spending. Having the desire to further explore a destination's offerings is a key factor that influences a tourist's decision to revisit it. When tourists have a pleasant or positive experiences with the destination, it means they are satisfied and can build their loyalty for repeat visits (Benjamin, 2020).

Meanwhile, the least indicators belong to place identity with a weighted mean of 3.33 as agreed by the respondents, followed by intention to visit with 3.28 mean score as agreed by the respondents, then place dependence having 3.18 mean score and also verbally interpreted as agree. This explains that most of the respondents felt that the destination in the province meets their expectation but it is not irreplaceable when it comes to choosing their next travel destination. There are a lot of choices from different parts of the world that showcase their natural attractions and famous landmarks. This is challenging for the destinations to stay competitive and offer their guest new experiences. Most of the respondents want to travel as many places as possible because they want to explore new horizon. Destinations are very popular to tourists because it allows them to be a better person and appreciate life. Majority of the respondents are young adults and they are more adventurous and open minded to take risk than other age groups. Even though the activities offered to them are what they love to do, it does not erase the fact that they want to experience new and exciting things from other places.

The birth of technological advancements and digital tools made drastic changes to the Tourism and travel Industry which brought travel packages online for their customers. The way someone travel at this modern age begins from online researching to know more about the places they can visit, hotel price and facility review and how to get to the destination. With digital world influencing travel, strong competition between different tourism

businesses grew stronger. It pushes companies to hone their technological agendas and accessibilities. Some of these actions include having relevant online presence and mobile apps to give their guest customized information. The new travel trend involves researching destination on websites and social media. Reading people's experiences and reviews plays a vital part for tourist's decision. It is vital to grab traveller's attention and making them happy in order to be successful in this industry (Sahle, 2016).

Table 3.1

Marketing strategies influencing tourist behavioral intentions in terms of marketing tools

Indicators	Weighted Mean	Verbal Interpretation	Rank
Television	3.04	Agree	4
Film	3.03	Agree	5.5
Book	2.79	Agree	8
Magazine	2.86	Agree	7
Newspaper	2.68	Agree	9
Brochure	3.03	Agree	5.5
Internet	3.79	Strongly Agree	1
Social Media	3.74	Strongly Agree	2
Mobile	3.46	Agree	3
Composite Mean	3.16	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.1 presents the Marketing Strategies Influencing Tourist Behavioural Intentions in terms of Marketing Tools. The composite mean of 3.16 signifies that respondents agree. The highest indicator belongs to the Internet with a weighted mean of 3.79 verbally interpreted as strongly agreed, followed by Social Media with 3.74 as strongly agreed, then Mobile with 3.46 weighted mean verbally interpreted as agree. This indicates that Internet is a vital source of information and used as a marketing tools by the majority of the respondents. The influence of using the Internet drastically made changes on how people travel and perceived the world. It became part of everyone's daily lives that it is merely impossible for anyone to never use it before choosing their travel destination. It was created to bring the world closer to the people and provide accessible information in the palm of a hand. People are very much aware now on what is going on in the world including the new trends, news and even popular tourist attraction worldwide. They use the internet to research and read about the reviews before jumping in any decision. In this way they will not waste their time and money for something that cannot meet the standards and expectations they need.

The Internet plays a big role in promoting the products and services of the Tourism and Hospitality Industry by using Integrated Marketing Communication. Since most of the Hospitality Industry provides intangible products such as services and comfort, the internet is a good way to deliver their messages in line with their customers and promote their branding. There are a lot of uses of the Internet in the Tourism Industry. It helps the industry to expand and transfer its data and therefore helps in the turnover ratio. It also helps in making a direct relationship with their customers since it is the first point of interaction with the company. People prefer using the Internet because it provides them unlimited database and unlimited capacity of digital media. The digital media allows instant access to free products attracting potential guests (Hisham & Qian, 2015).

Whereas, the least indicators belong to Magazine with 2.86 verbally interpreted as agreed by the respondents, next is Book with 2.79 mean score and also agreed by respondents and followed by Newspaper with 2.68 weighted mean as agreed by the respondents. The data clearly shows that majority of the respondents are not using the newspaper in looking for their travel destination. Since most of the respondents are under the age group of Millennial, they prefer using the modern way of searching for information. These are the Internet and social media with their smart phones and laptops. Gone are the times that people will buy the newspaper on the street to read it for information especially if it's about travelling. Most of the respondents like a convenient way in accessing data. Although section in the newspaper still features travel destination today, it does not provide the complete information that the respondents need before going to a certain place. Necessary information that people are looking for includes the products and services offered, promotions, reviews, price

and how to get to the place.

The Coronavirus is considered to be the biggest news story in a lifetime but unfortunately it is also killing off the very industry that exists to report it. This virus is destroying printed newspapers across the different parts of the world. Since it is economically unsustainable, many local and regional newspaper publishers have suspended publication making many journalists on paid leave. Distribution also became a problem because of the widespread closure of many retail stores. People are also not allowed to leave unless it is necessary due to safety precautions against the spread of the virus. Even before the pandemic occurs, only few people are using printed newspapers. Most of them are old people because they are still using traditional media. Majority prefer on using the Internet because it can access almost everything (Greenslade, 2020).

Table 3.2

Marketing strategies influencing behavioral intentions of marketing strategies (Curiosity)

Indicators	Weighted Mean	Verbal Interpretation	Rank
I find the promotion very interesting and unique	3.43	Agree	2.5
It captures my attention the first time I saw the advertisement	3.44	Agree	1
I find the services offered engaging and very creative	3.43	Agree	2.5
Composite Mean	3.49	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.2 presents the Marketing Strategies Influencing Tourist Behavioural Intentions in terms of Characteristics of Marketing Strategies (Curiosity). It has a composite mean of 3.49 that signifies as agreed by the respondents. The indicator that received the highest rate belong to capturing the attention of the respondents the first time they saw the advertisement with a weighted mean of 3.44 and verbally interpreted as agree. Based on the observation in this study, the promotions created by the local government of Quezon Province as well as the different tourism businesses are outstanding and eye-catching. It can capture the attention of whoever is visiting their websites. The advertisements about the various destinations chose astonishing scenery and landscapes that surely make the potential tourists to be interested in visiting the place. The attractions also offer exciting and new activities that people can surely love. First time tourists are usually curious about what a particular place has to offer. Having a variety is important to them and loves to be in a place where they can enjoy and discover new things. Most of the respondents took into consideration if the advertisements posted are reliable, safe and will surely give them a good time.

