

Destination attributes and tourist behavior intention in visiting attraction in the province of Camarines Sur: Inputs for action plan

Nuñez, Sharmine ✉

Lyceum of the Philippines University, Batangas, Philippines (Sharmineorosco091412@gmail.com)

Borbon, Noelah Mae D.

Lyceum of the Philippines University, Batangas, Philippines (nmdborbon@lpubatangas.edu.ph)



ISSN: 2243-7770

Online ISSN: 2243-7789

OPEN ACCESS

Received: 25 June 2022

Revised: 18 July 2022

Accepted: 20 July 2022

Available Online: 25 July 2022

DOI: 10.5861/ijrsm.2022.42

Abstract

The role of destination attributes has something to do with the increase in tourists' revisit intentions. This study assessed the demographic profile of the respondents; determine the destination attributes of Camarines Sur and assessed tourist behavioral intentions. This study used the quantitative research design among the total sample of 385 tourists was used as the respondents of the study. Hence, this study generated useful data and reveal patterns that can drive the establishment of programs and policies relative to their development. The tourist destinations in Camarines Sur have a high level of destination attributes in terms of Security and Safety, Maintenance and Cleanliness, Infrastructure, Prices, Social Behavior of Local Residents, Information and Communication, Facilities, and Attraction. There was a high level of tourist behavioral intentions in terms of Outcome Quality, Physical Environment Quality, Tourist Satisfaction, Place Identity, Place Dependence, Intention to Recommend, and Intention to Visit. An action plan was also proposed for continuous improvement of the tourism and hospitality industry in the province of Camarines Sur.

Keywords: destination attributes, tourist behavior revisit intention, tourist destinations

Destination attributes and tourist behavior intention in visiting attraction in the province of Camarines Sur: Inputs for action plan

1. Introduction

Every destination across the globe can emulate a significant impact on the life of every tourist. Its ability to stimulate emotions, curiosity, and understanding can bequeath simultaneous visitors. Also, when destinations possess motivational factors and attributes, it can encourage visitors to revisit the place. Hence, providing activities and incentives for the tourists can develop loyalty amid competition. Meanwhile, the tourism and hospitality industry can increase the profit of a specific country. Ultimately, in the Philippines, it is one of the factors that can strengthen its economic capabilities. Chahal and Devi (2015) supported this idea by stating that tourism significantly impacts the state or country's economy and the attractions themselves. The more tourists visit a particular destination, the more it can boost the place's attributes. Also, if there is a positive tourist behavior intention towards the area, it will generate a mediating effect. The tendency will be a high revisit intention and affirmative feedback from its customers. In addition, tourism is seen as a component that contributes to the local economy. It provides prospects for development that benefit both the local government and its citizens. According to some, the term "tourism" encompasses all activities and industries that contribute to the tourist experience, whether they are domestic or international in nature.

Furthermore, Güzel (2017) defines destination attributes as the attributes that satisfy the tourist. It also establishes a desire for the visitors to return to the exact location. Additionally, travelers compare the various destinations they have to choose from and judge based on the features a location has. Comerio and Strozzi (2019) stipulated that world leaders agreed on a new 2030 agenda. Thus, tourism is now included in three of the 17 universal goals: goal 8 on decent work and economic growth, goal 12 on responsible consumption, and, finally, goal 14 on life below water. The United Nations General Assembly (UNGA) recognized 2017 as the International Year of Sustainable Tourism for Development. They acknowledged the potential of tourism to drive economic growth, social inclusion, and cultural and environmental preservation. As a result, the sustainable development of the locality must be considered a consequence of tourism.

Moreover, tourist behavioral intention has long constituted a vital research domain in interdisciplinary studies. The concept can be depicted as a tourist's intention to revisit based on past memorable experiences at a destination. It is also being used as a way to engage in word-of-mouth. Most researchers have long regarded behavioral intention as one of the most reliable sources of information regarding potential tourists. Interestingly, Jeong et al. (2019) also claimed that tourist behavioral intentions are essential for sustainable destination management in the context of tourism, destination managers should understand how tourists' behavioral intentions are formed. Increasing numbers of researchers have concluded that tourist satisfaction is probably a key factor of behavioral intention, and it is widely acknowledged that customer satisfaction is crucial for assessing the success of marketing strategies.

Interestingly, the Camarines Sur is blessed with several beaches, waterfalls, and mountains. It has a generally relaxing and laid-back atmosphere that tourists can explore and enjoy. It also has historical churches and landmarks that are lesser-known. That is why, it is known to be a complete getaway paradise of the Bicol Region. According to the Department of Tourism Regional Office V, Camarines Sur has 51 542 tourists arriving in 2019. It only shows that there is a massive patronage of tourist destinations in the province. However, there is still a dearth of study as to the identity of the destination attributes of Camarines Sur. There is a need to look at the maintenance of its safety and security. Also, the imposition of cleanliness and information and communication must also be taken to further enhance the province's characteristics. The infrastructure, prices, facilities, attraction, and social behavior of residents should also be studied to foster strong sense of research and development. Hence, assessing the tourist behavioral intentions in terms of outcome quality, physical

environment quality, tourist satisfaction, place identity, place dependence, intention to recommend, and intention to visit can also be viewed as significant factors towards its success.

That is why, the study on the destination attributes on tourist behavior intention in visiting attraction in the Province of Camarines Sur would be of great value. It will aid in determining the aspects of its tourism industry for future developments and in the pursuit of tourist satisfaction while visiting the community. The research can also generate useful data and reveal patterns that can drive the establishment of programs and policies. Through this, it leads to the promotion of tourism improvements which way benefit the local government of Camarines Sur local and its people. Moreover, formulating an action plan out of the findings of the present study may also provide the basis for a sustainable tourism development model. Thus, the output can be utilized by various destinations within and outside Camarines Sur.

1.1 Objective of the Study

The primary purpose of this study is to assess the destination attributes on tourist behavior intention in visiting attractions in the province of Camarines Sur. Specifically, this study sought to; (1) present the demographic profile of the respondents in terms of age, sex, civil status, type of tourist, and highest educational attainment; (2) identify the destination attributes of Camarines Sur in terms of security and safety, maintenance, and cleanliness, information and communication, infrastructure, prices, facilities, attraction, and social behavior of residents; (3) assess tourist behavioral intentions in terms of outcome quality, physical environment quality, tourist satisfaction, place identity, place dependence, intention to recommend, and intention to visit; (4) test the significant difference on the responses when grouped according to profile; and (5) propose an action plan based on the result of the study.

