

Attributes, revisit intention, and Bicol's tourist destination sustainability: A structural equation modelling approach

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Abstract

The revisit intention of a tourist depends on the attributes posited by the destinations. Thus, sustainability is also a contributory factor to attract potential customers. With this, the study was anchored on evaluating the relationship between several variables and urban inhabitants' perceptions of tourism impacts. Furthermore, this study aims to assess the tourist destination sustainability of Bicol Region using a structured-adapted questionnaire to 385 tourists in the said region. Kolmogorov-Smirnov test confirmed the validity of the use of Kruskal Wallis Test which was used to calculate the differences of Attributes, Revisit Intention, and Bicol's Tourist Destination Sustainability to profile variables. For the test of relationship, Spearman Rho was used and it was found out that those tourists with higher response on the destination attributes are also those respondents with higher response on the factors affecting revisit intention as well as to the tourism sustainability. The multiple regression analysis or structural equation model was used to define a theoretical causal model consisting of a set of predicted covariances between variables using AMOS 23. Based on the result of Structural Equation Model of the three major variables included in the study, destination attribute is not a factor that can be used to describe the factors of tourists' intention to revisit the destination because of its very small, standardized regression estimate value of 0.06 but it can be used to correlate with the tourism sustainability. Only the tourism sustainability has direct positive correlation with factors affecting the revisit intention gearing towards the attainment of actual revisit intention of the tourist's visiting ecotourism in Bicol Region. The proposed model may be used to further enhance the tourism of the Bicol region by promoting tourism sustainability has a direct positive correlation with factors affecting the revisit intention gearing towards the attainment of actual revisit intention of the tourist's visiting ecotourism in Bicol Region. This means that preservation is the key to promoting the region's tourism, not just on the economic and environmental side but more specifically the sociocultural side that correlates the different activities in the region.

Keywords: attributes, Bicol region, revisit intention, tourist destination sustainability

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1. Introduction

Tourist destinations derive mostly of their incomes from the number of tourists arriving and visiting the area. Currently, the attributes and sustainability of the place create an impact to the revisit intention of tourists. However, because of the raging threats brought by the COVID-19 pandemic, there was a decrease in the number of tourist arrivals in the Philippines. There was an impetus on the changing needs and demands of the tourism stakeholders. Thus, adaptability and flexibility should be present. Through this, the beauty of the country and its assets will be showcased and once again build its momentum. Moreover, the fact that improved long-term strategic planning for tourist growth must be performed with a stronger understanding of how community inhabitants perceive and react to the complex phenomena of tourism is a factor in these outcomes. The reasons for this include that tourism have had both positive and negative effects on their community's quality of life. The tourism industry, for example, contributes to an increase in income and employment opportunities while also improving the quality of life for residents in tourist locations. It also generates additional taxes and contributes to the enhancement of tourism resources and public physical infrastructure (Tourism Act of 2009). Although tourist expansion has a variety of positive effects on the economy, it also has certain negative consequences and expenses, such as overcrowding in public places, noise, crime, pollution, and environmental degradation.

As for the main variables are concerned, the destination attributes of tourism destination can be correlated to the pull factors are evaluated based on the questions that are asked of tourists. In addition, for the sake of the present research, this methodology is regarded as having a multi-sided perspective. However, the awareness of tourist during the pandemic era of the characteristics that the location in which they visit possesses may boost the appeal of the characteristics, and this is considered to be a holistic approach. Accordingly, the purpose of the research is to determine the characteristics that, from the point of view of the local population, are regarded to be appealing to tourists. As revealed by the results of Apritado and Borbon (2021), which discovered that the attributes such as of a location is a possible "pull" factor for tourists. For instance, the attractiveness of a location in terms of its Cultural Features and Natural Attributes which may refer to attractions in the destination, furthermore the safety and security, maintenance and cleanliness, information, communication, infrastructure, prices, and facilities is also connected as part of the key attributes.

When tourist consider all of the places they may go on vacation, they narrow their options down to a few top choices based on the characteristics of each location. For this reason, the characteristics of a destination are considered to be one of its most essential pull factors. In addition, the characteristics of a destination have an impact on its public perception. To be competitive, a place needs to offer tourists something that they cannot get anywhere else, and if they find what they are looking for, they will be more satisfied with their experience and more likely to promote it to others. On the other hand, given the current competitive climate, as soon as one location implements a new practice and finds it to be successful, the others quickly follow suit.

In addition, the perception that tourism industry should establish in terms of marketing to gain or promote revisit intention must be leaning towards the needs and wants of tourists, specifically in accordance with post-pandemic demands. This is supported in the study of Hasan et al. (2017) that when tourism administrators are aware of the attitude, risk perceptions and behavior of tourists, it will benefit the industry in order to create and strategize promotions based on their demands to attract first-time and repeater tourists. While on the study of Zhang et al. (2017) the memorable experiences of tourists should be taken seriously before, during and after their experience, it is more on the unique quality in order to captivate tourists' revisit intentions. This is also the same as the study of Tran (2021), that having memorable experiences is significant to revisit intention especially domestic tourism however, during, after and the last the experience is more important to consider because that

will be the tourists' basis and that will leave an impression instead of the first experience. Therefore, Tran (2021) suggests that local tourism providers should now strive to create exceptional activities or any other experiences that is uncommon in order to leave a fascinating experience for tourists and create an identity that will separate it to other tourism destinations that will persuade them to revisit.

Indeed, the variables have an impact on residents' impressions of the development of tourism. Only a few studies, in particular, have focused on how urban residents perceive tourism's effects on their lives. Due to these considerations, the purpose of this study was to evaluate the relationship between several variables and urban inhabitants' perceptions of tourism impacts. Tourists' perceptions of tourism impacts could be improved with the use of this knowledge, which could lead to better understanding and explanations in this study

1.1 Objectives of the Study

This study aims to assess the sustainable tourism destination of Bicol Region. More specifically, it aims to: describe the demographic profile of the tourists in terms of gender, marital status, and frequency of travel; determine the destination attributes of the tourist in terms of safety and security, maintenance and cleanliness, information, communication, infrastructure, prices, facilities, attraction; assess the factors affecting ecotourism sustainability in terms of environmental socio-cultural, and economic; determine the factors affecting intention to revisit of tourists in Bicol Region in terms of perceived quality, perceived value, satisfaction, and revisit intentions; Furthermore, this study will also test the significant difference between attributes, tourism sustainability, and the factors affecting intention to revisit a destination when grouped according to profile; test the significant relationships of attributes, tourism sustainability, and the factors affecting intention to revisit a destination; and lastly, propose a sustainable tourism development model based on the result of the study.