This demonstrates that creating a promotional communication network can achieve an effective communication that doesn't cover the tourist attractions and tourist only but it also covers the business tourism organizations and service providers. It is critical to understand that tourism promotion is a persuasive communication process that aims to persuade and attract the tourist to make the purchasing decision to visit the tourist country (Aldebi & Aljboory, 2017). The least indicator is tied by respondents who find the promotion very interesting and unique as well as finding the services offered engaging and very creative. Both have a weighted mean of 3.43 and with a verbal interpretation of agree. This indicates that most of the respondents did not find the promotion very interesting and unique. Even the services offered are not creative enough to let them be engaged with the activities. Based on the observation, most of the participants in this study are Mid-centric type of tourists. They are open to any activities that support leisure as well as adventure but not in a very extreme way. This can be the reason why they are not that amazed with the activities offered because they have seen and experience it before in other countries. For them, there is nothing new with the advertisements provided that will make them feel excited to travel. The given result showed that the promotions and services offered still meet the expectation of the tourist but it lacks the uniqueness that most people are looking every single day.

As the living standard improves, travelling is identified as a fashionable way of leisure for a considerable number of people. Many travel companies have provided amazing travel experience including the

accommodation, activities, landscape and food. With various tourism companies emerged, the level of competition grew higher making it hard for small travel businesses to keep up with their competitors. The promotion can only stand out if the travel website is designed professionally and offers valuable content. The videos posted can also be a powerful strategy to promote and impress people. Photos of wonderful travel experiences must be showcase on social media to increase awareness of the travel business. At the same time, developing a customized and unique company logo can market the brand online creatively (Echo, 2020).

Table 3.3

Marketing strategies influencing behavioral intentions of marketing strategies (Affective Domain)

Indicators	Weighted Mean	Verbal Interpretation	Rank
I learn to appreciate the environment with the advertisement provided	3.48	Agree	2.5
There are many lessons I can learn by visiting the destination	3.49	Agree	1
The platform helped me to build emotional connection with the destination	3.48	Agree	2.5
Composite Mean	3.48	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.3 displayed the Marketing Strategies Influencing Tourist Behavioural Intentions in terms of Characteristics of Marketing Strategies (Affective Domain). The composite mean is 3.48 that is verbally interpreted as agree. Majority of the respondents rated the highest indicator of learning many lessons by visiting the destination with a weighted mean of 3.49 and verbally interpreted as agree. This means that many respondents did not only enjoyed their stay but also learned valuable lessons that they can apply in their life. The activities in the destinations taught majority of the respondents how to appreciate more the natural surroundings. They have a better understanding now why it's important to sustain and kept it well maintained because they personally experience how it's like staying in a natural paradise. They witnessed how the locals are celebrating their festivals, attending religious activities or by just living their daily lives. Based on the observation, respondents also build long lasting relationship with the people they met whether it is the other tourists and also the local people. Respondents visit certain place because travelling give them the time to get to know their selves better. The activities let them widen their knowledge and understanding about the culture of the province.

There are many life lessons to learn from travelling. It is considered as one of life's greatest teachers that can change someone's life. One of the greatest lessons in travelling is to realize that having material things does not provide long lasting happiness but experiences. Travelling also let someone to leave their comfort zone in order to expand their horizon. Being immersed with different culture's history, language, customs and cuisine teach the value of humility. Tourists are able to understand how lucky they are to explore the beauty of the world and witness how fragile the planet already. Travel teaches people to be spontaneous, confident and independent as they embark to a new and exciting journey (Smith, 2019). The least indicator was tied by respondents appreciating the environment with the advertisement provided and the platform helped them to build emotional connection with the destination. Both indicators received a weighted mean of 3.48 as verbally interpreted as agree. This indicates that respondents are still looking for something besides the promotion that they saw in the websites to fully appreciate the environment and build emotional connection with the destination. The result still turned out to be positive and that only means that respondents see the effort of the management to creatively feature their destinations. The respondents are always looking for a place they can build emotional connection too. Most of them are in the age of being young adult. They still have a lot to learn about life and travelling will be there to teach them. This is why it is a great deal for them to choose their destination very careful. They want to visit the place not only to have fun but also to make a change for themselves and to the environment.

It is essential to tourism the quality of the environment both natural and man-made. Tourism on the other hard has the potential to give beneficial effects on the environment by raising awareness to environmental protection and conservation. It can serve as a tool to finance protection of natural areas and increase economic

importance (Stainton, 2019). Furthermore, Emotional Capital means creating positive emotion through connection and experience. Emotions are the feelings that allow someone to experience the highs and the lows of life. By being aware that human beings are truly emotional, it can be a source of real competitive advantage and growth to the business. Promotions must be able to encourage the emotional connections between users, products and experiences to understand what impacts all users (Topp, 2018).

