

Tourist satisfaction, perceived value, and behavioral intention to revisit cultural heritage tourists: Basis for development plan

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Abstract

Cultural heritage tourism is regarded as sustainable in the Philippines; it is especially promising in the CALABARZON Region, as UNESCO demonstrates that cultural heritage has been a part of the legacy of the past focusing on natural and cultural heritage tourism for future generations. This study aimed to propose a basis for a development plan for cultural heritage tourists in the CALABARZON Region. This study also determined to investigate tourist satisfaction, perceived value, and behavioral intention to revisit cultural heritage tourists. A quantitative method and descriptive research design were used with adopted survey questionnaires in different high-impact studies distributed to 296 local and foreign tourists who visited 35 cultural heritage sites. Furthermore, the Statistical test used for the study was based on Shapiro Wilk Test, Kruskal Wallis Test, Mann Whitney U-Test to test the significant differences, while Spearman Rho for the test of a relationship. This study concluded that the majority of respondents are male, age bracket of 25 to 40 years old, single, well-educated domestic tourists, and a travel partner with family who used social media platforms for destination tourists. The findings show that cultural heritage tourists have an unsupported non-significant difference in perceived value in terms of attitudes, pro-tourism, and physical appearance in cultural heritage sites, whereas indicators of behavioral intention show a significant positive relationship. Despite the dissatisfaction, the results show that this study makes an important contribution by reviewing existing literature and examining overall satisfaction, perceived value, and behavioral intentions to revisit cultural heritage tourists. This study had a positive impact on the economy of regional tourist destinations and made more tourism development possible.

Keywords: tourist satisfaction, perceived value, revisit intention, cultural heritage site, CALABARZON, Philippines

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1. Introduction

Statistics on tourist arrivals to the Philippines before the pandemic in 2019-2020 could predict the importance of tourism in the Philippines. Global tourism has dropped by 74% as a result of global crises. (UNWTO, 2021). According to Department of Tourism data, the Philippines received over 8.2 million foreign visitors in 2019, with total spending ranging from Php 482.16 billion in 2019 to Php 81.4 billion in 2020 (CNN Philippines, 2021). Furthermore, the influx of tourists has also been reflected in the Department of Tourism Region IV-A in CALABARZON, which has seen a 20 percent increase in foreign tourist arrivals, with 4.83 million overnight staying visitors for domestic tourism and 257,147 overnight foreign tourists in the region (PNA, 2017).

According to Richards (2018), the UNWTO confirmed cultural tourism as a significant component of international tourism consumption, accounting for 39 percent of tourism arrivals; thus, same-day arrivals in DOT Region IV-A totaled 25.57 million domestic visitors and 466,255 foreign visitors (PNA, 2017). Similarly, the influx of domestic and foreign tourists is not only for the region's offers of sun, sea, and surf tourism but also for other types of tourism such as cultural heritage tourism, which is among the tourist clamor at the destination.

At the moment, this type of cultural heritage tourism is regarded as sustainable in the Philippines; it is especially promising in the CALABARZON region, as the UNESCO (2019) demonstrates that cultural heritage has been a part of the legacy of the past that we live in today focusing on natural and cultural heritage tourism, as well as holding on to future generations of cultural heritage sites (Bayih & Singh, 2020), where cultural tourists spend an average amount of money (Richards, 2018; Cisneros-Martinez & Fernandez-Morales, 2015). As reported by UNESCO (2019) this type of tourism with a concentration on cultural heritage site have encountered an increase in the tourism industry. Tourist satisfaction with travel resources in a cultural heritage site increases revenue in terms of tourism facilities in the destination, and the tourism environment becomes more strategized as a business hub for many tourists industries (Rahmiati et al., 2020; Ginanpala, 2015; Chiu et al., 2016). Furthermore, visitors to cultural heritage sites have been considered culturally and historically inclined in the type of tourism (Castillo, 2015), which is considered a global trend; as it plays an important role in the country's economic development (Manzoor et al., 2019) and as one of the fastest-growing segments of the tourism industry in many years (McLoughlin et al., 2019).