2. Methods

Research Design - This study used a mixed method of both quantitative and qualitative research, as Tarka (2018) stated that one of the fundamental purposes of social science research is to explain and predict an individual's, group's, or organization's behavior. Researchers can discover development trends and describe the existential domain of an individual, society, or organization by distinguishing several situations in which they live. Thus, researchers can define and discover the variables and relationships that determine societal trends. The purpose of the social sciences is not only to conduct an elementary statistical description and distinguish individual causes and behaviors (in a specific social scenario), but also to determine cause-effect links among the scientific disciplines such as the use of different variables. Due to the complexity of social reality, the latent nature of many social events, advanced methodologies and techniques of statistical data analysis are necessary, both of which correspond to causal analysis and Structural Equation Modeling—SEM. This model refers to a collection of equations with accompanying assumptions of the examined system, whose parameters are derived statistically using the variables such as the Attributes, Revisit Intention, and Bicol's Tourist Destination Sustainability in SEM approach.

In addition, the researcher believes that thru this mixed method, the interviews from different tourists who visited the region were able to use it as supporting evidence in determining the strength of the model as well as the results of the hypothesis testing. Mixed-method tools offer more versatile evaluation design possibilities, allowing for the combination of evidence in numerous ways. Mixed-method designs have advantages and disadvantages based on quantitative and qualitative methods. Weigh tradeoffs. Well-executed sampling strategies concentrating on people, treatments, time periods, and locations can boost generalizability and ecological validity.

Respondents of the Study - Based on Raosoft sample size calculator 385 respondents were used considering the 5% marginal error and confidence level based on the total tourist arrival of 3,280,430 in the Bicol Region as of 2019. The focus of the study was at the Region five known to be as the Bicol Region in Luzon Island in the

Philippines. The sampling technique that was used is a random sampling in tourists who visited the said region during the pandemic period, 18 years old and above, and who are willing to participate during the data gathering.

Data Gathering Instrument - The researcher used an adapted-modified questionnaire across all major variables and sources comprising four parts based on the objectives of the study. First the demographic profile of the respondents. Second is the destination attributes of the tourist adopted from the study of Roque (2021) Destination attributes in CALABARZON: Basis for a proposed sustainable tourism competitiveness framework with an alpha of 0.76. Third, to Assess the factors affecting ecotourism sustainability in terms of environmental sociocultural, and economic, the researcher adapted the instrument from Wall 1997; Alexander and Whitehouse 2004; (Jiang 2008), the three systems of sustainability in ecotourism development. Lastly, for the factors affecting intention to revisit of tourists in Bicol Region in terms of perceived quality, perceived value, satisfaction, and revisit intentions, the researcher adapted the instrument from Puspitasari et al. (2018). Factors that affect intention to revisit of tourists in Semarang. AIP Conference Proceedings.

The researcher validated the adapted-modified questionnaire thru the help of three industry experts and run a pilot testing thru the help of 30 respondents who are not from the actual sample size. The results of the pilot test were analyzed using the Cronbach alpha, the results are as follows, for the destination attributes' safety and security (0.882-Good), Maintenance and cleanliness (0.918-Excellent), Information and communication (0.847-Good), Infrastructure (0.929-Excellent), prices (0.914-Excellent), Facilities (0.901-Excellent), and attraction (0.915-Excellent). For the Factors Affecting Tourism Sustainability, Environmental (0.915-Excellent), Socio-cultural (0.923), and Economic, Excellent (0.916-Excellent). For the factors that affect intention to revisit, Perceived quality (0.858-Good), perceived value (0.926-Excellent), Satisfaction (0.962-Excellent), and Satisfaction (0.962-Excellent).

Data Gathering Procedures - The required data, hypotheses and related literary works and concentrates all originated from books that were borrowed mainly from the online libraries of different universities. The researcher also made use of the internet to strengthen the resources thru the utilization of Mendeley, Science Direct and Google scholar. After validating the survey questionnaire, the following steps are utilized. First, a formal letter was sent to the different LGU's tourism offices and accredited tourism related establishments to collect data that might be needed for the study and to endorse the researcher for each destination. Second, a letter of consent and an online survey questionnaire was distributed thru the help of DOT and other officers in each destination. The online survey questionnaire was self-administered by the respondents. For the quantitative part, the researcher used a stratified random and quota sampling for the distribution of the instrument and data gathering.

Ethical Consideration - Research like this must have a foundation of trust with the respondents and this can be accomplished by guaranteeing confidentiality for the respondents. For the researcher's study, an informed consent, in a form of an online survey that sought from the respondents and include the purpose of the study, the activities involved and how confidentiality of the data and how it will be handled. Furthermore, the researcher assured the respondents that the information collected would remain confidential as in accordance with the data privacy act. The researcher seek permission to the respective authors to use and adapt the said instrument. Lastly, the researcher masked the identity of the tourist as the participants of the study in the phase of qualitative research interview done by one-on-one virtual interview via Zoom.

Data Analysis - Frequency Count and percentage distribution were the statistical treatment used to answer objective number 1 in describing the profile of the tourists. Meanwhile, weighted mean was used to interpret the result of the destination attributes, tourism service quality and factors affecting tourism destinations. 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 variable with two categories, For the test of relationship, Spearman Rho was used using 0.05 alpha level. The multiple regression analysis or structural equation model was used to define a theoretical causal model consisting of a set of predicted covariances between variables. The Statistical test used

for the study is non-parametric test because the nature of data is not normally distributed based on the Kolmogorov-Smirnov test with p-values of less 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 variable with two categories. For the test of relationship, Spearman Rho was used using 0.05 alpha level. The multiple regression analysis or structural equation n model was used to define a theoretical causal model consisting of a set of predicted covariance between variables using AMOS 23. For the qualitative side, the researcher used thematic approach using story-telling and narrative approach. The drive to narrate life events into order and meaning is referred to as narrative and storytelling. The story is offered in this paper as a framework for comprehending the subject and interview data in qualitative research. Narrative techniques are illustrated, narrative analyses are contrasted with other types of qualitative analyses, and the role of truth in narratives is discussed.

3. Results and discussion

Table 1

Demographic Profile of the Tourists

Profile	Category	Frequency	Percentage
Gender	Male	78	20.3
	Female	292	75.8
	LGBTQ	15	3.9
Marital Status	Single	278	72.2
	Married	107	27.8
Type of travel	Business	40	10.4
	Leisure	345	89.6

The Table 1 presents the Demographic profile of the respondents, it can be indicated in table 1 that most of the respondents are female wherein it has a frequency of 292 and a percentage of 75.8%, meanwhile for the Male it has a frequency of 78 or 20.3%, and lastly the frequency of the LGBTQ is 15 and has a percentage of 3.9. Based from this result, it can be well noted that majority of the respondents are female which comprised more than three-fourth of the respondents. Female group in these contemporary times are becoming more and more empowered in their decision-making. This includes their decisions as to lifestyle and leisure which included travel planning. This claim was supported in the study of Bauer (2021) who asserts that the increase of female travelers started years back, and such is attributed to their desire to explore different places.

It can be also gleaned in the table 1 that most of the respondents are single in which it has a frequency of 278 or 72.2% on the other hand the married respondents have a frequency of 107 and is equivalent to 27.8%. Determining the marital status of the respondents is very important in the tourism industry as this could help the different behavior patterns of the tourist. In additional, through identifying the marital status of the tourist would help for the agents to know if which will be the suitable tours that the tourists will surely enjoy. Married couple tends to enjoy quick leisure trips due to the large amount of household duties that they have and this resulted for them to spend for a few nights in every destination (Kara & Mkwizu, 2020).