2. Methods

Research Design - This study used the quantitative research design to describe systematically, factually, accurately and objectively the gathered data. According to Rahi (2017), the quantitative approach is a scientific method whose foundations can be found in the positivist paradigm. This strategy concentrates on gathering new data from a broad population in line with the problem and analyzing the data, but it ignores an individual's emotions and sentiments, as well as the context in which the data is collected.

Participants of the Study - A total sample of 385 tourists was used as the respondents of the study. It was based on the total tourist arrival of 51,542 according to the data requested from Department of Tourism Region V. These 385 tourists are those who visited the tourist destinations in Camarines Sur in the year 2019. Using a convenience sample method, the researcher was able to select the participants. Samples can be drawn from the first primary data source that is accessible, without additional requirements, using stratified sampling. That is to say, volunteers or respondents are recruited from wherever they can be found and, more often than not, wherever they can be found in a timely manner. There are no pre-determined inclusion criteria in this sampling. Participation is open to any and all individuals (Saunders et.al., 2012). Tourism offices in each municipality was able to identify them. In the absence of easily available data, the researcher conducted Facebook polls and use other social media channels to collect potential study participants.

Instrument - This study utilized a survey questionnaire adapted from the two studies of Roque (2021) and Madridano (2021). A questionnaire is a set of questions that measures each item by using a rating scale to determine their level of agreement in various statements. This questionnaire was divided into four sections, the first part consists of items pertaining to the demographic profile of the respondents in terms of age, sex, civil status, type of tourist, and highest educational attainment. Second part is composed of statements under the destination attributes of Camarines Sur which could be answered by a 5-point Likert Scale- 5 as Excellent, 4 as Very Good, 3 as Good, 2 as Fair and 1 as Poor. The last part involved statements about the tourist behavioral intentions which could yield responses using a 5-point Likert Scale: 5 as Always, 4 as Often, 3 as Sometimes, 2

as Rarely and 1 as Never. Furthermore, the instrument underwent into a rigorous process of validation by the experts. After the validation from the experts, it underwent pilot testing to measure its internal consistency through a reliability test. The result of reliability statistics showed that the computed Cronbach's alpha value of 0.900 signifies that the instrument for destination attributes has a strong or excellent internal consistency. The questionnaire for tourist behavioral intention has the value of 0.877 which signifies good in the rule of thumb. Thus, this set of questionnaires is considered valid for use.

Data Gathering Procedure - In gathering the data, permission to conduct the study utilized the tourists of Camarines Sur, as respondents sought from the Tourism Offices of different Municipalities. After the approval, copies of the letter/permit and purpose to conduct the study was given to the respective respondents through their emails. Then, the researcher was conducted an orientation on the undertaking of the study and how to accomplish the research instrument which was given through Google forms and sent by the researcher to the respondents' emails and messengers of the participants following the COVID-19 health protocols. During the data gathering, tourist respondents was given enough time to answer the questionnaires. The respondents were based on the list given by the tourism office and the researcher sought them. The questionnaires were personally retrieved by the researcher through Google forms and messengers, to ensure that all data and information needed for the study was provided by the respondents.

Data Analysis - The collected data was analyzed, interpreted, and the implications was determined with the use of both descriptive and inferential statistics. To facilitate the tabulation and tallying of the data to be gathered, the researchers was used the Microsoft Excel 2010 and was subjected to statistical analysis using SPSS (Statistical Package for Social Sciences) with the assistance of a statistician. To perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to present the demographic profile of the respondents. Weighted means and ranking were used to determine the destination attribute and behavioral intention. Meanwhile, Kruskal-Wallis Test and Mann-Whitney Test was used to test the significant difference on the responses when grouped according to profile. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.01.

Ethical Consideration - Ethical consideration includes initiatives to protect the identity of the participants in this study. It entails the rights and responsibilities of the researcher towards the respondents. It is also the ability to inform them to what extent they will be participating in the entire study. Meanwhile, this study was adhered to the ethical standards established by the generic research ethics. By doing so, the respondents were informed of all the steps that would be taken in this research. The participants were always respected as the main source of information in the study. Furthermore, the respondents were informed that their participation in the study was entirely voluntary and would have no bearing on their jobs. The subjects' identifying information was kept with utmost confidentiality and no disclosure of any data without the permission of the respondents. Also, as part of the ethical consideration, the researcher was able to seek the approval of the main author of the adapted instrument. Through email and Facebook chat, the original authors of the study agreed to use their questionnaires. Hence, the researcher ensures that all authors cited are appropriately acknowledged.

3. Results and Discussion

Table 1

Distribution of the respondents' demographic profile

Age	Frequency	Percentage (%)
18 – 25	199	51.0
26 – 35	80	20.80
36 – 45	74	19.20
46 – 55	24	6.20
56 – 65	8	2.10

Table 1 ...continued

Sex		
Male	91	36.60
Female	294	76.40
Civil Status		
Single	276	71.70
Married	105	27.30
Separated/Widowed	4	1.00
Type of Tourist		
Leisure	330	85.70
Business	55	14.30
Highest Educational Attainment		
High School Graduate	105	27.00
College Graduate	270	70.00
Post Graduate	10	3.00

Table 1 presents the Distribution of the Respondents' Demographic Profile in terms of age, sex, civil status, type of tourist, and highest educational attainment. In terms of age, majority of the respondents are ages 18-25 years old with 199 or 51.70 percent. Most of the traveler nowadays ages 18-25 years old are twice as likely to seek advice from social media influencers. Mostly they are trusting the judgments of friends or family when it comes to making specific decisions like booking a trip. It is in this light that the older someone gets, the less likely he or she involves in traveling. It can also be inferred from the results that 18-25 years old are more adventure-seeker. They will be more likely to visit a tourist destination again if it has met their standards. Interestingly, the study of Tus (2020) focused on the demographic profile of the elderly in Bocaue, in Philippines. The study suggests that majority (more than half) of the elderly are unemployed. It may partly be due to the deteriorating body conditions or pre-existing laws that limits older individual to work, at least in the Philippines. The general, age range from 18 to 45 is the ideal age range for working (Reyes et al., 2019). That is why, most of the working individuals are under this age bracket. They have more money to spend in traveling.