Few studies, however, have failed to investigate the issue of the perceived value of a non-significant relationship, and all of the results in numerous studies have shown a positive and significant relationship, while previous studies have also failed to consider the results of dissatisfaction responses toward the visited destination. As a result, this type of information can assist cultural heritage site destinations in better explaining themselves and should be investigated (Akhoondnejad, 2016). This is the first gap addressed in this research. Several studies have found that cultural heritage tourism can be made more sustainable if participants work closely together (Patwardhan, Ribeiro, et al., 2019; Guevarra & Rodriguez, 2015) and relate to emerging generations of tourists who want to learn from the past and, where appropriate, challenge and change it (Trinh & Ryan, 2017).

According to destination theory, cultural heritage travel motivation partakes in a unique experience in the visit of tourists, experience in the destination (Su, Nguyen, et al., 2020). Furthermore, several studies have found that higher levels of satisfaction with a particular destination do not lead to an increase in the number of people returning because repeat visits cannot guarantee the destination's tourist demand (Zhu et al., 2017); and promote the destination as part of their historical experience (Hernandez-Rojas et al., 2021; Sato, et al., 2018). In this context, satisfied cultural heritage tourists are motivated to return to the destination (Nguyen, et al., 2021; Le, et

al., 2020), and perceived value for tourist motivation, involvement, and purchase intention (Liu, 2021; Prebensen, et al., 2012), and the destination should be revisited for tourism development (Liu, 2021; Prebensen, Woo, et al., 2012; Teo, Khan, et al., 2014; Bandala, 2017). However, more tourists expressed satisfaction with the destination and a desire to return to the CHS (Loi et al., 2017; Zhang et al., 2018, Ranjbarian & Pool, 2015). Revisit intention is anchored with the theory of planned behavior and is required to apply to cultural heritage tourism at destinations (Zhang, et al., 2020) whereas, Zhang, et al. (2019) used the theory of planned behavior to elucidate the behavioral formation in conflict resolution. Prior research has not looked into how tourists' negative responses to the indicators affect their evaluation of the trip and the cultural heritage sites they visit. This information could assist cultural heritage site destinations in better explaining and anticipating tourist decisions.

1.1 Objectives of the Study

This study aimed to investigate tourist satisfaction at destinations, perceived value, and behavioral intention to revisit cultural heritage sites. It specifically seeks to describe the demographic profile of respondents in terms of age, sex, civil status, highest educational attainment, occupation, type of tourist, frequency of visit to cultural heritage sites before the pandemic; frequency of visits/trips in the destination before pandemic, travel companion, information about the cultural heritage site, type of transportation used, and places to visit in cultural heritage site, to determine the level of tourists satisfaction in terms of travel resources, travel facilities, tourism environment, natural features, satisfaction of visitors, and price perceived, to ascertain perceived value in terms of price value, social value, and quality, to determine the behavioral intention to revisit in terms of attitude towards cultural heritage site, pro-tourism to cultural heritage site, and physical appearance of cultural heritage site, test for a significant difference between tourist satisfaction and perceived value at destinations, test for a significant difference on satisfaction of tourists when grouped are based on profile, perceived value, and intention to revisit, and test for the significant relationship exist among the three major variables in terms of tourist satisfaction, perceived value and behavioral intention. Finally, based on the findings, this study proposed a development plan for the accrediting government agencies to endure the tourist destination, perceived value, and behavioral intention to revisit cultural heritage sites.

2. Methods

Research Design. A quantitative method and descriptive research design were used with adapted survey questionnaires in different high-impact studies that visited 35 cultural heritage sites. According to the sampling design and size determination, Sekaran and Bougie (2016) state that a sample size of more than 30 respondents and less than 500 respondents is sufficient to conduct a survey questionnaire. The largest proposed sample size of 384 domestic tourists and foreign tourists plus a 10 percent incomplete and non-return rate (El-Gohary, 2012) is also found the same figure (n=384).