Moreover, it can be also seen that majority of the respondent's type of travel is the leisure in which this garnered frequency of 345 and has a percentage of 89.6% meanwhile for the business type of travel it has a frequency of 40 and is equivalent to 10.4%. In this time of pandemic, leisure travel has dominated the type of travel relative to business travel. With managers and firm owners embracing the new way of meeting people for business purpose which is via online platforms along with the evolution of conferences and conventions into video conferencing and virtual meetings lesser individuals have resort to physical travel. With the set health and safety guidelines of the government, more and more corporate people and professionals opt to conduct business operations via online minimizing business travel. As mentioned in the study of Abbas et al. (2021) that leisure travel is considered to be a global service industry since majority of the tourists travels for relaxation and vacation. Due to the pandemic that severely damage the whole tourism industry, it is mentioned in the same

study that tourists will gain more interest to travelling and this will start to light the fire once again in the tourism industry.

Table 2 represents the summary table of destination attributes of the ecotourism attractions in Bicol which gained a composite mean of 4.29 and a standard deviation of 0.48 that resulted into having a verbal interpretation of good. Destination attributes in a destination is important to have, updated, and developed because this is what the tourists would look for when they wanted to visit a specific destination.

Table 2

Summary of Destination Attributes of the Ecotourism Attractions

Destination Attributes	WM	SD	VI	Rank
Safety and security	4.39	0.55	Good	2
Maintenance and cleanliness	4.42	0.51	Good	1
Information and communication	4.12	0.62	Good	7
Infrastructure	4.29	0.57	Good	4
Prices	4.19	0.62	Good	6
Facilities	4.21	0.60	Good	5
Attraction	4.37	0.54	Good	3
Composite Mean	4.29	0.48	Good	

Scale: 4.50-5.00: Excellent; 3.50-4.49: Good; 2.50-3.49: Fair; 1.50-2.49: Poor; 1.00-1.49: Very Poor

Tourists always conduct preliminary research on the destination they intend to visit in order to better understand and learn about the area and community. With these variables being in the spectra of good, it means that most of the respondents agree that these are the destination attributes that they most commonly search about. The highest indicator for the destination attributes would be the maintenance and cleanliness of a destination (WM=4.42; SD=0.51) which means that the respondents agree that this is the most important indicators out of all when considering the status of the destination attributes of Bicol. Sustainability is an important aspect of tourism that every destination and attraction should strive for because it not only keeps the location clean and tourist friendly, but also preserves and prolongs it for as long as possible. To achieve sustainability, a destination must first focus on keeping their tourism products in good condition while also keeping it clean for the safety of the tourists. The importance of preserving that destination's resources and striving for cleanliness is that it will still be recognized by tourists in the future. For the respondents, it is important for a destination to have a healthy ambiance and that there should be fresh air and water at the same time free from any noise pollution. Tourists travels for many reasons but the most common would be for vacation and relaxation therefore they consider this indicator because they wanted to be free from all the negative energy that surrounds them every day and be recharged once again by traveling. As per de Freitas et al. (2021), in a tourism planning for a destination, organizers and planners would include the conservation and preservation of tourism sites, particularly those with cultural and historical value, to pay homage to those who came before them.

Focusing on the lowest indicator, information and communication (WM=4.12; SD=0.62), it would seem that even though it is ranked this way, respondents still do appreciate that a destination would have this as it is also part of the important factors they look into when traveling. Before tourists can travel, they must consider a number of factors, which range from gathering information and data to communicating with their desired accommodations, attractions, and modes of transportation. A destination that clearly communicates their type of tourism to tourists will most likely get their desired capacity of tourists, which maintains their high economy and aids in the preservation of various sites found in their locality. Some tourists prefer to visit less-known destinations because they provide peace and tranquility, allowing them to relax and simply enjoy themselves. As a result, it is critical that information about each tourist destination be provided in every travel agency and website so that they can learn more about the destination before they travel to avoid wasting time, money, and effort.

As mentioned by Lee et al. (2019), travelers use both online and offline information sources to obtain data on their desired location, which may influence their decision to visit. As a result, material displayed and

disseminated should always be truthful and factual in order to avoid confusing tourists and losing their interest. In the tourism sector, it is critical to disseminate information to tourists who are either aware of or unaware of the destinations to which they are traveling; consequently, promotion and marketing are highly valued.

Table 3 shows the summary of the factors affecting tourism sustainability. The data shows that, all of the time, the respondents agreed that these factors affect the tourism sustainability with a composite mean of (4.45, SD of 0.50). This means that environmental, sociocultural and economic factors tend to affect the sustainability of the tourism. These factors contribute positively or even negatively to the sustainability of a destination.

Table 3

Summary of Factors Affecting Tourism Sustainability

Factors	WM	SD	VI	Rank
Environmental	4.44	0.56	<i>To a great extent</i>	2
Sociocultural	4.51	0.52	<i>To a very great extent</i>	1
Economic	4.41	0.55	<i>To a great extent</i>	3
Composite Mean	4.45	0.50	<i>To a great extent</i>	

Scale: 4.50-5.00: To a very great extent (VGE); 3.50-4.49: To a great extent (GE); 2.50-3.49: To a moderate extent (ME); 1.50-2.49: To a small extent (SE); 1.00-1.49: Not at all (NA)

The table shows the highest factor affecting tourism sustainability. All the time, the respondents have a very great extent that sociocultural factors affect tourism sustainability with a weighted mean of (4.51, SD of 0.52). This means that through the participation of the local community and the residents, a destination will be developed. Through the local residents, promotion of the destination will occur. They tend to promote the destination from tourists by promoting local products and delicacies. Also, they promote the destination through giving a service that's unique on the destination. Therefore, the people are a strong workforce to make the destination developed. According to Jeuring and Haartsen (2016), the local residents are part of the regional marketing and destination branding. The involvement of the residents includes a broad and clear concept of destination identity. The relationship of the local residents and the tourists makes a big difference in acquiring development. Also, with the help of the residents, they gain in attracting large number of potentials tourists.

Also, the table shows the middle factor affecting tourism sustainability. Most of the time, the respondents have a great extent that environmental factors affect tourism sustainability with a composite mean of (4.44, SD of 0.56). This concludes that if a destination is preserved, this could be developed. There are numerous activities that makes a destination preserved, there is programs, campaigns, and awareness that could give knowledge in creating awareness about a destination. Also, if people are knowledgeable enough, then this affects their attitude in bringing positivity to the environment. Through certain protection awareness, a destination could be preserved.