Referring to the sex, majority of the respondents are female with 294 or 76.40 percent. The results showed that female dominates in the tourism sector. It only means that there is a high demand for females in the sector as can be observed mainly along hotel receptions or airport flights. Often, females engage to human and speech engagements which prove to be strengths of major females. In the Philippines, for instance, receptionists, hostess, and stewards are primarily. It can also be inferred that female tend unwind rather than men. Since females are more emotional than men. Meanwhile, there is a social reality of an observed trend of female employees in the field of tourism (Carvalho et al., 2014). While the women dominating the tourism industry, the UNWTO (2011) has firstly claimed that exploitation and inequality in the field is prevalent. That is why, the tourism and hospitality industry should be aware of these things to minimize negative impact.

With regards to the civil status, majority of the respondents are single with 276 or 71.70 percent followed by married with 105 or 27.30 percent, while 4 respondents are separated or widowed with 1 percent. It can be depicted from the results that the prevalence of single individuals in the set of respondents. Also, the present study serves as one of the recurring pieces of evidence that in the country, majority of the labor force are single individuals, at least in the tourism sector. For instance, one can argue that since majority of the respondents belong to the age group 18-25, they in a way, could either be freshly or not long graduates working hard for their family to pay back for the educational sacrifices and expenses made by their parents or loved ones. Also, single individuals are a fond of visiting tourist destinations thinking that they can find their special someone in the area. The study of Ngari (2017) in Nairobi suggests that married individuals are more prevalent in the tourism sector, followed by single group. Also, this is unsurprising since the respondents of the study are not long graduates. The study also opined that oftentimes, graduate students work years before getting married. This is to pay back to the family of the graduates (Urbi, 2018). More so, the Philippine Statistics Authority (PSA), in 2019, revealed that the median age for marriage among Filipino females and males were 27 and 29 years, respectively.

As to the type of tourist, mostly are leisure travelers with 330 or 85.70 percent while 55 respondents are business traveler with 14.30 percent. In so total, leisure travelers dominate the visitors in Camarines Sur. This is highly attributed to the various tourist destinations in the province. The result suggests that in terms of classification, Camarines Sur can be classified as a hotspot for travelers waiting to be sensorily satisfied instead of being satisfied due to investments or money. The less business travelers in the Camarines Sur may reflect not only the standing of the province in the eyes of investors but also the governments' endeavor in promoting the place as an investors' playground. Mokhtarian et al. (2015) suggests that there are two reasons behind tourists travelling: extrinsic and intrinsic motivations. Along the intrinsic motivations, traveling for leisure coincides. History suggests that leisure travelling had been for elite only (Liu & Li, 2020). With the emergence of modern transportation, i.e., airplanes, ships, and cars, leisure travelling has become accessible to all walks of life.

In terms of the highest educational attainment, majority of the respondents have college degree with 270 or 70 percent, while 10 respondents or 3 percent have post graduate degree. It can be depicted that respondents who attained college or Bachelor's degree can be more aware of the tourist destinations in Camarines Sur. They also know what will be the positive and negative effect of revisiting the area. Qualifications for clerical works and office works, at least in the Philippines, primarily include college degree. Hence, it is unsurprising to record that 70% of the respondents have bachelors' or college degree. Educational credentials have been one of the precursors for hiring an applicant (Bills, 1990). More so, as per Buddin (2012), the higher the educational attainment the lesser the possibility of getting unemployed. Perhaps because those individuals with high educational attainment are pickier when it comes to their job.

Table 2*Destination attributes of Camarines Sur Province*

Destination Attributes of Camarines Sur	Factor Loading	Cronbach's α	WM
A. Security and Safety		0.876	4.43
1. There is law and order that I follow for my safety and security in the province.	0.787		4.58
2. Tourists can ensure their belongings' safety.	0.693		4.45
3. Tourists can ensure the safety of their family and friends while visiting the province.	0.734		4.54
4. There is someone to go to or assist if I have any concern or travel related complaint	0.663		4.41
5. I observe that the people in the provinces are well-behaved.	0.593		4.39
6. I observe that the province is safe and stable politically.	0.667		4.33
B. Maintenance and Cleanliness		0.891	4.36
1. There's general cleanliness and sanitation in the area.	0.801		4.38
2. There is a clean drinking water	0.812		4.38
3. The air, water, noise, pollution is clean and maintained.	0.685		4.32
4. There's an available healthy and hygienic food	0.742		4.4
5. There is a healthy ambiance	0.64		4.54
C. Information and Communication		0.849	4.29
1. There is a communication with local people	0.659		4.52
2. There is an available Internet / WIFI in the are	0.809		4.04
3. There is an information about destinations through websites	0.799		4.47
D. Infrastructure		0.927	4.42
1. There is a road transportation	0.774		4.47
2. There is an available infrastructure at tourist spots	0.682		4.43
3. There is a connectivity to local tourist places	0.89		4.43
4. There is an available tourism infrastructure	0.896		4.46
5. There is an accessibility to tourist spot	0.85		4.48
E. Prices		0.917	4.38
1. There is an affordable price for commodities	0.806		4.46
2. There is an affordable price for local transport	0.792		4.34
3. There is an affordable price for accommodation	0.812		4.41

Table 2 ...continued

4. There is a reasonable price for food at tourist spots	0.836	4.43
5. There is a fee charged to see tourist spots/destinations	0.51	4.36
6. There is an easy availability of desired Food	0.833	4.34
7. There is a tour package for neighboring Province/City	0.703	4.37
F. Facilities	0.907	4.33
1. There is a banking available in the area	0.8	4.27
2. There is good quality of accommodation	0.757	4.4
3. There is a medical facility within the area	0.814	4.3
4. There is an easy access desired food facility	0.832	4.34
G. Attraction	0.923	4.34
1. There is a shopping area for tourists.	0.774	4.33
2. There is an attraction of festivals available in the area	0.764	4.42
3. There is a historical monument available in the area	0.68	4.38
4. There is a games and activities in the area	0.836	4.32
5. There is a uniqueness of local blends of multi-cultural heritage	0.687	4.46
6. There is a night life in the area	0.75	4.36
7. It has a potential to be international destination	0.689	4.33
8. There is an abundance of scenic natural attraction	0.752	4.52
H. Social Behavior of Local Residents	0.911	4.42
1. There is a general hospitality in the area	0.872	4.52
2. The location has a quiet local transportation drive.	0.725	4.42
3. There is an openness in society	0.881	4.52