Participants. Participants in the study included 396 domestic and foreign tourists, with 35 cultural heritage sites from the CALABARZON Region allocated proportionally for this study. The number of participants has been computed through the Raosoft calculator with a result of 396 domestic and international tourists with a margin error of 5 percent and a confidence level of 95 percent of tourist arrival in the CALABARZON Region.

Instrument. The first part is the level of satisfaction of tourists at the destinations was measured using the 5-point Likert Scale and 28 attributes and questionnaires by Le et al. (2020); Nguyen Van, Do et al. (2021); and Huete-Alcocer, Lopez-Ruiz, et al. (2019a). The second part on perceived value and its literature were reviewed, with a 5-point Likert Scale with 12 attributes customized by Liu (2021), Del Rio, Hernandez-Rojas, et al. (2020), and Prebensen et al (2012). The third part is the behavioral intention to revisit cultural heritage sites was tailored based on the research of Bayih and Singh (2020); Shen, Geng, et al (2019). It was evaluated using a 5-point Likert scale and 12 attributes. Based on its thematic scope in cultural heritage sites, questions were customized and developed, and others were converted to related terms. Following the development of the research instrument with related questions to the respondents' demographic profile in terms of age, sex, civil status,

highest educational attainment, occupation, type of tourist, frequency of visit to cultural heritage sites before the pandemic; travel companion, information about the cultural heritage site, type of transportation used, and places to visit in the cultural heritage site. Industry experts, the research director, a professor of hospitality and tourism management, and the dissertation adviser all attended the questionnaire validation process. The researcher used online grammatical software and plagiarism software was also used to check for grammatical structure and paraphrasing on the part of the study's proponent.

The reliability test Cronbach Alpha for tourist satisfaction is 0.835 indicating that the questionnaire has a good internal consistency; the perceived value of 0.933 obtained a Cronbach's alpha value of 0.933 indicating that the instrument has an excellent internal consistency, and the instrument for behavioral intention has a good internal consistency with a Cronbach's alpha value of 0.784 indicating that the instrument has a good internal consistency. Forty respondents voluntarily participated in the pre-test run of the reliability and validity analysis, yielding a reliability coefficient of Cronbach Alpha 0.70.

Data Gathering Procedure. The researcher searched the Department of Tourism, the National Historical Institute, a virtual university library, online ebooks and journal resources, and other relevant documents for information on cultural heritage sites. Following final approval from the adviser, the field survey questionnaire was distributed to the selected respondents via Google Forms, social media platforms, and interviews, with an attached letter to conduct the survey and strict adherence to data privacy laws and confidentiality.

Data Analysis. The statistical test used for the study is non-parametric because the nature of data is not normally distributed based on the Shapiro Wilk test with a p-value of less than 0.01. Therefore, Kruskal Wallis Test was used to calculate the differences of variables with three or more categories while Mann Whitney U-test was used to test the differences of the variable with two categories. For the test of a relationship, Spearman Rho was used using the 0.05 alpha level.

Ethical Considerations. The researcher employed several ethical practices under data privacy laws and respondent confidentiality. To ensure the integrity of the data, no names or personal identifiers have been entered into the survey questionnaire. The researcher made the initial contact via a website, followed by a formal visit to the modified enhanced community quarantine, sending a questionnaire via a Google Form, a Facebook messenger with prior approval from the respondent, and a phone call to determine whether the identified participant met the requirements. Before using the survey questionnaire, the researcher requested permission from the following authors. Following the university's ethics committee in the graduate school, permission was granted for the three major variables used in this study.