Lastly, the table shows the least factor affecting tourism sustainability. Most of the time, the respondents have a great extent that economic factors affect tourism sustainability with a composite mean of (4.41, SD of 0.55). This means that the economy benefits from all the businesses in a destination. Every destination has a lot of small local businesses and this contributes to the development of the economy and the destination. Therefore, it generates jobs for local residents which is a big help for their everyday life. Also, through the help of the local government, local infrastructures such as bridges, highways and ports are upgraded. There are a lot of businesses that operates and gives services. Lodging industries gives accommodation to the tourists and at the same time, gives jobs for people in the local resident. This concludes that the destination will be continuously developed with the help of businesses. Khan, et al (2020) explains tourism as having a vigorous role in the growth of the economy in developing a destination. The development of tourism viewed as a vital tool in generating income and employment. There are 3 types of economic impact of tourism development that can be applied in every destination. First, the direct economic impact that includes the revenue of small accommodation businesses, and restaurants. Second, the indirect economic impact which includes the process of the accommodation businesses and restaurants in utilizing and purchasing supplies form the destination.

Table 4

Summary of Factors affecting intention to revisit of tourists in Bicol Region

Factors Affecting Intention	WM	SD	VI	Rank
Perceived quality	4.41	0.56	<i>Agree</i>	3
Perceived value	4.56	0.53	<i>Strongly Agree</i>	2
Satisfaction	4.57	0.54	<i>Strongly Agree</i>	1
Overall Composite Mean	4.51	0.49	<i>Strongly Agree</i>	

Scale: 4.50-5.00: Strongly Agree (SA); 3.50-4.49: Agree (A); 2.50-3.49: Moderately Agree (MA); 1.50-2.49: Disagree (D); 1.00-1.49: Strongly Disagree (SD)

Table 4 shows the summary of the factors affecting intention to revisit of tourists in Bicol region. The data shows that the respondents strongly agree that the following factors: perceived quality, perceived value and satisfaction affects the intention to revisit of tourists in Bicol region with a composite mean of (4.51, SD of 0.49). This means that there are certain factors why tourists revisit a destination. Through perceived quality, a tourist may feel satisfied thru the quality of product and service they experience. Through perceived value, tourists feel satisfied by the experience because it can be a value for money. Lastly, through satisfaction, tourists feel satisfied because they can feel the overall enjoyment and satisfaction. These factors affect the behavior and choices of the tourists that can satisfy their own experience in a destination. People revisit a place for several reason and one of it is the overall satisfaction they got from their previous travel from the same destination.

The table shows the top 1 factor affecting the intention of tourists to revisit Bicol region. The respondents strongly agreed that satisfaction is the most reason affecting intention to travel of tourists to Bicol region (4.57, SD of 0.54). This means that satisfaction causes tourists to revisit Bicol region. It can be gleaned that tourists travel for satisfaction; people do travel because they want to feel satisfied. In fact, no one doesn't want to travel without satisfaction because it brings happiness and relaxation to them. A travel without satisfaction means people don't enjoy it. Also, people can be unsatisfied when they experienced something off. There are a lot of reason why people travel for satisfaction, it can be for relaxation, unwinding and to enjoy. Satisfaction is a state of being contented to what a person experienced either from product or service. Therefore, a positive driving force for tourists to revisit Bicol region is to feel contented about what the destination offered.

In accordance to Lončarić et al. (2018), customer satisfaction is one of the most research topics. It has highlighted 3 components: 1) satisfaction is an emotional and rational response, 2) the said response pertains to expectations, experiences and product, and 3) this response happens in a particular time such as after the consumption and experience. Satisfaction is coined from the accumulated experience and it is a fulfilment of response. It provides a pleasurable level of consumption fulfilment such as levels of under-fulfilment (dissatisfied) and over-fulfilment (satisfied). In addition, satisfaction is a response of evaluation of a certain product or service in terms of reaching the level of the customer's needs and expectations

The table shows the top 2 factor affecting the intention of tourists to revisit Bicol region. The respondents strongly agreed that perceived value is one of the reasons affecting intention to travel of tourists to Bicol region (4.56). This means that whenever a tourist travel in a destination, they would assess that destination before, during and after the visit. Perceived value is the evaluation or the assessment of the mind in a certain product or service. This concludes that tourists wanted to visit Bicol region again because they assessed that the region has wonderful and fascinating destinations which made them revisit it. Also, perceived value is manipulated by our behavior and emotion. What we perceive in a destination affects our way of thinking and evaluates it. It a forerunner of satisfaction, when tourists perceived that the destination is a value for money and experience, then tourists are satisfied. To strengthen the analysis, Lestari et al. (2019) stated that tourists assess a destination whenever they travel, it creates a perception of what value does a destination have.

Lastly, the table shows the top 3 factor affecting the intention of tourists to revisit Bicol region. The respondents agreed that perceived quality is one of the reasons affecting intention to travel of tourists to Bicol region (4.41, SD of 0.56). This means that the quality of product and service is very important when it comes to satisfaction. People always tend to look for quality products and service, I mean, what kind of person doesn't

want it. It is believed that perceived quality of the tourists may vary depending on their experience in that destination. Tourists may find Bicol region as a quality destination that offers quality and amazing experience, from attractions to the services to the foods. It can also be the reason of finding the region's food authentic. Authenticity can be coined from the quality it has due to its uniqueness. Also, perceived quality can be defined as a judgment of the tourist in a certain product or service. Tourists do judge a product and service based on what satisfaction tourists should and ma get from it. Keni et al. (2019) further elucidate that perceived quality is an also a process of evaluation. It is an evaluation of the quality of service or product in a destination. Furthermore, perceived quality is: different from actual quality, a judgment made by a consumer, and a vats level of distraction. Perceived quality is the general feeling about a particular brand. High level of perceived quality increases the satisfaction that a tourist can feel.

Table 5

Revisit intention of tourists in Bicol Region

Revisit Intention	WM	SD	VI	Rank
I will praise or say good things about tourism in the Bicol Region to friends and relatives	4.58	0.60	<i>Strongly Agree</i>	2.5
I would advise friends and relatives to travel to Bicol Region	4.63	0.59	<i>Strongly Agree</i>	1
I would plan for a trip back to the Bicol Region in the future	4.58	0.62	<i>Strongly Agree</i>	2.5
If you had to decide, I would choose Bicol Region as a tourist destination on my return	4.57	0.62	<i>Strongly Agree</i>	4
Composite Mean	4.59	0.56	<i>Strongly Agree</i>	

Scale: 4.50-5.00: Strongly Agree (SA); 3.50-4.49: Agree (A); 2.50-3.49: Moderately Agree (MA); 1.50-2.49: Disagree (D); 1.00-1.49: Strongly Disagree (SD)

The data above talks about the revisit intention of tourists in Bicol Region which the respondents have strongly agreed with and gained a composite mean of 4.59 with a standard deviation of 0.56. This means that the respondents have high regard with the Bicol region that they would consider coming back again and again as well as to suggest others to try the tourism in that destination. Trust and revisit intention were both positively influenced by service quality, while product quality was positively influenced by trust and revisit intention. Trust partially mediated the effect of service quality on revisit intention and the effect of product quality on revisit intention. The capacity to maintain consistency in service quality and product quality are essential aspects in establishing visitor trust and enhancing tourist revisit intention.