Table 3.4

Marketing strategies influencing behavioral intentions of marketing strategies (Creating Motivation to Act)

Indicators	Weighted Mean	Verbal Interpretation	Rank
I am motivated to be engage in conserving the environment and historical heritage	3.51	Strongly Agree	2
The promotion tells me how I can make a difference to protect the environment	3.42	Agree	3
It makes my travel a worthwhile experience	3.52	Strongly Agree	1
Composite Mean	3.49	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.4 presents the Marketing Strategies Influencing Tourist Behavioral Intentions in terms of Characteristics of Marketing Strategies (Creating Motivation to Act). It has a composite mean of 3.49 and with a verbal interpretation of Agree by the respondents. The top indicators are respondents that felt their travel is a worthwhile experience with a mean score of 3.52 and assessed as strongly agreed. It is then followed by being motivated to be engage in conserving the environment and historical heritage getting a weighted mean of 3.51 verbally interpreted as strongly agree. This demonstrates that majority of the respondents consider their stay in the destination a very meaningful experience. They experience a one-of-a kind event in their life that let them grow as a person. The respondents felt that their vacation was worth their time and money. The province was gifted with beautiful natural areas, historical places, abundant culture, delicious food and clean beach. It is observed that respondents were not bored during their stay because the activities cater to everyone. Being exposed to new things makes them eager to explore the place and see its beauty personally. They are happy and satisfied with their vacation and are willing to give a positive reviews and recommendation to their friends and families.

The pursuit of happiness is the main focus of people's lives in the modern age. Therefore, measuring tourism satisfaction is very vital because satisfied tourist stay longer, spend more and come back. They also promote their experience to social media and online ratings thereby contributing to business and destination competitiveness. In order to measure tourism satisfaction there are some key elements to be considered. It includes expectation versus reality on how their expectations are met or not. Satisfaction must also be measured for every part of the experience in terms of transportation, immigration, accommodation, food & beverage and feature experiences. High-quality experiences make people happy and not high-cost experiences because most of the time the product does not seem to be worth the cost (Usanne, 2020).

The least indicator belongs to promotion being able to tell the respondents how they can make a difference to protect the environment with 3.42 weighted mean as agreed by the respondents. Based on the observation, the respondents thought that the promotions did not give the information clearly about their role in protecting the environment when they visit the place. Respondents are fully aware about what's happening in the world. They know how important it is to conserve and take good care of the environment. Providing complete information about the destination and how the activities can support and make a difference attracts a lot of tourist. Besides being eco-friendly, respondents in this study wants to spend their hard earned money to something meaningful. The respondent's intention is not only seeking a break from their busy life. They also want to know whether the activities they will take in the destination can conserve or may harm the environment in order to make a change ahead of time.

Furthermore, the relationship between tourism and sustainability is very important to the role of tourism and travel in the global economy. Some of the sustainable tourism that is provided to the tourist includes volunteer

tourism and indigenous tourism. Green Advertisings are increasingly important and adopting social marketing practices can be useful to bring about changes in behaviour when promoting sustainable tourism (Bonilla et al., 2019).

Table 3.5

Marketing strategies influencing behavioral intentions of marketing strategies (Giving Opportunities to Act)

Indicators	Weighted Mean	Verbal Interpretation	Rank
It gives me the chance to do volunteer work to help the environment while on vacation	3.31	Agree	3
I find the activities using native products and services greatly support the local community	3.43	Agree	2
It lets me understand other culture by engaging with it	3.48	Agree	1
Composite Mean	3.41	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.5 presents the Marketing Strategies Influencing Tourist Behavioral Intentions in terms of Characteristics of Marketing Strategies (Giving Opportunities to Act) with a composite mean of 3.41 as verbally interpreted as agreed by the respondents. The highest rated indicators belong to respondents being able to understand other culture by engaging with it that has a weighted mean of 3.48 as agreed by the respondents, followed by activities that use native products and services greatly supports the local community with a mean score of 3.43 as agreed by the respondents. Based on the observation, respondents were able to fully understand other cultures because of travelling. By being there in the place personally gave them the opportunity to spend time with the local people and learn some words in their native language, what they do for a living and their culture. In addition, the activities in the destination let the respondents be engaged and discover new things. The activities offered to them paved the way in the introduction of how the society behaves and works in particular surroundings. It opened their mind to learn from the local people how they view life. Even though the respondents came from different background or even Nationalities, there are still similarities that everyone possessed. That is the virtue of humanity, kindness and love for the environment.

In relation to this, tourism plays an important role in the development of economy of both developing and developed countries. It can be seen that the growth of tourism industry and foreign exchange earnings is faster than any other industry. It has a great potential to become the economy driver because it can alleviate poverty and ensure growth with equity. Tourism helps in preserving the nature's beauty, cultural heritage, tradition of soil and strengthens the national integration and universal brotherhood. The travel decision of the tourist is highly influenced by the attractiveness of a tourism destination. This in turn encourages people to visit and spend time at the destination (Jayaprakash, 2016).

The least indicator is about the chance given to respondents to do volunteer work to help the environment while on vacation. It is rated with a weighted mean of 3.31 verbally interpreted as agree. This result demonstrates that respondents are not able to do volunteer work fully to help the environment during their stay. The destinations have provided them activities that are fun and exciting. However, majority of the respondents are expecting that their vacation will be somehow different from other vacation they acquired for the past years. They wanted to be involved in doing volunteer work that helps not only the environment but the local people. As observed, majority of the respondents are advocate of environment conservation and humanity. Therefore, their stand on making travel destination choices is highly influenced by these two elements. The destinations are practicing conservation and recycling but respondents want to see more in the province. By participating to do volunteer work, they can make a difference to help the destination for the better.

Voluntourism in the Philippines is a new travel trend. More local travellers are doing voluntourism events to nearby underprivileged communities and extending as far as provinces in Mindanao. It is a combination of two words- volunteerism and tourism. In the Philippines, it is primarily done by local travellers organizing an

outreach or charity program in a selected school or barangay in a province at least for a day to do this activity. Then the remaining days of the trip will be for visiting tourist attractions. It is commonly organized by small non-profit groups or casual backpackers on their free schedule which is why it is not usually publicized and heard of. It allows people to travel cheaply since they are travelling in a group. A great example is camping in Salibungot Beach in Jomalig, Quezon Province, a 10 hour land and boat ride away from Manila to give school supplies, groceries, medicines and other items to a community in a nearby island. Besides being welcomed by the pleasant view of the golden beach and pristine waters of Jomalig Island, tourists meet new friends and observe first-hand the life outside the comforts of urban community (Cortes, 2016).