Cronbach Alpha Result: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and_ < .5 – Unacceptable” Weighted Mean (WM) Legend: 4.50 – 5.00 = Excellent; 3.50 – 4.49 = Very Good; 2.50 – 3.49 = Good; 1.50 – 2.49 = Fair; 1.00 – 1.49 = Poor

Table 2 presents destination attributes of Camarines Sur. The composite means of 4.37 indicates that the respondents viewed Camarines Sur as very good destination, as seen on the above indicators. The result of reliability statistics showed that the computed Cronbach’s alpha value for Infrastructure (0.927), Prices (0.917), Facilities (0.907), Attraction (0.923) and Social Behavior (0.911) has a strong or excellent internal consistency while indicators for Security and Safe (0.876), Maintenance and Cleanliness (0.891) and Information and Communication (0.849) signifies good in the rule of thumb.

Among the enumerated indicators, highest on the rank is safety and security (4.43) followed by infrastructure, and social behavior of residents (4.42), which tied in the rank verbally interpreted as very good. Having been ranked as the top indicator, safety and security play a pivotal role on the overall satisfaction of any tourists. Both qualities, i.e., safety and security, empower mental wellbeing as well provides avenue for tourists to channel their emotions to the nature. Social behavior means that the constituents are primarily well-tempered and amicable, hence concurs to the idea that Camarines Sur constituents are long been described as friendly. Infrastructure, having been ranked as second concurrently with the social behavior, means the region is improving in terms of construction and buildings and can be observed in lofty buildings along metropolitan areas and even in far-flung towns like the Goa and Nabua.

Popescu (2011) believed that a weak safety and security services in a tourist destination could impede the development of such place. Further, safety and security are deemed as a positive moderating factor of tourist destination according to Mulwa and Owiyo (2018). Laguilles-Villafuerte and de Guzman (2019) also believed that Camarines Sur people are friendly people. Meanwhile, least on the rank is information and communication (4.29) verbally interpreted as very good, followed by the facilities (4.33) and Attraction (4.34). Despite being interpreted as very good, still information and communication seems to be an elusive necessity not just to the Camarines Sur constituents but also to tourists. Perhaps, the tourists have noticed the fluctuating internet

connection hence, they marked such indicator quite low. In terms of facilities, although broadly described, could mean that still there are way to improve in terms of infrastructures and the ambiance of existing tourist buildings.

Casillano (2019) informed that Camarines Sur has a relatively poor services in information and communication technology. Study of Bercasio, Llenaresas, and Nunez (2021) claimed that Bicol has a relatively poor internet connection. Indeed, due to lack of competition in internet connection in Camarines Sur, the improvement of such can be slow. Hence, if a tourist destination wants to increase their arrivals, having a proper technology to help them communicate can be an advantage.

Table 3

Summary table on tourist behavioral intentions

Tourist Behavioral Intentions Outcome Quality	Factor Loading	Cronbach's Alpha	WM
		0.791	4.42
1. I view the outcome of this event favorably	0.597		4.24
2. I really enjoy the visit in the attraction	0.772		4.5
3. I spend quality time with my friend / family at this attraction	0.563		4.52
Physical Environment Quality		0.872	4.45
1. I observed that the place is clean and well maintained	0.785		4.37
2. I am impressed with how the attraction looks like	0.766		4.55
3. I felt that the place is safe	0.733		4.42
Tourist Satisfaction		0.91	4.48
1. The place is better than I expected	0.789		4.38
2. It is worth visiting the place	0.793		4.54
3. Overall, I am satisfied with spending my time in this place	0.897		4.52
Place Identity		0.918	4.44
1. The attraction is very special destination to me	0.836		4.46
2. I feel very attached to this place	0.927		4.38
3. Spending time / holiday in this place means a lot to me	0.753		4.47
Place Dependence		0.881	4.3
1. The place is the best for what I like to do on holidays	0.688		4.43
2. I would not substitute the place with any other places	0.807		4.17
3. I got more satisfaction out of spending my time / holiday than others	0.833		4.3
Intention to Recommend		0.95	4.59
1. I will recommend the place to other people	0.93		4.58
2. I will say positive things about the place to other people	0.831		4.56
3. I will encourage friends and relatives to visit the place	0.946		4.63
Intention to Visit		0.82	4.35
1. If had to decide again I would choose the place again	0.812		4.35
2. I want to visit the place	0.655		4.42
3. I intend to visit the place in the next 12 months	0.604		4.27

Legend: 4.50 – 5.00 = Always; 3.50 – 4.49 = Often; 2.50 – 3.49 = Sometimes; 1.50 – 2.49 = Rarely; 1.00 – 1.49 = Never

Table 3 summarizes the assessment on tourist behavioral intention to Camarines Sur. The composite mean of 4.43 interpreted as often. The result of reliability statistics showed that the computed Cronbach's alpha value for Tourist Satisfaction (0.91), Place Identity (0.918) and Intention to Recommend (0.95) has a strong or excellent internal consistency while indicators for Physical Environment Quality (0.872), Place Dependence (0.881) and Intention to Visit (0.82) signifies good in the rule of thumb. Lastly, Outcome Quality (0.791) is acceptable Thus, this set of questionnaires are considered valid for use.

Among the enumerated indicators, highest on the rank is intention to recommend (4.59) followed by tourist satisfaction (4.48) and physical environment quality (4.45) interpreted as often. Only those people with positive experiences with the place wish to recommend it to their network of people. Also, since the satisfaction indicator ranked second, it means, in total, majority of the respondents had a positive vibe during their stay in the province. Also, the green forests and the blue lakes support the result that the province has a pleasing physical environment quality.

Lasarte (2020) stated why the province of the Camarines Sur is worth the travel. Kuppens, et al. (2008) believed positive emotions is correlated to positive, more satisfactory life. Furthermore, according to Castro et al.