The indicator that ranked the highest on these table is that the respondents would advise their friends and relatives to travel to Bicol region which they strongly agreed to and have a mean of 4.63 and a 0.59 standard deviation. If a destination is in good quality especially its attractions and the interaction with the locals, they are most likely to be the factors that tourists consider in referring the destination to other people. Mentioned in the study of Chang et al. (2018) that recommendation behavior is a positive appraisal of a product, brand, or service that is shared among consumers without any economic motive through various informal channels. Customers can change a neutral or negative attitude into a favorable one by asking others for recommendations, which can have nine times the impact of advertising. Loyal customers are those who are willing to make a positive recommendation for the company. As a result, as a key indicator of a company's performance, recommendation intention is a useful statistic that can be used to estimate a company's development potential and improve its competitiveness.

The last indicator would be that the respondents said that if they would be able to decide, they would choose Bicol region as a tourist destination on their return and even though ranked the lowest it still gained a verbal interpretation of strongly agree with its mean being 4.57 and a standard deviation of 0.62. This means that the respondents would most likely return to Bicol based on their initial experience. That became a primary factor in their decision for their revisit intentions which would most likely be connected on how they were being treated, if the environment was peaceful and relaxing, and other positive destination attributes that Bicol has to offer to their tourists. Moreover, the importance of travelers as destination tourists has become an important measure by which to judge the destination's development potential as market rivalry has become increasingly tough. Chen et al. (2020) said that the desire to return to a location after a vacation for a specific period of time is the epitome of destination loyalty. The possibility that a consumer will return to a restaurant, regardless of whether they had a

positive or bad attitude toward the service provider, is known as revisit intention, and it may also be defined as an individual's propensity to return to the same location.

Table 6 shows the significant differences of the destination attributes, sustainability, and factors affecting revisit intention when grouped according to gender. It can be observed that the variables under attributes, except for the information and technology as well as infrastructure, that they have no significance. When it comes to the variables under sustainability, the environmental and economic have no significant difference when grouped by gender. For the last list of variables regarding the factors affecting revisit intentions, only the perceived quality have no significance. The list of variables was considered not significant as they are higher than the required *p*-value (0.01) significance.

Table 6

Destination attributes, sustainability & factors affecting revisit intention when grouped according to gender

	Male (n=78)	Female (n=292)	LBGTQ (n=15)	Kruskal-Wallis	Hp-value	Int
Attributes						
Safety and Security	171.06	197.53	218.83	4.528	.104	NS
Maintenance & cleanliness	176.24	197.01	202.17	2.323	.313	NS
Information & communication	166.16	200.47	187.23	6.032	.049	S
Infrastructure	161.03	201.53	193.10	8.567	.014	S
Prices	175.20	197.38	200.37	2.591	.274	NS
Facilities	175.49	197.55	195.47	2.517	.284	NS
Attraction	166.51	199.97	195.03	5.651	.059	NS
Sustainability						
Environmental	174.17	197.82	197.20	2.951	.229	NS
Sociocultural	162.27	201.43	188.60	8.169	.017	S
Economic	172.24	196.73	228.30	4.766	.092	NS
Factors Affecting Revisit Intention						
Perceived Quality	172.94	197.25	214.53	3.688	.158	NS
Perceived Value	152.03	204.79	176.63	15.884	.000	HS
Satisfaction	152.98	203.42	198.17	14.331	.001	HS
Revisit Intention	153.32	203.27	199.37	14.774	.001	HS

*Significant at *p*<0.01 (2-tailed)

Significant difference exists on destination attributes in terms of information and communication ($H=6.032$, $p=.049$) and infrastructure ($H=8.567$, $p=.014$) where female respondents have significantly higher response on these areas than the two other groups. This means that most of the female respondents always investigate these variables before they visit a destination. It is deemed important to them that the information and communication should be convenient therefore they would know more details about the destination. Information and communication are important to have because this is where all the information regarding the destination could be read or asked. Moreover, infrastructure is also considered significant to the female respondents because they make sure where the accommodations are as well as where the attractions are. They see to it the roads going in and out of the destination are safe to travel by.

It is critical that information on each tourist destination be available in every travel agency and on every website so that travelers may learn more about the destination before they arrive and avoid wasting time, money, and effort. They utilize this information to choose the greatest tourist attractions or activities that would interest them, as well as whether or not traveling is secure and safe (Tuclea et al., 2020). As Lee et al. (2019) stated, travelers use both online and offline information sources to obtain data on their desired location, which may influence their decision to visit. Digital marketing, on the other hand, is a necessary for tourist destinations, according to Alghizzawi (2019), since it allows them to engage with their target market and locate more interested tourists who want to visit their location. Furthermore, Corona-León & Mancinas-Chávez (2021) stated that tourism-related businesses that communicate effectively can position themselves in a better position when it comes to attracting tourists because they can gain loyal customers who will want to visit them not only for their activities but also for their great and exceptional service.

Meanwhile, significant difference exists on tourism sustainability in terms of sociocultural factor ($H=8.169$,

$p=.017$) where female respondents found to have higher response than males. Female respondents are more social compared to males, meaning that they are mostly the ones who meet and welcome different people whenever they visit a new destination. They are the ones who tries to be socially active and learn more from the destination in comparison to their counterpart.

Tourism has a significant impact on individual behavior, relationship building and engagement, collaborative lifestyles, moral conduct, and community organization, all of which have a good impact on people and the destination (Pizam, 2016). The interaction of two primary elements, the tourist-host relationship and the development of the tourism sector, determines the quality of life in the host society. The "demonstration effects," which refers to the behavior of individuals caused by actions, are one of the most essential consequences based on social elements of tourism in a destination. It is the contrasts between tourists and locals that have a negative impact on the host community's social component (Akova & Atsiz, 2019). People and tourism destinations are linked to form a meaningful interaction and experience.

Furthermore, significant differences exist on the factors affecting revisit intention in terms of perceived value ($H=15.884, p<.001$), satisfaction ($H=14.331, p=.001$) and revisit intention variable ($H=14.774, p=.001$) where female tourists have significantly higher response on these aspects than males. This implies that the female respondents look into the value of the destination based on what you could find there, may it be accommodations, activities, and etc. They are always the one who make sure that they get their value for money whenever they travel. In line with that, if the destination meets or passed their expectations, they would be highly satisfied in which results to their added revisit intention.

Building long-term relationships is one of the industry's goals, therefore personnel who understand how to put themselves in the shoes of clients are in high demand. Having this attribute will have a beneficial impact on overall management performance, as well as favorable feedback from the company and the tourism sector as a whole (Manola & Papagrigoriou, 2019). The analysis of tourist happiness and loyalty is crucial to a destination's success. It is the fact that tourists are provided with high-quality service in a timely manner, resulting in their contentment (Akroush et al., 2016). Fulfilling tourist expectations leads to loyalty, which demonstrates commitment. Cossío-Silva et al. (2019) found that tourists' differing perspectives are a unique approach of determining loyalty to a destination.