Table 3.6

Marketing strategies influencing behavioral intentions of marketing strategies (Evaluation and feedback)

Indicators	Weighted Mean	Verbal Interpretation	Rank
My questions and reviews about the place are responded quickly and in professional manner	3.44	Agree	2
I find the management very helpful to answer my inquiries and provide solution to improve their service	3.40	Agree	3
I find the website user friendly and open for any inquiries anytime	3.46	Agree	1
Composite Mean	3.43	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.6 presents the Marketing Strategies Influencing Tourist Behavioral Intentions in terms of Characteristics of Marketing Strategies (Evaluation and Feedback) with a composite mean of 3.43 and verbally interpreted as agreed by the respondents. The indicators that received the majority of the rates are having the website user friendly and open for any inquiries anytime with a weighted mean of 3.46 as agreed by the respondents. Next will be having the respondent's questions and reviews about the place are responded quickly and in professional manner with a mean score of 3.44 and verbally interpreted as agreed. This explains that the websites about the destinations in the province are easy to use and understand. It can be accessed anytime and responded quickly by the person in charge in the website. Most of the respondents value convenience and efficiency when looking for their next vacation. Since almost everyone is using the Internet, every potential customer will be on a look-out researching for the best travel destination, service and competitive price. As notice by the majority of the respondents, the websites are very appealing using captivating images and videos that promote the beauty of the natural areas and other attractions. In terms of the technicalities, they did not have a hard time to look for all the important information they need about the place. It has valuable content and does not need complicated things before it can operate.

Developing an effective web design for a site is a one way to get the attention of potential buyers. In order to engage more visitors to stay on the page and turn them into customers, a website must be built to capture the interest on the user's part. Having a well-defined navigation route throughout the website makes it easier for the users to reach the desired call to action. Various methods of accessible calls to action include buttons for sign-up, buy now and know more about the service. Likewise, choosing the right combination of visual images, content and other tools can make the user stay interested. A user-friendly website does not only attract more visitors but it can also help in generating revenue. Finally, a visually appealing website that consists of natural flow of navigation and easy to read content will be recommended by more people. Thus, it can boost the impact of the marketing techniques (Free Web Shop, 2015).

The indicator that received the lowest rate is how respondents find the management very helpful in answering their inquiries and provide solution to improve their service with a weighted mean of 3.40 verbally interpreted as agreed. This suggests that most of the respondents felt that the management who handle the place was not able to provide the necessary help they expect. Just like the previous indicators that got the least rate in other categories, it still received a positive result. As observed in this study, the management still manage to

assist the respondents during their stay but it's not what they expect. Satisfaction in life is mainly a personal and subjective opinion. Some may find the service very helpful and exceed their expectation while for some, it maybe ordinary to them since they have felt it before. The most important thing when giving assistance to the guest or face with a difficult situation is to make sure that the staff or the crew can handle it professionally. Furthermore, it is essential to ensure that the guests are properly accommodated with their concern to avoid any complaints and negative reviews.

With regards to this topic, understanding the meaning of satisfaction in the tourism and hospitality industry has been further investigated for controllable items such as standard of the services offered, cleanliness, availability of information and prices and for uncontrollable items such as culture, scenery and weather. Some researchers argue that any study with regards to satisfaction on uncontrollable items is limited because of the difficulty in taking corrective action when dissatisfaction with such items occurs. Furthermore, satisfaction is also studied as a way to improve products and services and effectively design management as well as marketing strategies (Disegna & Osti, 2016).

Table 3.7

Summary table on the marketing strategies influencing tourist behavioral intentions

Indicators	Weighted Mean	Verbal Interpretation	Rank
Marketing Tools	3.16	Agree	6
Characteristics of Marketing Strategies			
Curiosity	3.49	Agree	1.5
Affective Domain	3.48	Agree	3
Creating Motivation to Act	3.49	Agree	1.5
Giving Opportunities to Act	3.41	Agree	5
Evaluation and Feedback	3.43	Agree	4
Composite Mean	3.41	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree.

Table 3.7 shows the summary table on the Marketing Strategies influencing Tourist Behavioural Intentions with a composite mean of 3.41 and verbally interpreted as agree. The top indicators who got the highest rates belong to curiosity and creating motivation to act that is tied with a weighted mean of 3.49 as agreed by the respondents. It is followed by affective domain that has a mean score of 3.48 verbally interpreted as agree. The result explains that the main factors that influence them to choose a certain destination were to have a very appealing marketing promotion. It should be something that can captures their attention right away. Another reason is because the activities offered in the destination showed the tourist's role in conserving the environment and historical heritage. Based on the observation, most of the respondents have a strong advocate and will about sustainable tourism. They are actively involved to make their vacation not only a time for relaxation and leisure but also spread positivity and kindness to everyone they meet as well as conserving the environment. The services offered are very creative and give the respondents the freedom to choose what they like to do. The destination gave them a valuable experience and happy memories they can share to other people.

Furthermore, some keys to promote sustainable tourism include spreading the word in social networks about the local produce in such areas which can attract people. While doing this, the government should implement strict laws such as banning of plastic products, encouraging recycled products, ban pollution at sea, hotels and resorts. There should be a limit on the number of tourist allowed to prevent overcrowding that could lead to mismanagement. Applying these steps can curb the environmental pollution in the tourist spots (The Tourism Trust, 2017). Whereas, the least indicators were evaluation and feedback with 3.43 mean score as verbally interpreted as agreed, followed by giving opportunities to act with a weighted mean of 3.41 as agreed by the respondents, then marketing tools getting the lowest rate of 3.16 that is also verbally interpreted as agreed.