(2017), good infrastructure, care, cleanliness, and parking availability are all associated to a positive visitor experience, satisfied expectations, repeat visits, and a recommendation of a location.

Meanwhile, least on the rank is dependence (4.30) verbally interpreted as often, followed by intention to visit (4.35) and the place and outcome quality (4.42). The result in terms of dependence is corroborating to the indicator for respondents' attachment to the province which has also garnered the lowest rank. These results leave a question as to why it is hard for the place to get attached to. Perhaps one of the underlying reasons is the low employability in the place which further drags the province in poverty. The onset of COVID-19 has further aggravated this suffering (Reyes et al., 2020). Furthermore, according to a study done by Mirzaei et al. (2021) as cited by Barlan and Borbon (2022), visitors' concerns about health and safety have increased dramatically in recent years. Cleaning and disinfecting tourist facilities has progressed from a sanitary issue to a motivator. Long-distance trips are avoided by travelers because they fear they endanger their health, so they choose for shorter excursions instead. It was also stated that the tourist attractions were widely recognized in socio-cultural, environmental, and economic aspects, that responses were uniform across all profiles.

Table 4 displays the comparison of responses on destination attributes when grouped according to profile variables. There were only two indicators who garnered a p-value of <0.05. There were; Information and Communication with 0.029 under Age; and Prices with the value of 0.043 under the profile variable Sex. Based on the result, there was significant difference on Information and Communication under the profile variable, Age. It can be reflected from the results since the computed p-value of 0.029 was less than the alpha level. It means that the responses differ significantly and implies that 18-25 years old have higher assessment on information and communication. The result highlights there is a digital divide between the generations before and after Gen Y.

Table 4

Difference responses on destination attributes of Camarines Sur when grouped to demographic profile

Age	χ^2_c / U	p-value	Interpretation
Security and Safety	5.686	0.338	Not Significant
Maintenance and Cleanliness	7.12	0.212	Not Significant
Information and Communication	9.45	0.029	Significant
Infrastructure	5.543	0.353	Not Significant
Prices	8.107	0.150	Not Significant
Facilities	8.528	0.129	Not Significant
Attraction	8.307	0.140	Not Significant
Social Behavior of Local Residents	4.312	0.505	Not Significant
Sex			
Security and Safety	10366.5	0.084	Not Significant
Maintenance and Cleanliness	11044.5	0.346	Not Significant
Information and Communication	10779	0.209	Not Significant
Infrastructure	10711.5	0.180	Not Significant
Prices	10109.5	0.043	Significant
Facilities	10454.5	0.102	Not Significant
Attraction	11162	0.422	Not Significant
Social Behavior of Local Residents	11193	0.427	Not Significant
Civil Status			
Security and Safety	2.604	0.272	Not Significant
Maintenance and Cleanliness	0.928	0.629	Not Significant
Information and Communication	3.043	0.218	Not Significant
Infrastructure	2.272	0.321	Not Significant
Prices	2.034	0.362	Not Significant
Facilities	1.586	0.452	Not Significant
Attraction	0.687	0.709	Not Significant
Social Behavior of Local Residents	1.528	0.466	Not Significant
Type of Tourist			
Security and Safety	1962.5	0.793	Not Significant
Maintenance and Cleanliness	1660	0.269	Not Significant
Information and Communication	2001.5	0.877	Not Significant

Table 4 ...continued

Infrastructure	1740	0.373	Not Significant
Prices	1689.5	0.306	Not Significant
Facilities	1986.5	0.844	Not Significant
Attraction	1960.5	0.789	Not Significant
Social Behavior of Local Residents	2027	0.932	Not Significant
Highest Educational Attainment			
Security and Safety	0.107	0.948	Not Significant
Maintenance and Cleanliness	0.086	0.958	Not Significant
Information and Communication	2.501	0.286	Not Significant
Infrastructure	1.916	0.384	Not Significant
Prices	0.087	0.957	Not Significant
Facilities	0.312	0.855	Not Significant
Attraction	0.225	0.894	Not Significant
Social Behavior of Local Residents	0.436	0.804	Not Significant

Legend: Significant at p-value < 0.05

Interestingly, there has been an observed response' significant differences. It therefore suggests that various age groups deemed information and communication in terms of the subject matter in the study diversely and differently. Whilst, highlighting that the age group 18-25 as having the high assessment on the indicator. The law of use and atrophy applies on this matter as since the age group 18-25 years are more likely to engage to modern ICT, they are more likely to score high on the indicator. Whereas, the age group who do not necessitate the current ICT could label this as 'useless' hence marking a relatively low score on such indicator. The result is unsurprising given the fact that this age range belongs to the millennial generation and the generation Z. More so, this age group is found to be more literate when it comes to utilizing information and communication technology. Because of this, it has expedited the assessment, and as well as polish the information learning and communication process. The information age is primarily the age of techy-savvy teens. Wood (2013) believed that Generation Z, whose born between 1990s and early 2000s are characterized by wide use of digital platforms. Szymkowiak et al. (2021) argued that Gen Z gathers data from the internet as it is easily accessible. That is why, the new generation are mainly after the destination's utilization of information and communications. They are being prompted by the idea that modern technologies can be an avenue to increase their knowledge about the destinations they intend to visit.

On the other hand, there was also a significant difference on prices under the profile variable, Sex, since the computed *p*-value of 0.043 was less than the alpha level. It means that the responses differ significantly and implies that female have greater assessment on price. The result is intuitive in a sense that it supports the argument that females tend to be meticulous when it comes to details, especially on this case, details on prices. While this could be the main reason behind such phenomenon, one cannot heavily neglect the underlying factor of such Filipino women behavior. Majority of the respondents are female with 105 respondents, married. In a traditional Filipino household setting, the mother usually holds the household money. She is entitled to budgeting and money matters. In such way, this could have been one factor why females tend to be critical of destination prices. The result is not surprising, as per psychology, characters of female oftentimes include the crucial analysis and comparison of prices of tourist destination. Study of Kusumaningsih et al. (2018) suggests the keenness to details of female respondents.