3. Results and Discussion

Table 1 found that the majority of respondents are male, age bracket of 25 to 40 years old, single, well-educated domestic tourists, and a travel partner with family who used social media platforms for destination tourists. To increase tourist satisfaction, cultural heritage management of hygiene, cleanliness, accessibility, hospitality, structure, cultural beauty, food variety, and entertainment should focus on explaining the superior tourist satisfaction and providing a high value of service standard among tourists in the destination. Accordingly, this study is supported that the age of maturity as visitors, according to Adie and Hall (2017), is from a middle-class family, are in their forties, and have a good educational background.

According to Chen, Bao et al. (2014) majority of the respondents were below age 25-40 years old is counted as a large group of respondents. The subjects were also from all occupations, with employees 235 (59.3%) and self-employed 60 (15.2%), went to travel partner family 243 (61.4%) and relatives 154 (38.9%), destination information with family/relatives/friends 168 (42.4%), and social media platforms 134. (33.8 %) The tourist's mode of transportation at the destination was road 395 (100%). The profile of the respondents of cultural heritage visitors revealed no significant relationships in terms of age, monthly income, and type of residence when the heritage tourist typology was investigated, whereas individual motivation can be influenced by their

age, income level, and civil status (Fan, Qiu, Su et al., 2015). This study also identified 384 (97.0 %) domestic tourists and 12 (3.0 %) foreign tourists as accounting for a portion of the sample. The mean for visiting cultural heritage sites was (69.3%, implying a frequency of 253, who was listed at 207.25 when grouped by profile. This study is supported by Bayih and Singh (2020; UNWTO, (2016) that the United Nations World Tourism Organization has identified two types of tourists international and domestic tourism.

Table 1

Profile of the respondents

Profile	Category	Frequency	Percent
Age	24 & below	76	19.2
	25-40	210	53.0
	41-56	86	21.7
	57-75	24	6.1
Sex	Male	314	79.3
	Female	82	20.7
Civil Status	Single	273	68.9
	Married/Widowed/Separated	123	31.1
Highest Educational Attainment	HS	181	45.7
	Bachelor	207	52.3
	Master	8	2.0
	Doctor	0	0
Occupation	Government Employee	16	4.0
	Private Sector	235	59.3
	Self-Employed	41	10.4
	Retiree	60	15.2
	Student	5	1.3
		39	9.8
Tourist Type	Domestic	384	97.0
	Foreign	12	3.0
Frequency Visit	Once a year	253	63.9
	Twice a year	61	15.4
	Thrice a Year	78	19.7
	More than Thrice a Year	4	1.0
Travel mode at destination before the pandemic	Alone	10	2.5
	With My Spouse	2	.5
	With My Family	243	61.4
	With Friends	44	11.1
	With Relatives	154	38.9
	With Business Partner	0	0
Information about the destination	With Tour Group	0	0
	Previous experience/trips	113	28.5
	Social Media Platform	134	33.8
	Family/relatives/friends	168	42.4
	Travel guide books	0	0
	Travel agencies	2	.5
	Travel Information Centers	0	0
	e-Word of mouth	2	.5
Type of transportation use at destination	Advertising brochure	2	.5
	Sea (vessel/motorboat)	4	1.0
	Road (car/van)	396	100.0

As shown in Table 2, cultural heritage sites in the Province of Cavite, Philippines have been penetrated by domestic and foreign tourists. The demographic profile of males dominated the destination. The most visited cultural heritage site in Cavite was Andres Bonifacio Trial House, which has a frequency of 22 (5.6%), contradicting the findings of Buted, Sevilla, et al. (2014), who found that the most visited cultural heritage sites in Cavite Province are Punzalan House and Bonifacio Trial House while preserving culture, heritage, arts, and environment ranked fourth. The cultural heritage sites in Laguna Province, Philippines demonstrated a frequency of 364 or 91.9 percent, and a flock of domestic and foreign tourists in Laguna visited the Rizal Shrine. The National Historical Commission of the Philippines designated it as a national shrine in the downtown of Calamba City, Laguna, which was reoccupied during the Philippine Revolution (NHCP, 2021).