The given result shows that most of the respondents only decide to travel if they have the reason and the intention to visit the place. Regardless of the marketing tools available to them, they will only choose a certain place if the destination is worth visiting for. Most of the respondents are considered as Millennial, they gave

importance on practicality and their feelings before making any decisions. That includes choosing when, where and how they will travel. They are the types of people who are very much aware about the different issues faced by the world and the environment. They are more concern about how much valuable experience a destination can give to them. They are also the age group that are very resourceful. Even if the Internet is not available they are flexible enough to use other means of marketing tools.

What Millennial Generation is looking for when choosing a place to travel is the authenticity of the place, this factor can be fulfilled if local cultural experiences and access to inherent local activities are available for them. In a study, 62% of U.S respondents strongly agreed that the most important factor when they travel is to experience the authentic culture of the place. Millennials crave for uniqueness and they will not usually choose a seven day cruise to the Bahamas but rather they will travel to learn, see, do, eat and experience all the destination has to offer. In addition, social media and technology is also an important factor for millennial traveller's destination expectations. Although they are willing to have a break on using technology, they expect great Wi-Fi, apps and accessibility through different technology channels. As a matter of fact, the favourite hotel perks for leisure travel is having a fast and free Wi-Fi. Other important factors for Millennials are the ability to make friends, partying and shopping experience (Richard, 2017).

Table 4

Difference of responses on the assessment on tourist behavioral intentions when grouped according to profile

Variables/Items	*F*-value	*p*-value	Interpretation
Sex			
Outcome Quality	1.211	.228	Not Significant
Physical Environment Quality	0.855	.394	Not Significant
Tourist Satisfaction	0.936	.350	Not Significant
Place Identity	0.387	.699	Not Significant
Place Dependence	1.166	.245	Not Significant
Intention to Recommend	1.316	.190	Not Significant
Intention to Visit	1.105	.271	Not Significant
Civil Status			
Outcome Quality	1.407	.248	Not Significant
Physical Environment Quality	0.590	.555	Not Significant
Tourist Satisfaction	1.256	.287	Not Significant
Place Identity	2.413	.092	Not Significant
Place Dependence	1.115	.330	Not Significant
Intention to Recommend	2.599	.077	Not Significant
Intention to Visit	1.237	.293	Not Significant
Age			
Outcome Quality	1.551	.177	Not Significant
Physical Environment Quality	0.910	.476	Not Significant
Tourist Satisfaction	2.438	.036	Significant
Place Identity	1.998	.081	Not Significant
Place Dependence	0.816	.540	Not Significant
Intention to Recommend	2.433	.037	Significant
Intention to Visit	0.620	.685	Not Significant
Annual Income			
Outcome Quality	0.806	.583	Not Significant
Physical Environment Quality	1.406	.206	Not Significant
Tourist Satisfaction	1.547	.154	Not Significant
Place Identity	0.843	.553	Not Significant
Place Dependence	1.255	.276	Not Significant
Intention to Recommend	1.619	.133	Not Significant
Intention to Visit	0.957	.465	Not Significant
Type of Tourist			
Outcome Quality	1.253	.212	Not Significant
Physical Environment Quality	0.110	.912	Not Significant
Tourist Satisfaction	0.482	.630	Not Significant
Place Identity	0.189	.850	Not Significant
Place Dependence	0.449	.654	Not Significant
Intention to Recommend	0.279	.780	Not Significant
Intention to Visit	1.043	.299	Not Significant

Table 4 ...continued

Variables/Items	*F*-value	*p*-value	Interpretation
Highest Educational Attainment			
Outcome Quality	1.200	.312	Not Significant
Physical Environment Quality	2.292	.061	Not Significant
Tourist Satisfaction	2.585	.039	Significant
Place Identity	4.165	.003	Significant
Place Dependence	4.139	.003	Significant
Intention to Recommend	1.855	.120	Not Significant
Intention to Visit	2.002	.096	Not Significant

Legend: Significant at *p*-value < .05.

Table presents the comparison of responses on the assessment of tourist behavioral intentions. It was observed that there was a significant difference when grouped according to age on tourist satisfaction (.036) and intention to recommend (.037) since the computed p-values were less than .05 alpha level. This means that the responses vary significantly and based from the post hoc test conducted, it was found out that respondents whose age bracket are 46 to 55 years old have high level of tourist behavioral intentions on tourist satisfaction and intention to recommend.

The result explains that respondents under the age of 46-55 or Gen X are considered to have a high level of tourist behavioral intentions on tourist satisfaction and intention to recommend. This means that this is the age group that highly gives importance on being satisfied during their vacation. This is the age group that wants to make sure that they get what they paid for. Most of the people in this age are usually the parents of the Gen Y or Millennial (age 24-39) which heavily influence their children from being practical and valuing the best quality in every purchase. Gen X is in the age of having a lot of financial responsibilities whether it is struggling with their family or careers. They don't usually spend their vacation as much as they want because of their complicated schedules but when they do get the chance, they want to make sure that it will be the best vacation. Once they are satisfied with their experience, there is a great chance that they will encourage their friends and family about the place. Online Reviews may also be part of their way to share their experience with other people.

According to the study made by Expedia Media Solutions, it revealed insights about the motivations and mindset of British, French and German travelers across generations which include Baby Boomers, Generation X, Millennials and Generation Z. In the case of Generation X (born early 1660s to late 1970s), they are family-oriented travelers who use reviews and informative brand content during the planning process. Since they are the type who wants to make the best out of their spending, marketers should consider highlighting value-driven messaging and informative reviews to influence this generation to purchase. 85 percent read reviews of places they want to visit before making a decision. They also rely heavily on online travel agents, travel review sites and search engines when planning a trip. Even though that budget is not their primary factor compared to younger generations, they still prioritize deals and look for value. In addition, less than 30 percent of Gen X already decided on a destination when they decide to go on a trip and 55 percent said they need some help and inspiration when they start on planning a trip (Globe Trender, 2017).