Table 5

Difference responses on tourist behavioral intentions when grouped according to demographic profile

Age	χ^2_c / U	p-value	Interpretation
Outcome Quality	5.56	0.351	Not Significant
Physical Environment Quality	8.431	0.134	Not Significant
Tourist Satisfaction	7.819	0.167	Not Significant
Place Identity	6.745	0.240	Not Significant
Place Dependence	6.267	0.281	Not Significant

Table 5 ...continued

Intention to Recommend	9.082	0.106	Not Significant
Intention to Visit	6.92	0.227	Not Significant
Sex			
Outcome Quality	10522	0.122	Not Significant
Physical Environment Quality	10311.5	0.067	Not Significant
Tourist Satisfaction	9406.5	0.003	Significant
Place Identity	10770.5	0.194	Not Significant
Place Dependence	11462.5	0.643	Not Significant
Intention to Recommend	9839.5	0.011	Significant
Intention to Visit	10649.5	0.153	Not Significant
Civil Status			
Outcome Quality	1.256	0.534	Not Significant
Physical Environment Quality	1.142	0.565	Not Significant
Tourist Satisfaction	1.152	0.562	Not Significant
Place Identity	0.871	0.647	Not Significant
Place Dependence	0.689	0.709	Not Significant
Intention to Recommend	3.87	0.144	Not Significant
Intention to Visit	2.414	0.299	Not Significant
Type of Tourist			
Outcome Quality	1652.5	0.261	Not Significant
Physical Environment Quality	1679.5	0.284	Not Significant
Tourist Satisfaction	1487.5	0.101	Not Significant
Place Identity	1605	0.195	Not Significant
Place Dependence	1389.5	0.061	Not Significant
Intention to Recommend	1543	0.122	Not Significant
Intention to Visit	1554.5	0.153	Not Significant
Highest Educational Attainment			
Outcome Quality	0.676	0.713	Not Significant
Physical Environment Quality	1.476	0.478	Not Significant
Tourist Satisfaction	0.045	0.978	Not Significant
Place Identity	0.298	0.862	Not Significant
Place Dependence	1.356	0.508	Not Significant
Intention to Recommend	0.088	0.957	Not Significant
Intention to Visit	0.276	0.871	Not Significant

Legend: Significant at p -value < 0.05

Table 5 illustrates the comparison of responses on tourist behavioral intentions when grouped according to demographic profile. It was observed that there was significant difference on tourist satisfaction ($p = 0.003$) and intention to recommend ($p = 0.011$) under Sex, because the computed p -values were less than the prescribed alpha level. Result only means that the responses differ significantly, and female have a better assessment on the tourist satisfaction and intention to recommend to male. Psychologically speaking, females tend to be meticulous. Hence, it would not be surprising that describing the place in terms of the five senses to someone is often attributed to females. Not just that, since majority of the respondents are female, it is unsurprising that females would be identified as “better assessor” on tourist satisfaction. As patterns become more evident in a wider population, it suggests that females are more into the aesthetic aspect of the place. Also, the societal culture has shaped the females to be more crucial on details.

Most tourists today are female, and they like visiting various tourist destinations for cultural immersion, education, relaxation, enjoyment, and adventure. Since women today earn more from their professional occupations than males do, they also have more purchasing power. Most women are capable of traveling alone and cherish their freedom. They are more inclined than males to travel to exotic places. The majority of women also have social media profiles, which they use to enhance their searches for lovely destinations. According to Walter (2014), Facebook and Pinterest have even more female users. According to Forbes, between 72 and 97 percent of Pinterest users are female, compared to a 58/42 split favoring women on Facebook, where users are more likely to update their accounts, share photographs, and comment on status updates.

Next to single respondents, married female respondents dominate. Rough estimate suggests that nearly 40%

of the respondents are female mothers. As a female mother, she needs to be crucial on the destination she, together with her family, will visit as this could impact either positively or negatively not just to her, but also to her loved ones. Same also happens to male respondents, but perhaps, the sense of care is much engraved in the female. This is supported by the study of Kusumaningsih et al. (2018), which noticed that female students are particularly meticulous. Terhanian and Bremer (2012) stressed the importance of a wider, broader respondents in conducting research.

Table 6

Relationship between destination attributes of Camarines Sur and tourist behavioural intentions

	rho	p-value	Interpretation
Security and Safety			
Outcome Quality	.621**	0.000	Highly Significant
Physical Environment Quality	.593**	0.000	Highly Significant
Tourist Satisfaction	.563**	0.000	Highly Significant
Place Identity	.536**	0.000	Highly Significant
Place Dependence	.572**	0.000	Highly Significant
Intention to Recommend	.517**	0.000	Highly Significant
Intention to Visit	.558**	0.000	Highly Significant
Maintenance and Cleanliness			
Outcome Quality	.637**	0.000	Highly Significant
Physical Environment Quality	.562**	0.000	Highly Significant
Tourist Satisfaction	.546**	0.000	Highly Significant
Place Identity	.516**	0.000	Highly Significant
Place Dependence	.536**	0.000	Highly Significant
Intention to Recommend	.480**	0.000	Highly Significant
Intention to Visit	.498**	0.000	Highly Significant
Information and Communication			
Outcome Quality	.591**	0.000	Highly Significant
Physical Environment Quality	.521**	0.000	Highly Significant
Tourist Satisfaction	.489**	0.000	Highly Significant
Place Identity	.436**	0.000	Highly Significant
Place Dependence	.519**	0.000	Highly Significant
Intention to Recommend	.406**	0.000	Highly Significant
Intention to Visit	.488**	0.000	Highly Significant
Infrastructure			
Outcome Quality	.689**	0.000	Highly Significant
Physical Environment Quality	.545**	0.000	Highly Significant
Tourist Satisfaction	.551**	0.000	Highly Significant
Place Identity	.541**	0.000	Highly Significant
Place Dependence	.551**	0.000	Highly Significant
Intention to Recommend	.542**	0.000	Highly Significant
Intention to Visit	.569**	0.000	Highly Significant
Prices			
Outcome Quality	.720**	0.000	Highly Significant
Physical Environment Quality	.592**	0.000	Highly Significant
Tourist Satisfaction	.591**	0.000	Highly Significant
Place Identity	.545**	0.000	Highly Significant
Place Dependence	.591**	0.000	Highly Significant
Intention to Recommend	.552**	0.000	Highly Significant
Intention to Visit	.608**	0.000	Highly Significant
Facilities			
Outcome Quality	.634**	0.000	Highly Significant
Physical Environment Quality	.527**	0.000	Highly Significant
Tourist Satisfaction	.512**	0.000	Highly Significant
Place Identity	.514**	0.000	Highly Significant
Place Dependence	.554**	0.000	Highly Significant
Intention to Recommend	.502**	0.000	Highly Significant
Intention to Visit	.516**	0.000	Highly Significant
Attraction			
Outcome Quality	.712**	0.000	Highly Significant
Physical Environment Quality	.586**	0.000	Highly Significant
Tourist Satisfaction	.597**	0.000	Highly Significant
Place Identity	.604**	0.000	Highly Significant