Table 7

Destination attributes, sustainability & factors affecting revisit intention when grouped to marital status

	Single (n=278)	Married (n=107)	z-value	p-value	Int
Attributes					
Safety and Security	194.56	188.94	-.454	.649	NS
Maintenance & cleanliness	191.83	196.04	-.338	.736	NS
Information & communication	193.91	190.64	-.261	.794	NS
Infrastructure	200.74	172.90	-2.253	.024	S
Prices	196.32	184.37	-.958	.338	NS
Facilities	197.60	181.04	-1.332	.183	NS
Attraction	195.02	187.75	-.578	.563	NS
Sustainability					
Environmental	195.86	185.57	-.835	.404	NS
Sociocultural	198.29	179.26	-1.554	.120	NS
Economic	196.78	183.19	-1.098	.272	NS
Factors Affecting Revisit Intention					
Perceived Quality	193.68	191.23	-.198	.843	NS
Perceived Value	194.50	189.10	-.452	.651	NS
Satisfaction	196.42	184.11	-1.034	.301	NS
Revisit Intention	195.37	186.84	-.734	.463	NS

*Significant at $p<0.05$ (2-tailed)

In accordance with the data presented in table 7, the variables under attributes are all not significant when grouped by marital status except for the infrastructure in which it is significant. However, for the variables under sustainability and factors affecting revisit intention, all are deemed not significant, hence these are not affected

when the respondents are grouped by their marital status. All of which are higher than the required p-value of 0.05 that is why they are all not significant.

Significant difference exists on the responses for destination attribute in terms of infrastructure ($z=-2.253$, $p=.024$) where respondents who are unmarried or single have significantly higher response on this aspect. Meanwhile, no significant difference exists on the responses for tourism sustainability and factors affecting the revisit intention. This signifies that either the tourists are single or married, they have diversity of perspectives and experiences in visiting eco-tourism destinations in Bicol Region. Respondents, when grouped by their marital status, are significant when it comes to the destination attributes, specifically the infrastructure variable, as they travel a lot therefore it is important for them to see if the destination maintains their infrastructures, especially for the single respondents who dominated the survey. Infrastructures are also being evaluated for improvement and development, as their appearance may help attract a large number of tourists. Tourists who observe that a tourism destination's infrastructure is stable and in good condition will have faith in that destination's safety and security. Tourism infrastructure has a significant impact on tourist satisfaction by assessing its attractiveness factors and cultural aspects. Policies should also be put in place to ensure the integrity of each tourism infrastructure, which would then maintain the number of tourist visits and even encourage more to come through promotion and marketing. Infrastructures, according to Dalimunthe et al. (2020), are included in the tourism destination's resources, whether natural or man-made, and are another component to consider in order to develop the place. Blazeska et al. (2018) also found that examining the attractiveness criteria and cultural components of tourism infrastructures has a significant impact on tourist satisfaction levels. Policies should also be put in place to safeguard the integrity of each tourism infrastructure, which would help to maintain the amount of tourist visits while also encouraging more to come through promotion and marketing (Abad & Borbon, 2021).

Table 8

Destination attributes, sustainability & factors affecting revisit intention grouped according to type of travel

	Business (n=40)	Leisure (n=345)	z-value	p-value	Int
Attributes					
Safety and Security	160.82	196.73	-1.976	.048	S
Maintenance & cleanliness	200.81	192.09	-.477	.634	NS
Information & communication	210.49	190.97	-1.062	.288	NS
Infrastructure	187.58	193.63	-.334	.738	NS
Prices	205.03	191.61	-.733	.464	NS
Facilities	208.26	191.23	-.933	.351	NS
Attraction	193.79	192.91	-.048	.962	NS
Sustainability					
Environmental	206.01	191.49	-.802	.423	NS
Sociocultural	189.18	193.44	-.237	.812	NS
Economic	204.88	191.62	-.729	.466	NS
Factors Affecting Revisit Intention					
Perceived Quality	206.06	191.49	-.802	.422	NS
Perceived Value	191.56	193.17	-.091	.927	NS
Satisfaction	183.73	194.08	-.592	.554	NS
Revisit Intention	183.99	194.04	-.589	.556	NS

*Significant at $p<0.05$ (2-tailed)

It could be gleaned on table 8 that significant difference exists on the destination attributes in terms of safety and security ($z=-1.976$, $p=.048$) when the tourists were grouped according to type of their travel. Those respondents whose purpose is for leisure, they have significantly higher response than those for business. A lot of the respondents travel to different destination for leisure purpose, may it be for relaxation, enjoyment, or etc. There are numerous factors that tourists consider before traveling to a destination. Tourists consider the safety and security of the destination when deciding whether or not to continue on their journey, and every time a tourist deems a location as dangerous, it reduces the number of tourists who visit the location while also negatively impacting its economy. Therefore, they make sure that the destination they are visiting is safe for them travel as well as secure enough so that they could enjoy with no worries. As per Brondoni (2016), tourism

safety and security encompass a wide range of issues, including tourist protection, natural disaster protection, data privacy, environmental security, health risks, and many others, making tourism vulnerable to a variety of negative factors, the most likely of which is terrorism. As a result, ensuring that a destination is safe and secure in terms of the aforementioned characteristics is a responsibility shared not only by tourism organizers and travel companies, but also by tour guides and tour operators, as well as the tourists themselves (Martyniak, 2020).

Meanwhile, no significant difference exists on the responses for tourism sustainability and factors affecting the revisit intention when grouped according to type of travel as denoted by the computed p-values of greater than 0.05 alpha level. This signifies that no matter what type of travel that these tourists could have in visiting Bicol Region, they have different perspectives about sustainability of ecotourism in the region.

Table 9

Relationships of attributes and tourism sustainability to the factors affecting intention to revisit a destination

Attributes		Sustainability			Factors Affecting Revisit Intention			
		Environ-ment	cultural	Economic	Quality	Value	Satisfaction	Intention
Safety and Security	r _s – value	.581**	.577**	.590**	.584**	.547**	.508**	.528**
	p-value	.000	.000	.000	.000	.000	.000	.000
Maintenance & cleanliness	r _s – value	.634**	.586**	.598**	.609**	.529**	.521**	.493**
	p-value	.000	.000	.000	.000	.000	.000	.000
Information & communication	r _s – value	.522**	.491**	.525**	.544**	.476**	.413**	.384**
	p-value	.000	.000	.000	.000	.000	.000	.000
Infrastructure	r _s – value	.609**	.611**	.632**	.597**	.578**	.518**	.527**
	p-value	.000	.000	.000	.000	.000	.000	.000
Prices	r _s – value	.573**	.514**	.567**	.613**	.495**	.471**	.457**
	p-value	.000	.000	.000	.000	.000	.000	.000
Facilities	r _s – value	.625**	.560**	.622**	.602**	.546**	.556**	.502**
	p-value	.000	.000	.000	.000	.000	.000	.000
Attraction	r _s – value	.630**	.644**	.651**	.612**	.642**	.611**	.596**
	p-value	.000	.000	.000	.000	.000	.000	.000
Sustainability								
Environment	r _s – value	1.000	.747**	.776**	.707**	.656**	.650**	.597**
	p-value	.	.000	.000	.000	.000	.000	.000
Sociocultural	r _s – value	.747**	1.000	.782**	.685**	.712**	.694**	.675**
	p-value	.000	.	.000	.000	.000	.000	.000
Economic	r _s – value	.776**	.782**	1.000	.724**	.695**	.647**	.655**
	p-value	.000	.000	.	.000	.000	.000	.000

*Significant at p<0.05 (2-tailed)

It could be gleaned on table 9 those significant relationships exist on the destination attributes and tourism Sustainability with the factors affecting intention to revisit a destination in Bicol Region as denoted by the computed p-values of less than 0.05 alpha level. All factors affecting revisit intention are directly correlated with all the dimensions of destination attributes and tourism sustainability. This signifies that those tourists with

higher response on the destination attributes are also those respondents with higher response on the factors affecting revisit intention as well as to the tourism sustainability.