Based on the result of the study, the researcher theorized the influence of age specifically the Generation X when it comes to the level of satisfaction of tourist and intention for recommendation. It is called the Gen X High Level of Tourist Satisfaction and Intention to Recommend. This means that people under Generation X tend to give importance on the satisfaction that they can receive when choosing a destination for vacation and once they are satisfied, they give positive recommendations to other people especially those that are close to them. As their generation tends to be very practical in all aspects of life, they value the money they spent which includes choosing high quality service on their vacation. The satisfaction they get from their experience will influence them to give positive recommendation to other people.

As to highest educational attainment, there were significant difference on tourist satisfaction (.039), place identity (.003) and place dependence (.003) because the computed p-values were less than the significance level. This only implies that the responses differ statistically. Based from the post hoc test conducted, respondents who

obtained master's degree have high level of intention on tourist satisfaction; those who obtained an associate degree have high level of intention on place identity and place dependence.

This indicates that educational attainment greatly influences how someone chooses their travel destination. As a person achieves higher education, the more it widens their knowledge and also increases their expectations when it comes in purchasing something or going on vacation. Respondents who took Master's Degree have a good paying job because they are being paid not only by their skills but also by the knowledge they have acquired. Since most of them can afford travelling, they have high intention with the satisfaction they could get in the place, whether it is for their personal benefits or to their surroundings. While for those who obtained the Associates Degree, they are more focus about the value of the place they are going to visit. If they feel attached to the place they might consider the destination as one of their top vacation experience. They highly prioritize how the place can connect them emotionally in a deeper level rather than the satisfaction only from visiting the place.

The level of educational attainment is a very essential determinant of travel propensity as education broadens horizons and stimulates the desire to travel. Furthermore, the better educated the individual, the higher their awareness and susceptibility to information, the media, advertising, sales promotions and technology. Education is very important because it enhances the ability to utilize technology and will facilitate demand for travel through access to the Internet. This influences travel decisions by using social media and user-generated content sites such as Trip Advisor (Cooper et al., 2020). In relation to that, the roles of education, learning and teaching have now been considered as a central part in improving the existing transport infrastructure. The educational attainment of a person influence their decision on when, where, how and why they travel. When a person is educated, they developed critical evaluation skills that can enhance their informed mobility. This means they have the capacity to make smart transport decisions, regardless of which social issue motivates their reasons for travelling (Mobley et al., 2015).

Based on the result, the researcher theorized the level of educational attainment influencing tourist satisfaction, place identity and place dependence when it comes to travel destination choice. The theory is called the Level of Educational Attainment on tourist satisfaction and value of place. This illustrates that the level of education attained by tourist affects how they perceived satisfaction and how they value or connect to the place they are visiting. The higher the education of a tourist, the higher their expectations to be satisfied on their vacation and it also influence how they can connect to the places they visited to feel a sense of attachment or dependence as well as getting to know the identity of the place.

Table 5

Difference of responses on the assessment on behavioral intentions according to psychographic profile

Variables/Items	*F*-value	*p*-value	Interpretation
Do you love travelling?			
Outcome Quality	1.932	.055	Not Significant
Physical Environment Quality	0.651	.516	Not Significant
Tourist Satisfaction	1.911	.058	Not Significant
Place Identity	1.616	.108	Not Significant
Place Dependence	1.137	.257	Not Significant
Intention to Recommend	1.566	.119	Not Significant
Intention to Visit	1.151	.251	Not Significant
Do you travel frequently?			
Outcome Quality	1.063	.366	Not Significant
Physical Environment Quality	0.988	.400	Not Significant
Tourist Satisfaction	1.678	.173	Not Significant
Place Identity	2.048	.109	Not Significant
Place Dependence	1.082	.358	Not Significant
Intention to Recommend	1.930	.126	Not Significant
Intention to Visit	1.853	.139	Not Significant

Table 5 ...continued

What is your reason to travel?			
Outcome Quality	1.393	.211	Not Significant
Physical Environment Quality	0.859	.541	Not Significant
Tourist Satisfaction	0.476	.851	Not Significant
Place Identity	0.738	.640	Not Significant
Place Dependence	1.010	.426	Not Significant
Intention to Recommend	0.699	.673	Not Significant
Intention to Visit	0.733	.644	Not Significant
Do you use marketing tool/s before you decide to travel the place?			
Outcome Quality	1.276	.204	Not Significant
Physical Environment Quality	0.833	.406	Not Significant
Tourist Satisfaction	1.182	.239	Not Significant
Place Identity	0.090	.928	Not Significant
Place Dependence	0.004	.997	Not Significant
Intention to Recommend	0.867	.387	Not Significant
Intention to Visit	0.595	.553	Not Significant
What marketing tools/platforms you usually used?			
Outcome Quality	1.920	.109	Not Significant
Physical Environment Quality	1.796	.132	Not Significant
Tourist Satisfaction	2.041	.091	Not Significant
Place Identity	2.602	.038	Significant
Place Dependence	1.008	.405	Not Significant
Intention to Recommend	1.915	.110	Not Significant
Intention to Visit	1.467	.214	Not Significant
What type of tourist classification are you?			
Outcome Quality	5.005	.008	Significant
Physical Environment Quality	1.998	.139	Not Significant
Tourist Satisfaction	3.517	.032	Significant
Place Identity	1.406	.248	Not Significant
Place Dependence	0.377	.686	Not Significant
Intention to Recommend	1.280	.280	Not Significant
Intention to Visit	1.689	.188	Not Significant

Legend: Significant at *p*-value < .05.