Table 6 ...continued

Place Dependence	.634**	0.000	Highly Significant
Intention to Recommend	.545**	0.000	Highly Significant
Intention to Visit	.606**	0.000	Highly Significant
Social Behavior of Local Residents			
Outcome Quality	.893**	0.000	Highly Significant
Physical Environment Quality	.594**	0.000	Highly Significant
Tourist Satisfaction	.596**	0.000	Highly Significant
Place Identity	.590**	0.000	Highly Significant
Place Dependence	.602**	0.000	Highly Significant
Intention to Recommend	.590**	0.000	Highly Significant
Intention to Visit	.574**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 6 shows the association between destination attributes and tourists behavioral intentions. It was observed that the obtained rho-values indicates a strong direct correlation and the resulted p-values were all less than the alpha level of 0.01. This means that there was a significant relationship exists and implies that the better the assessment on destination attributes, the better is the tourists behavioral intentions. The result means how important the contribution of the two variable to the success of a particular tourist destination. Tourist behavioural intention with destination attributes is critical for effective destination marketing since it contributes significantly to the country's economic growth. Furthermore, it is critical to identify new aspects of destination image in order to reinforce the image construct, and it also plays a vital part in visitor satisfaction and loyalty. It has been noted by Mahdzar and Gani (2018) that destination qualities, as defined by Crouch (2011), include the various elements that attract tourists to a destination, which is significant for many reasons. As a result, when developing a destination's features, it is prudent to concentrate on those that are most likely to appeal to specific groups of the tourism industry. Moreover, tourist behavioral intention has long constituted a vital research domain in interdisciplinary studies. The concept can be depicted as a tourist's intention to revisit based on past memorable experiences at a destination.

Table 7

Proposed action plan for continuous improvement

Key Result Area	Objectives	Strategies	Persons or Organizations involved	Desired Outcome
Destination Attributes				
Information and Communication	to provide a platform where tourists and visitors can obtain, share, and communicate travel information.	-Increase the internet speed in the area by empowering internet providers through competitive market	-Telecommunications operators	-With an increased competition, internet providers will attempt to achieve excellent and quality internet services.
Facilities	to have available online banking services and mobile clinic near tourist destinations in Camarines Sur.	-Employment of green building code to every facility along tourist destinations in Camarines Sur -Establish memorandum of agreement to government and non-government organizations in building clinics and ATM near various tourist destinations	-Government stakeholders -Non-government organizations -Engineers and architects -Bank organizations	-There will be an environmentally friendly vicinity where tourists enjoy
Attraction	to enhance existing attractions and add more avenue for tourists where they could enjoy and bond with other people for leisure, business, and recreational purposes.	-Provide necessary funding on promotion on the tourist destinations in the place -Local Government Units and its constituents should work together in maintaining the natural beauty of the place -The tourist destination may craft additional recreational activities.	-Department of Tourism -Local Government Units -Owners and managers of tourist destinations	-There will be a high number of satisfied tourists -There will be an increase in salary for local employees -There will be local economic growth

Tourist Behavioral Intentions				
Outcome Quality	to improve the services that satisfy the experience of visitors and increase revisit intentions.	-Focus on nature-based remedies that boosts the tourist attraction -Provide a feedback mechanism or system where there is an exchange of comments -Women and gender sensitivity and empowerment can be practiced by tourist destinations to achieve outcome quality	-Owners and managers of tourist destinations -Tourists	-There will be greater satisfaction and enhanced quality of experience of the visitors
Place Dependence	to be popularly known and create a unique experience.	-Improve the identity of the tourist destinations in the province through creating an appealing marketing strategy that highlights unique destinations in the place -Create an identity through the utilization of social media platforms	-Owners and managers of tourist destinations	-There will be an increased tourist satisfaction and place dependence -There will be more numbers of domestic products
Intention to visit	-to develop an effective strategy to make all the stakeholders involved in the improvement of the destination. -make the stay of the tourists worth it according to what they have paid for	-Improve the environment quality through local government unit's empowerment and reinforcement of preexisting environmental laws -Encourage constituents to protect the environment through caravan and rally -Teach tourist destination owners on the proper maintenance and sanitation	-Department of Tourism and Local Government Units -Owners and managers of tourist destinations -Tourists	-There will be a healthy environment -There will be a massive tourists' satisfaction and quality experience

4. Conclusions and recommendations

The results of the study showed that the millennials are people who love to travel. They are fond of exploring new places in Camarines Sur. That is why, leisure tourists make up the majority of the respondents and most of them have bachelor's degree. It simply means that people who finished their studies travels frequently. The primary purpose of visiting Camarines Sur is primarily for getaways. Apparently, Filipinos love to bond with families because of strong family ties. Hence, the visit to the destinations across Camarines Sur has something to do with the culture and traditions when it comes to family orientation. Also, most of the respondents visit the place often not lesser than 12 months. It means that respondents do not want to be away from their homes for too long. Furthermore, the tourism preference is primarily nature-based perhaps because of the restrictions imposed by the pandemic. Tourists does not want to be in a closed place but rather staying in an outdoor nature-based attraction is the new trend. The place has a high level of destination attributes in terms of Security and Safety, Maintenance and Cleanliness, Infrastructure, Prices, Social Behavior of Local Residents, Information and Communication, Facilities, and Attraction although the latter three have to be improved. The place has a high level of tourist behavioral intentions in terms of Tourist Satisfaction, Place Identity, Place Dependence, Intention to Recommend, and Intention to Visit, although indicators like Outcome Quality, Place Identity, and Physical Environment Quality must still be improved. Hence, results revealed that the quality of physical environment that tourists are being seen is low. Thus, there is a need to integrate local and national environmental policies to the destinations.