Table 2

Cultural heritage sites in the CALABARZON Region

	f	%
Cavite		
Monument of Pres. Emilio Aguinaldo	337	85.1
Laguna		
Rizal Shrine	364	91.9
Batangas		
Heritage Town of Taal	273	68.9
Rizal		
Antipolo Church	341	86.1
Quezon		
Church of Sariaya	300	75.8

In terms of domestic and foreign tourists in Batangas Province marked their visits to the Heritage Town of Taal, with the frequency of 273 or 68.9%, followed by St. Martin de Porres or Taal Church in the Municipality of Taal, Batangas with the frequency of 229 or 57.8%. As Buted et al. (2014) supported this finding of the study that the Basilica of St. Martin de Porres ranked first in the survey, while this study ranked second among the most visited cultural heritage destination in Batangas, which is closely related to this study in terms of ranking. Castillo et al. (2015) study supported the cultural heritage sites visitors in Taal Heritage Village conversely it is notable for its national costume, royal houses, and historical sites, the Church of Martin de Porres Tours, which is culturally and historically famous among tourists. Additionally, there were 341 (86.1%) domestic and foreign tourists in Rizal who visited the Antipolo Church, while the least frequency goes to historical Pamitnan Cave, Rodriguez, Rizal. Aguilar, Limpot, et al. (2020) recommends that tourism planning and development be established to boost the tourism business industry in the Rizal province. The Church of Sariaya is the most visited cultural heritage site in Quezon Province, according to the results of a demographic survey. It was visited by 300 domestic and foreign tourists, or 75.8 percent, who are interested in rich historical heritage and archeological heritage from the early Spanish era and are fond of cultural heritage sites. Churches and other sacred objects in public heritage, such as saints and statues, have been well preserved in the community and have served as both public and private property (Nishimura, 2018).

Table 3

Summary of tourist satisfaction, perceived value, and behavioral intention

	CM	SD	VI	Rank
Satisfaction of tourists at the destination				
Travel Resources	4.29	0.71	MS	1
Tourism Facilities	4.25	0.71	MS	5.5
Tourism Environment	4.27	0.73	MS	2
Natural Features	4.26	0.72	MS	3.5
Satisfaction with Visitors	4.25	0.71	MS	5.5
Price Perceived	4.26	0.71	MS	3.5
Perceived Value				
Price Value	4.38	0.73	GE	1
Social Value	4.35	0.73	GE	3
Quality	4.36	0.73	GE	2
Behavioral intention to revisit cultural heritage				
Attitude towards Cultural Heritage Site	4.41	0.62	MA	1
Pro-Tourism to Cultural Heritage Site	4.38	0.62	MA	3
Physical Appearance of Cultural Heritage Site	4.39	0.62	MA	2

Scale: 4.50-5.00: Completely Satisfied (CS); 3.50-4.49: Mostly Satisfied (MS); 2.50-3.49: Somewhat Dissatisfied (SDS); 1.50-2.49: Mostly Dissatisfied (MDS); 1.0-1.49: Completely Dissatisfied (CDS)

Table 3 presents that the level of satisfaction with the destination's tourism facilities was interpreted as “mostly satisfied” with a composite mean of 4.25 where food and cultural heritage are intertwined. Experience can influence tourist satisfaction the image of individuals and their choice of destination for food heritage, particularly in times of crisis like pandemics where media releases and broadcasts news generate fear and panic among people in the community (Hall, Prayag, et al., 2020a). Based on the scale, indicators have demonstrated the importance of tourism facilities for the respondents with experience to visit a cultural heritage destination, to

predict their behavior, and travel to a destination (Stylidis et al., 2020). This is consistent with the lack of a significant difference in the level of tourist satisfaction when grouped according to demographic profile, namely sex and highest educational attainment; thus, tourist satisfaction is not significant in the visited tourist destinations, which supports the findings of this study, while the higher the quality of services provided, the higher the level of safety and security in cultural heritage sites, (Nagaj & Žuromskaite, 2020) and the lack of emotional solidarity without eliciting experiences in the past and decline the readiness to visit a destination (Rasoolimanesh, et al., 2021).