Table displays the comparison of responses on the assessment of tourist behavioral intentions when grouped according to psychographic profile. It was observed that there was a significant difference on place identity (0.038) when grouped according to the marketing tools used and outcome quality (0.008) and tourist satisfaction (0.032) when grouped according to tourist classification. This means that the responses vary significantly and based from the post hoc test conducted, it was found out that those who used Facebook as a marketing tool and who are categorized as Allocentric (adventurous person) have higher level of tourist intentions. However, other variables do not show significant difference across the psychographic profile.

This means that people at present relies heavily on using Facebook as a marketing tool and can affect the tourist's intentions in choosing a destination. When Facebook was introduced to the market, people have considered it as a way to communicate to the world. It makes communication faster and dissemination of information more convenient than the traditional media like the television or printed ads. It is also very useful for business owners to promote their products and services because it can reach more people worldwide. With millions of people registered on having a Facebook account, it's no wonder that it is a great place to advertise any business since there are a lot of people using this social media application.

Furthermore, Allocentric or adventurous person has higher level of tourist intentions because of their adrenaline rush to experience exciting and adventurous activities. Tourism is all about recreation and leisure but some take this into a higher level by engaging to dangerous and thrilling activities. These are the people who have high interest to visit different destination because they want to experience new things and visit unique and never before seen attraction. Adventurous activities capture their attention and will try their best to experience it.

According to Fatani and Suyadnya (2015), it is now possible for travelers to communicate with people around the world about their tourism experiences because of the Internet and social networks. In addition,

Business Owners are using an official presence on Facebook to engage with consumers. A lot of people have been gradually changing the way they plan their holidays. Unlike before that people needs to visit a travel agency's office, vacations are planned right from their home or offices via Internet. Facebook is a one way to connect with people and have a basis of word of mouth or reviews of vacation experiences before choosing a destination (Rahman, 2017).

With the gathered information, the researcher created a theory with regards to the use of social media particularly using Facebook as a way to choose travel destination. The theory is called the Social Media Influence on Tourist Behavioral Intention. This means that the use of any social media may influence someone when looking for a destination to visit. The photos, videos or even the likes and comments that are shared by people online can create a perception in a certain place that influence travel decision of the tourist.

With regards to Stanley Plog's psychographic typology, tourists are classified based on personality traits along a continuum. This includes Allocentrics on one end, mid-centrics and psychocentrics. About Allocentrics, who Plog called as venturers, they are individuals who feel that everything that happens to them is largely under their own control. They are comfortable in choosing activities that involves variation, adventure and risk. It comes from the root words allo (varied in form) and centric, meaning these individuals focus on varied activities (Milan, 2017). Venturers were the first groups who explored the new destinations and passed their travel experiences to their friends, also called as near-venturers. Next stages of destinations were begun and kept continuously in greater numbers and improving destination images to target more travelers (Piuchan, 2018).

The researcher theorized regarding the Allocentric type of tourist which is called the Venturers Tourist Impact to the Destination. This explains that when a tourist is an Allocentric Type of Tourist that are fond of choosing adventurous activities, the more the destination will rise its popularity to gather more tourist. This will impact the economy of the said destination and will have a position as one of the most visited destination. In time, the allocentric people will look for a new place to visit since it became crowded already which leads to capturing the attention of mid-centric and psychocentric, the non-adventurous person.

Table 6

Relationship between behavioural intentions and marketing strategies influencing tourist behavioural intentions

Variables/Items	*r*-value	Interpretation
Marketing Tools		
Outcome Quality	.391**	Highly Significant
Physical Environment Quality	.268**	Highly Significant
Tourist Satisfaction	.314**	Highly Significant
Place Identity	.367**	Highly Significant
Place Dependence	.400**	Highly Significant
Intention to Recommend	.313**	Highly Significant
Intention to Visit	.414**	Highly Significant
Characteristics of Marketing Strategies		
Outcome Quality	.662**	Highly Significant
Physical Environment Quality	.680**	Highly Significant
Tourist Satisfaction	.738**	Highly Significant
Place Identity	.658**	Highly Significant
Place Dependence	.587**	Highly Significant
Intention to Recommend	.693**	Highly Significant
Intention to Visit	.659**	Highly Significant

Note. **$p < .01$

Table displays the relationship between tourist behavioral intentions and marketing strategies influencing tourist behavioral intentions. The computed *r*-values on marketing tools indicates a moderate positive correlation and the computed *r*-values of characteristics of marketing strategies indicates a high positive correlation and the resulted *p*-values were all less than 0.01 alpha level. The result reveals that there was a significant relationship exists and implies that the more positive the tourist behavioral intentions, the better the marketing strategies used.

This result shows that the success of having a positive tourist behavioral intentions lies on creating a better marketing strategies to use. When the management or the destination provided very attractive promotions in terms of offering exciting activities, promoting sustainable tourism, user-friendly websites and high quality customer service, it can influence how the people will make their travel decisions. Most of the respondents evaluated the outcome of their vacation in the province as highly satisfactory. It is heavily influence not only by the experience they received during their stay but also during their booking stage. How a particular advertisement can capture their attention is a plus factor for them to be interested and visit the place. Marketing Strategies must be competitive enough to make their potential tourist stay and eventually turn them into their customers. The more guests are satisfied and give positive reviews only meant that the marketing strategies used are effective and successful.

The Destination Image is strongly associated with tourist satisfaction because it can relate to feelings that are created by cognitive features with tourism activities and the accumulated assessment of numerous features of destination image. It needs to take immediate measures to provide professional training and development, improve the quality of working environment in order to reduce attrition in the industry, provide proper career planning, implement good manpower planning and provide job descriptions and specifications at all stages of the service. The government and the business owners need to work together for this concern and they need to use all channels which include print media, electronic media and social media for traveler's reviews to attract tourists (Kanwel et al., 2019).