The researcher was able to propose an Action Plan for Continuous Improvement. It aims to provide strategies that can be adopted by government and non-government organizations. It can be used in implementing rules and regulations towards the improvement of destination attributes to increase revisit intentions. For the recommendations, the local government of the province of Camarines Sur may promote environmentally friendly measures which can be used to advance the development of tourist destination in the province. The constituents or local community in the province may continue to be friendly to tourists in which plays a crucial role towards a quality experience. Business owners may construct marketing strategies that would create a mental picture of the tourist destination. It should be realistic, raw, and factual. It can be a method of attracting

potential tourists within and outside the locality.

The Department of Health may build satellite facilities in Camarines Sur that would provide health services to both the local constituents and the tourists. Sadly, there was a dearth of medical facilities in the area that discourages tourists to visit the tourist destinations in the province. Central Bank of the Philippines may allow the expansion of banking offices in the province, also increasing the number of automated teller machines (ATMs) present in the locality. Through this, those tourists who are afraid to travel having lots of cash on hand will become more motivated to visit destinations due to the existence of nearby ATM. Future researchers may conduct further study to identify underlying factors influencing their interest and motivation in visiting the province. Also, they may conduct similar study having different scope or province.

5. References

- Barlan, C. M. M., & Borbon, N. M. D. (2022). Destination image influencing the travel behavior amidst the COVID-19 pandemic in the case of Batangas province. *International Journal of Research Studies in Management*, 10(1), 13-27. <https://doi.org/10.5861/ijrsm.2022.11>
- Carvalho, I., Costa, C., Lykke, N., & Torres, A. (2014). An analysis of gendered employment in the Portuguese tourism sector. *Journal of Human Resources in Hospitality & Tourism*, 13(4), 405–429. <https://doi.org/10.1080/15332845.2014.888509>
- Castro, J. C., Quisimalin, M., de Pablos, C., Gancino, V., & Jerez, J. (2017). Tourism marketing: Measuring tourist satisfaction. *Journal of Service Science and Management*, 10(3), 280–308. <https://doi.org/10.4236/jssm.2017.103023>
- Chahal, H., & Devi, A. (2015). Destination attributes and destination image relationship in volatile tourist destination: Role of perceived risk. *Metamorphosis: A Journal of Management Research*, 14(2), 1–19. <https://doi.org/10.1177/0972622520150203>
- Comerio, N., & Strozzi, F. (2019). Tourism and its economic impact: A literature review using bibliometric tools. *Tourism Economics*, 25(1), 109–131. <https://doi.org/10.1177/1354816618793762>
- Gani, M. A. (2018). Effects of destination attributes on tourists' behavioral intentions to Kuala Selangor. *International Journal of Academic Research in Business and Social Sciences*, 8(16), 367–375. <https://doi.org/10.6007/IJARBSS/v8-i16/5138>
- Güzel, B. (2017). Destination attributes in the eye of the local people. *Kastamonu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 128-137.
- Jeong, Y., Kim, S. K., & Yu, J. G. (2019). Determinants of behavioral intentions in the context of sport tourism with the aim of sustaining sporting destinations. *Sustainability (Switzerland)*, 11(11). <https://doi.org/10.3390/su11113073>
- Kusumaningsih, W., Darhim, Herman, T., & Turmudi. (2018). Gender differences in algebraic thinking ability to solve mathematics problems. *Journal of Physics: Conference Series*, 1013. <https://doi.org/10.1088/1742-6596/1013/1/012143>
- Lasarte, E. S. (2020). Travel decision and destination experiences in the islands of Caramoan, Philippines: A visitors' descriptive evaluation. *International Journal of Innovative Science and Research Technology*, 5(7), 24–29. <https://doi.org/10.38124/ijisrt20jul022>
- Liu, T., & Li, M. (2020). *Leisure & travel as class signifier: Distinction practices of China's new rich*. *Tourism Management Perspectives*, 33, 100627. <https://doi.org/10.1016/j.tmp.2019.100627>
- Madridano, P. G. V. (2021). Tourist behavioral intention in visiting attractions in Quezon Province. *International Journal of Research Studies in Management*, 9(1), 83-121. <https://doi.org/10.5861/ijrsm.2021.7708>
- Mirzaei, R., Sadin, M., & Pedram, M. (2021). Tourism and COVID-19: changes in travel patterns and tourists' behavior in Iran. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-01-2021-0017>
- Mokhtarian, P. L., Salomon, I., & Singer, M. E. (2015). What moves us? an interdisciplinary exploration of reasons for traveling. *Transport Reviews*, 35(3), 250–274. <https://doi.org/10.1080/01441647.2015.1013076>

- Philippine Statistics Authority. (2019). *About Philippine Marriage Statistics*. Released January 11, 2021 from <https://psa.gov.ph/content/2019-philippine-marriage-statistics>
- Reyes, C. M., Asis, R. D., Arboneda, A. A., & Vargas, A. R. P. (2020, December). *Mitigating the impact of COVID-19 Pandemic on Poverty*. Quezon City; Philippine Institute for Development Studies.
- Roque, R. (2021). Destination attributes in CALABARZON: Basis for a proposed sustainable tourism competitiveness framework. *International Journal of Research Studies in Management*, 9(1), 67–81. <https://doi.org/10.5861/ijrsm.2021.7707>
- Szymkowiak, A., Melović, B., Dabić, M., Jeganathan, K., & Kundi, G. S. (2021). Information Technology and gen Z: The role of teachers, the internet, and technology in the education of young people. *Technology in Society*, 65. <https://doi.org/10.1016/j.techsoc.2021.101565>
- Terhanian, G., & Bremer, J. (2012). A smarter way to select respondents for surveys? *International Journal of Market Research*, 54(6), 751–780. <https://doi.org/10.2501/ijmr-54-6-751-780>
- Walter, E. (2014). *The growing social media power of women and marketing strategies for reaching them*.
- Wood, S. (n.d.). *Generation Z as consumers: Trends and innovation*. New York; New York City State University.