The tourists are satisfied with the destination for the tourism environment, with a composite mean of 4.27; tourist satisfaction is determined by natural features, a composite mean of 4.26, and is interpreted as “mostly satisfied. The three indicators received the same mean (4.25). Rajesh (2013) stated that natural landscape, recreational facilities, destination image, motivation, the behavior of tourists, and even service in the cultural heritage sites are contributing factors that affect tourist satisfaction in the destination. Satisfaction in terms of visitors has been indicated in the composite mean (WM=4.25), interpreted as “mostly satisfied”. Tourist satisfaction is satisfied tourists as repeat customers who provide a good salary without incurring any costs; and satisfied tourists have goals of taking the good word of mouth advertisement, positively influenced by tourist perception, destination image, and developing a comprehensive tourist experience in addition to cultural and heritage visits, should be assessed (Steen, 2016; Ti, Huy, et al., 2020; Puh, 2014; Rajesh, 2013). Price was perceived interpreted as "mostly satisfied" in the composite mean (WM=4.26). Cultural tourism is all about intrinsic motivation to travel with friends and discover a new culture, those participating in cultural events representing tangible and intangible tourism gains new experience for education, entertainment, and creativity (UNWTO, 2018; Smith, 2016; Du Cros & McKercher, 2015; Matteucci & Zumbusch, 2020).

The perceived value in terms of price value has a CM=4.38, social value (CM=4.35), and quality (CM=4.36) and received an interpretation of “great extent”. This study is supported by an assessment of perceived value, which is offered to customers with the highest value, whereas customers always adhere to low cost but are limited to the exact cost of a price value, lack of information, agility, and net income (Adinegara et al., 2017). Quality has an overall CM=4.36 was interpreted as "great extent." Su, Xu, et al. (2021) contention that perceived value is important in the relationship between authenticity and loyalty, which could influence both sides through the direct impact of perceived value, wherein the authenticity of tourism objects and interpersonal communication directly influenced loyalty in terms of authentic restaurants (Chen, Huang, & Hou, 2020). However, the behavioral intention to revisit cultural heritage sites in terms of attitude has a CM= 4.41, pro-tourism CM=4.38; while physical appearance has a CM=4.39 which is interpreted to "mostly agree,” visitors with a behavioral intention to return to a cultural site tend to stay for a longer period, are satisfied with the location, and have a high likelihood of using word-of-mouth and requiring less cost for marketing. (Nguyen et al., 2020; Zhang, Wu, & Buhalis, 2018).

3.1 Test of differences in Tourist Satisfaction when grouped according to Profile

Table 4 shows the demographic variables demonstrated a relationship between the groups with age, sex, civil status, highest educational attainment, occupation, tourist type, and frequency of visit. It reveals that there is no significant difference in satisfaction of tourists in the destination when grouped by profile variable, as indicated by computed p-values greater than 0.05 alpha level. Because the computed p-values are significant at $p < 0.05$, the result indicates the test of differences in satisfaction of tourists in the destination when grouped by profile. This test confirmed that there is no statistically significant relationship between sex and tourist. The test confirmed that there is no significant difference between tourist type and tourist satisfaction when respondents are grouped according to their profile.

Huete-Alcocer et al. (2019a) discovered a link between the profile and tourist satisfaction at the destination. This result contradicts the findings of this study, which found a significant relationship between profile and tourist satisfaction, whereas this study found no significant relationship in the test of difference in tourist

satisfaction when grouping according to demographic profile. For occupation, there was no significant difference between occupation and tourist satisfaction when tourists were grouped by profile.