The destination attributes consist of several factors which are safety and security, maintenance and cleanliness, information and communication, infrastructure, prices, facilities, and attraction. Tourists visit diverse tourism areas for a variety of reasons, ranging from relaxation and leisure to business or corporate purposes. Tourists, on the other hand, have a common trait in that they always research the place that they are visiting first in order to comprehend and learn more about the neighborhood and community. They are all important and affects the decision making of a tourist whenever they wanted to travel in certain destination. There are various factors to consider that influence a destination's image, ranging from the political too little features such as roads and infrastructures (Eid et al., 2019). Furthermore, Jumanazarov et al. (2020) stated that destination promotion and marketing may boost a destination's reputation and image, and that with an exceptional tourism service to back it up, travelers who had visited their location would most likely tell other tourists about it which builds up their reputation more.

It is important for a destination to have sustainable development and sustainability which focuses on balancing it 3 aspects: environmental, socio-cultural, and economic. Starting with the environmental, the majority of the locations and attractions are natural and have a connection to the environment. Problems and dilemmas arise, affecting the destination as well as the environment. Every year, the globe changes; climate change occurs, as does damage. The International Union for the Conservation of Nature and Natural Resources created and first offered sustainable development to address these issues. Sustainable development refers to meeting current demands while also preparing for and preserving the future.

On the other hand, the socio-cultural tackles about how the tourists communicates or connects with the community in the destination. The development of a destination is supported by the locals because it is a driving force for tourism development. They also influence a guest's or tourist's satisfaction through the hospitality of the locals. As tourism development has paved the way for a destination's improvement, planners must consider and analyze the factors that influence the destination and its visitors. Tourists can choose from a wide range of attractions and destinations, and one of the most important aspects is the cultural and historical component. It is defined as a community's or society's customs and habits. Every attraction or destination has its own unique story to tell, and it draws a large number of tourists, both domestic and foreign.

Lastly, the economic aspect talks about the economy of the destination in which affects its tourism growth because this is where the labor workers and business owners would feel its effects. A successful tourism destination generates economic pursuit, which boosts a destination's income and development. In addition, it brings prosperity to a location, resulting in job opportunities for the community. "Multiplier Effects," a phenomenon that highlights the various sectors involved in a thriving tourism industry. Tourism provides direct and indirect job opportunities for locals and the community, as well as for young people who want to travel to different places. It's a cascade of events in which tourism acts as a positive force in the economy (Khan et al., 2020).

Based on the result of Structural Equation Model of the three major variables included in the study, destination attribute is not a factor that can be used to describe the factors of tourists' intention to revisit the destination because of its very small, standardized regression estimate value of 0.06 but it can be used to correlate with the tourism sustainability. Only the tourism sustainability has direct positive correlation with factors affecting the revisit intention gearing towards the attainment of actual revisit intention of the tourist's visting ecotourism in Bicol Region. This signifies that when tourism sustainability goes up by 1 standard deviation, the factors affecting revisit intention goes up by 0.80 standard deviation. In addition, when the value of factors affecting the revisit intention goes up by 1 standard deviation, the actual revisit intention value goes up by 0.94 standard deviation.

In addition, the figure shows the interrelationships that consists of different sub variables under attributes

such as maintenance and cleanliness, safety and security, attraction, infrastructures, facilities, prices, and information and communication. These attributes should be present in a particular destination to achieve sustainability in the tourism and hospitality industry. All the elements should work together harmoniously for the betterment of the tourism destination. More so, the two arrows found on the left and right of these attributes focus on the belief that tourism sustainability and destination attributes will receive positive reciprocity once implemented. Meanwhile, tourism sustainability deals with the preservation of various aspects that affect operations not compromising the future generations. It involves environmental, socio-cultural, and economic features of a particular destination. Hence, the framework encourages various destinations to develop activities and programs towards enhanced revisit intentions. Working towards meeting tourism sustainability will increase the intentions of the tourists to visit the destinations.

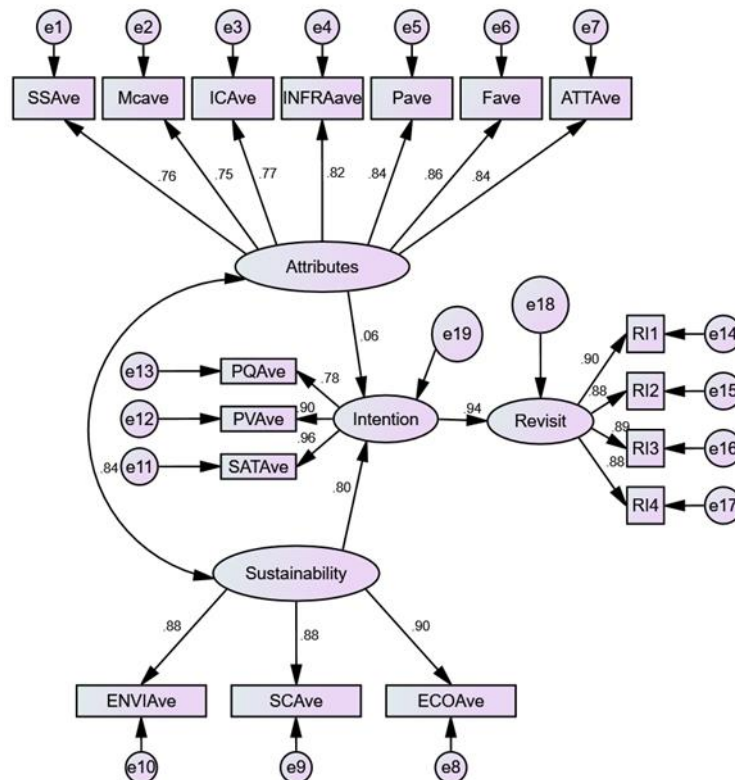


Figure 1. Structural Equation Model

Furthermore, the factors affecting revisit intentions that includes perceived satisfaction, perceived value, and perceived quality. The model signifies that if the destinations succeeded in putting value and quality in what they offer, it will attain tourist's satisfaction. If these three were present, there will be an actual revisit intention that pertains to the highest goal of the proposed framework. Thus, it will create an enigmatic impact to the destination, community, and tourism and hospitality industry.

Also, using *CMIN*, which stands for the *Chi-square value* and is used to compare if the observed variables and expected results are statistically significant. In other words, *CMIN* indicates if the sample data and hypothetical model are an acceptable fit in the analysis. The model has been considered with reasonable fit because the computed *CMIN* value is 3.413 which is less than 5 as mentioned by Marsh and Hocevar (1985) that if the value is ≤ 5 it indicates a reasonable fit.