Table 7

Proposed action plan for tourism improvement in Quezon Province

Key results area	Objectives	Strategies/activities	Outcomes	Responsible unit
Behavioral intentions				
Outcome quality	To create memorable and meaningful experience to the tourists.	The destination business owners may promote voluntourism, travel for a cost/check-in help out. For every booking, they will give a percentage of its revenue to raise fund and support non-profit organization.	Tourists will be interested to join because many are advocate of sustainable tourism. Positive reviews will increase.	The business owners in collaboration with non-profit organization like the Abot-Kamay PH; a youth-led charity program that helps people in need.
Tourist satisfaction	To enhance the place or add some innovations.	The business owners may improve the place by constructing new things like instagrammable spot or corner.	Tourist arrival will increase since they are curious to visit the place.	The business owners.
Place identity	To incorporate tourist personal engagement.	The business owner creates personalize campaign where they will ask questions to their followers on social media with their post. Tourist can share their own picture and videos as part of the contest.	Tourist engagement will increase and the promotion will reach a large number of people worldwide.	The business owners.
Place dependence	To improve destination brand image	The business owners may promote the destination by how they adopt for the new normal. This includes their preventive measures for the guest to avoid COVID-19 cases.	The fear of travelling will be lessened and people will start to travel again in the destination.	The business owners in collaboration with Quezon provincial tourism office.
Intention to recommend	To create mental image to the destination.	The business owners may optimize their content for mobile using eye-catching images, videos and headlines that use few but attractive texts.	People will be encouraged to check the post and react. Increase interest will turn them into customers.	The business owners.
Intention to visit	To motivate tourist to revisit the place.	The business owners may create a loyalty program were tourist can receive a discount on their next visit.	Repeat tourist will increase because they are interested with the loyalty program.	The business owners.

Table 7 ...continued

Key results area	Objectives	Strategies/activities	Outcomes	Responsible unit
Marketing strategies				
Internet	To heighten the advertisement online.	The business owners can partner with popular vloggers to feature their destination in their videos to improve their marketing promotion.	Tourist will increase their interest about visiting the destination after watching the travel vlog online.	The business owners in collaboration with popular travel vloggers.
Characteristics of marketing strategies				
Curiosity	To come up with attractive ads for the destination to enhance tourist activities.	The business owners may create an advertorial; an ad that looks like a news article where they can put travel articles, tips and advice about planning a trip. It is accessible online and inspirational quotes can be use too.	People will be interested to read the article because it's not only promoting but also help them with regards to travelling positive recommendation will be received.	The business owners.
Creating motivation act	To include tourist participation for the preservation of the attraction.	The business owners may involve the tourist by encouraging them to use recyclable materials like reusable bottles and utensils.	The business will receive positive reviews from their guests and will improve their branding.	The business owners in collaborating with the Quezon province Council for Culture and the Arts (QPCCA).
Giving opportunities to act	To encourage volunteerism among the tourist visiting the destination.	In order to practice volunteerism, the tourists are encouraged to donate their plastic waste before leaving the destination.	The plastic waste given by the tourist will be recycled and turn it into useful things like recycle bins, park benches, t-shirts etc. The t-shirt can be sold for souvenirs and can increase revenue for the place.	The business owners in collaboration with the Provincial Planning and Development Committee (PPDC) of Quezon.
Evaluation and feedback	To be more consistent in monitoring and collecting feedback to the visiting tourists.	The business owners can create a mobile app that let the tourist find everything they need for their stay. They can promote using the app for their reviews and feedback to their guests.	The collection of reviews from the guests will be easier. The tourist will also feel that their stay are personalized because of the app. This can increase the curiosity of the guest to visit the destination.	The business owners.

4. Conclusion

Majority of the respondents are single female coming from the local, aged 18-25 (student or young adult) with Bachelor's Degree and classified as Mid-centric. They usually travel for leisure and prefer using the Internet when choosing a travel destination. Meeting the guest expectation and providing them quality service can lead to a positive recommendation and review. That makes Word of Mouth highly influential when tourists are making travel decisions. A competitive marketing strategy is vital to make any business successful. Promotions using attractive user-friendly websites with valuable contents leads to a positive tourist behavioral intention. The researcher proposed an action plan based on the result of the study and that is to improve further the marketing promotions of the destinations in the province. The government and private sectors should work together in creating advertisements that can attract more tourists to visit the area which includes safety measures and practices to avoid the spread of the virus. Generation X under the age bracket of 46 to 55 years old have high level of tourist behavioral intentions on tourist satisfaction and intention to recommend. At the same time, educational attainment influence high level of intention on tourist satisfaction for those who obtained Master's Degree and high level of intention on place identity and place dependence for those with Associate Degree.

Those people who used Facebook as a marketing tool and categorized as Allocentric (adventurous person) have higher level of tourist intentions. With the difference of responses, the result showed a significant relationship and implies that the more positive the tourist behavioral intentions, the better marketing strategies used.

4.1 Recommendation

The destination business owners may improve their official website making it visually appealing, add virtual tour application to become interactive and add a mobile application where tourist can upload their pictures and videos. Promote more about Voluntourism or Sustainable Tourism especially that the world is experiencing a global pandemic right now. Partnering with the local government unit to help and give donations for the local people and protecting the environment as part of their promotional techniques can make the tourist's vacation a memorable experience. With travel restrictions going on, the business owners and the local government unit can partner together to focus on attracting local tourist to visit the area. The business owners must adopt the new normal in compliance to the policy of local government unit by showing that their establishment are practicing an enhance safety and precautionary measures to avoid the spread of COVID-19. The business owners must collaborate with the Quezon Provincial Tourism Office to develop programs and projects that can help in sustaining the natural attractions and culture in the province. Various local government organizations are present to optimize infrastructure facilities, capacity building, policy and program to boost tourism. With different tourism establishments returning for operations, the locals are encourage to support local tourism and participate on different local attractions in order to improve the tourism industry in Quezon Province. The future researcher may conduct similar study using different variables such as safety and security measures, influence of the new normal to tourist's travel decision and flexibility measures done by the management.

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