According to Migdadi and Abdel-Rahman (2020), the tourism environment, including decors, furniture, building layout, design, lighting, and color of tourism facilities, could be a major component leading to customer impressions of cultural heritage sites. The test confirmed that there is no significant difference between tourist type and tourist satisfaction when respondents are grouped according to their profile. Rahmiati, et al. (2020) agree that tourist satisfaction in a cultural heritage site with travel resources increases revenue and the tourism environment becomes more strategized as a business hub for many tourist industries (Ginanpala, 2015; Chiu et al., 2016).

3.2 Test of differences in Perceived Value when grouped according to Profile

Table 5 shows the test of differences in perceived value when grouped according to profile. This test confirmed that when age and perceived value are grouped, there is no statistically significant relationship between the two. This study examines the test's statistical significance in perceived value in terms of age ranges ranging from 25 to 40, with males dominating the study rather than females. This test confirmed that there is no relationship exists between age and perceived value when people are grouped based on their demographic profile. The test for perceived value according to the demographic profile showed that the highest education attainment indicated the highest perceived value. This test confirmed that there is no significant difference exists between the highest educational attainment and perceived value (Qu, 2017) when people are grouped according to the demographic profile shown in the table. The impact of perceived value on social value, price value, and value in quality tested was not significant. As a result, construct involvement was not a significant moderator of purchase intention in price value (Liu, 2021).

3.3 Test of differences in Behavioral intention to revisit cultural heritage when grouped According to Profile

Table 6 presents compare responses on behavioral intention to revisit the cultural heritage site when grouped by profile variables such as age, highest educational attainment, occupation turned out with employee. It reveals that there is no significant difference in behavioral intention to revisit cultural heritage sites when grouped by profile variable, as indicated by computed p-values greater than 0.05 alpha level, the computed p-values are significant at $<p.05.$, the test of perceived differences, when grouped by profile, received a VI of "Not Significant." Respondents who visited cultural heritage sites in destinations frequented by tourists favored the behavioral intention to revisit in terms of age, interpreted, not significant. No significant differences were found in the experience on satisfaction and revisit intention by visiting groups and demographic profile of tourists (Qu, 2017). Campos, Galvez, Fernandez, et al. (2020) investigate the differences between the four types of tourists, namely alternative tourists, emotional tourists, cultural tourists, and heritage tourists, and there is a direct impact of a heritage building on behavioral intentions. In terms of perceived value rating, which has a significant relationship to satisfaction and intention to revisit a heritage site, perceived quality directly affects satisfaction and intention to revisit a heritage site, whereas satisfaction has a significant relationship with intention to revisit, which is contrary to the results of this study, which were interpreted with no significant difference (Puspitasari et al., 2019).

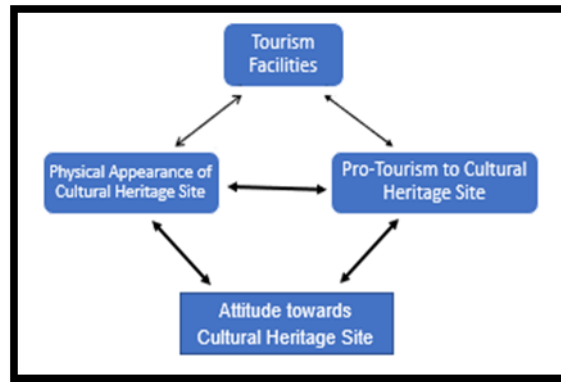


Figure 1. The framework of the Study

This study is anchored with a framework of the study for the relationship of three indicators with significant relationships, namely behavioral intention on tourism facilities, pro-tourism to cultural heritage sites, and the physical appearance of cultural heritage sites, to achieve the research objective.

4. Conclusion and Recommendation

The majority of respondents are male, age bracket of 25 to 40 years old, single, well-educated domestic tourists, and a travel partner with family who used social media platforms for destination tourists. To increase tourist satisfaction, cultural heritage management of hygiene, cleanliness, accessibility, hospitality, structure, cultural beauty, food variety, and entertainment should focus on explaining the superior tourist satisfaction and providing a high value of service standard among tourists in the destination. It has been proven in this study that perceived value has a direct impact on tourist satisfaction because it acts as a mediating role between the quality and satisfaction of tourists in the destination by validating four indicators price value, social value, and quality.