In other words, there was an existing relationship between the variables used in the study and that since the model is reasonably fit, there exists a possibility that future trends can be predicted. Recent study of Shien, et al (2022) observed that their hypothesized model possesses a good fit, similar to the present study. More congruently, the study of the aforementioned researchers uses variables, i.e., revisit intention, motivation, experience, escape, and positive behavioral, almost similar to the used variables in the current study. The study

of Shien, et al (2022) further asserted that, given the values obtain in their study, motivation influences the experience and escape of tourists, whilst these two variables (experience and escape) influence the revisit intention of tourists. Positive and negative behaviors were deemed as an intervening variable in the study that affects the revisit intention of tourists to a specific tourist site.

The Root Mean Square Error of Approximation (RMSEA) is a parsimony-adjusted index. Values closer to 0 represent a good fit. The computed RMSEA is 0.049 which is according to MacCallum et al. (1996), a RMSEA less than 0.05 has a reasonable fit. It should be $< .08$ or $< .05$. Further, Browne and Cudeck (1993) as cited by Boateng et al. (2018) claimed that propose RMSEA = 0.05 as indicative of tight fit, $0.05 \leq \text{RMSEA} \leq 0.08$ as indicative of acceptable fit, and values >0.10 as indicative of poor fit between the postulated model and the observed data. However, Hu and Bentler (1999) as cited by Boateng et al. (2018) have shown $\text{RMSEA} \leq 0.06$ may indicate a strong fit.

Since the obtained RMSEA value in the study is 0.049, which is closer to zero, then it would be reasonable to say that the postulated model and the observed data in the study possess a strong or close fit. Either way, the computed value of RMSEA in the study satisfies both the “close fit” standards of MacCallum et al. (1996), Browne and Cudeck (1993), and Hu and Bentler (1999). Meanwhile, reasonably speaking, a good fit suggests that the variables in the study correlated follow a pattern that could be predicted as they exist a relationship among them. Similar to the study of Shien, et al (2022), obtained value of RMSEA shows a strong fit which values ranging less than 0.05.

The (Standardized) Root Mean Square Residual (**RMR**) represents the square-root of the difference between the residuals of the sample covariance matrix and the hypothesized model. As the RMR can be sometimes hard to interpret but it is suggested to use a value less than 0.08, wherein the case of the present model with a computed $\text{RMR}=0.016$ is less than the prescribed value of 0.08. This signifies that the model is a good fit. The (Adjusted) Goodness of Fit (**GFI/AGFI**) is the proportion of variance accounted for by the estimated population covariance. It is suggested that the GFI and the AGFI should be greater than 0.95 and > 0.90 , respectively, where the computed values of $\text{GFI}=0.961$ and $\text{AGFI} = .901$ which is greater than the prescribed values. This signifies that the model has good fit. Since the model has a good fit, it can be deduced that the model works well in reality. As in the study of Shien, et al (2022), similar GFIs and AGFIs can be observed with values: $\text{AGFI} = 0.926$, $\text{GFI} = 0.945$; $\text{AGFI} = 0.906$, $\text{GFI} = 0.930$; $\text{AGFI} = 0.926$, $\text{GFI} = 0.945$; $\text{AGFI} = 0.906$; $\text{GFI} = 0.930$. Noticeably, in the study of Shien, et al (2022), AGFI is always less than the value of GFI. As in the current study, GFI is greater than the obtained AGFI.

4. Conclusions and recommendations

Most of the tourists are 18-25, female, unemployed, college graduate, single, and travels once a year for leisure type or purpose and Albay is the most visited province in the Bicol Region. In general, there is a good assessment from the tourists in terms of the Destination Attributes of the Ecotourism Attractions in Bicol Region. Mostly, there is a great extent affecting tourism sustainability from the two factors such as the environmental and economic, however, there is a very great extent on the sociocultural factors as rated by the tourists. Most of the tourist agreed that perceived quality affects their intention to revisit the Bicol Region, however in the other hand they also strongly agreed that perceived value and satisfaction also affects the said intention to revisit. There are no significant differences on destination attributes, tourism sustainability and factors affecting revisit intention when grouped according to age, employment, educational attainment, frequency, and province of visit. however, there is a significant difference on destination attributes, tourism sustainability & factors affecting revisit intention when grouped according to gender and to all factors except information and communication, infrastructure under marital status, and safety and security for type of travel. All factors affecting revisit intention are directly correlated with all the dimensions of destination attributes and tourism sustainability. This signifies that those tourists with higher response on the destination attributes are also those respondents with higher response on the factors affecting revisit intention as well as to the tourism sustainability. Proposed model was

created for the Bicol region however based on the result of Structural Equation Model of the three major variables included in the study, destination attribute is not a factor that can be used to describe the factors of tourists' intention to revisit the destination because of its very small, standardized regression estimate value of 0.06 but it can be used to correlate with the tourism sustainability. Only the tourism sustainability has direct positive correlation with factors affecting the revisit intention gearing towards the attainment of actual revisit intention of the tourist's visiting ecotourism in Bicol Region. The Bicol Region more specifically the LGU and the private sectors may add more advertisement when it come to the diversity of the demographics to further catch other market segments such as those of who are working, married, and visiting for leisure and promote other provinces under the umbrella of the said region.

To further enhance the assessment of the tourist in terms of Destination Attributes of the Ecotourism Attractions in Bicol Region, the DOT together with the private sectors such as hotels, resorts, travel agencies, tour operators and other business may propose different activities in water, land-based activities and in some ecotourism destinations and guidelines to further strengthened their services in the time of recovery from covid-19 pandemic. The Bicol region may revitalize the sociocultural factors as this is the main variable that the tourists are looking for, as such, the DOT and other agencies both public and private may use the framework to continue promoting local products, services and other local tourism activities that may enhance and preserve their culture.

The local business owners may further enhance their service and add more complimentary packages in the services or products that the tourists are availing or buying during their visit and stay in the Bicol Region. Also, the tour operators, together with different partners such as hotels and travel agencies, may give discounts for those groups who are availing their services or products to increase their sales further and add more delight from the end of the tourists. To all factors except information and communication, infrastructure under marital status, and safety and security for type of travel, the families that are part of the tourists' segments may be at the top of the priority of the services and programs of the region utilizing giving extra care and services to them during their visit. This service may be extended to safety and health, complementary products in different activities during their stay in the region.

The proposed model may be used to further enhance the tourism of the Bicol region by promoting tourism sustainability has a direct positive correlation with factors affecting the revisit intention gearing towards the attainment of actual revisit intention of the tourist's visiting ecotourism in Bicol Region. This means that preservation is the key to promoting the region's tourism, not just on the economic and environmental side but more specifically the sociocultural side that correlates the different activities in the region. Future researchers may conduct similar study and may use other variables and techniques and by using the proposed framework, the future researchers will be able to test the variability and effectiveness of it in terms of implementation by the LGU and of the private sectors

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