A higher level of satisfaction with a cultural heritage site can be verified from a managerial perspective in the conceptualization of tourist intention to return (loyalty), indicating a greater willingness to revisit in the future. When the three indicators are grouped by demographic profile, there is no significant difference; however, from the theoretical perspectives in this study, it represents a cultural segment by validating the overall satisfaction, perceived value, and behavioral intention of tourists. There is no significant relationship exists between the three major variables except for tourism facilities and pro-tourism and the physical appearance of the cultural heritage site. There is a need to provide dynamic tourist satisfaction, customer perceived value, and authentic cultural heritage experiences to tourists while maintaining the highest possible and highest regard for the tourism environment to the DOT regional office. There is also a need to provide a more comprehensive understanding of customer behavior as a contribution to local government units, it must include customer engagement and heritage brand image.

The advancement of the cultural heritage site, maximizes the use of information and communication technology (ICT) to benefit cultural promotion, recreational activities, and communication dissemination, both before and after the revisit. It will be more effective as a cultural heritage site destination for the CALABARZON region if it can capitalize on the region's enduring resources of Filipino culture, giving it greater uniqueness and encouraging creative cultural industries. The management must provide a peaceful cultural heritage experience in the destination environment and under the healthiest conditions for tourists, and visitor overcrowding must be minimized to maximize the dilapidation of cultural heritage infrastructure. Meanwhile, incorporating other variables such as cultural image destination, customer perceived value, and future intentions for future researchers can improve the measure's reliability in explaining changes in the independent variables.

4.1 Development Plan

The amplification of a development plan indicates the different strategies and action plan elements, description of activities, lead responsible and strategic partners, the success indicators, and remarks, as the case may be. The development plan is a synthesized instrument for effectuating management to attract, compete, and put in a dynamic perspective. There is always a dearth to challenge stakeholders in terms of tangible tourism refers to as a part and parcel of fiber tourism symbolizes history, cultural-historical values, and economic booster to uplift the economic sector of the society, as well as help the community to strengthen their willingness to assist the domestic and foreign tourists to safeguard and for investment tourism.

The strategy and action plan elements, description of activities, lead responsible and strategic partners, and success indicators are included for the development such as improving tourist convergence in the development of the region which includes the reinforcement of legal cultural heritage protection and raising public awareness, policies on cleanliness and sanitation. It will equip the provincial, municipal, and city environment and natural resources with logistics for the long-term cleanliness and sanitation of public restrooms and urinals in cultural heritage sites; expand the modernization of tourism policies, and enable the physical presence of offices in the region that exhibit the potential of cultural heritage destination to domestic and foreign tourist arrivals.

There is a need to develop initiatives to increase awareness of cultural heritage tourism to attract tourism investments and improve tourism products in terms of creation of tourism investment, promotion office, and granting incentives, Promoting collaboration briefing, initiatives, and capabilities for Regional Tourism Council covering tourism investment and recreational facilities, improvement of business establishment in the region for Tourism products must be properly identified, and budgets for DOT-identified projects must be approved in DOT Regional Offices, growth markets of cultural heritage tourism in the region and expand major infrastructure needed to prioritize other projects; formulate major investments in the region to attract investments in 5-star hotels and accelerate major beach resorts to fill the tangible supply of tourism products and to create of the new website page for the promotion of tourism and investment office; hotel/resort, and real estate industry and conduct a study for infrastructure project connecting three province to enhance nautical tourism in support of tourism circuit development. And finally, product development for cultural heritage tourism destinations and activities will be stepped up to encourage the development of tourism circuits in the developing areas of transport services in regional, provincial and municipal tourism centers of accommodation and services; organize the Tourism Circuit Task Force development in the region including Southern Luzon Tourism Circuit, Tourism Council, and Regional Development Council headed by provincial governors in 5 provinces.

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