

# Nature-based attractions in the Province of Albay: Basis for action plan

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## Abstract

The study aimed to enhance the nature-based attractions in the province of Albay. It presented the demographic and psychographic profile of the respondents, assessed the safety and security of the tourists visiting the nature-based attractions in the province of Albay and its destination attributes, determined the significant difference when grouped according to profile variables, tested the significant relationship between the safety and security of the tourists visiting the nature-based attractions and destination attributes influencing visit intention, lastly, proposed an action plan to enhance the nature-based attractions in the province of Albay. The study used quantitative research method. It used 385 respondents based on the tourist arrivals in Albay 2021 from the data presented by Department of Tourism (DOT). The researcher used the Raosoft Sample Size Calculator to determine the research participants with a margin error of 5 percent. Also, it has a 95 percent confidence level. The instrument went through pilot testing to validate it. The result of the Shapiro-Wilk Test showed that p-values of all variables were less than 0.05, meaning that the data set was not normally distributed. Therefore, the Mann-Whitney U test for two groups and the Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship. All analyses were performed using SPSS version 26. Based on the result of the study, predominantly, visitors in Albay are female, single, and belonging to the Gen Z. All respondents claimed to have traveled to Albay for the past 12 months before the study. Nearly half usually traveled to Albay once a year, and over half have sojourned Albay for leisure, recreation, or holiday purposes. Further, the accessibility of nature-based attractions in Albay is crucial in maintaining the positive attitude of the tourists to the place. The lack of tour guides in the province of Albay can be a pressing issue as this implies that there has been a scant workforce in the area. In the nature-based attractions the respondents felt safe and secure from water and air pollution. Moreover, the tourists are aware of the natural disasters in the place. As recommended by the researcher, the local government may put thrust on medical care, security services, and tourism-oriented policy also, may hire tour guides as well.

**Keywords:** nature-based attractions, Albay province, Philippines

## **Nature-based attractions in the Province of Albay: Basis for action plan**

### **1. Introduction**

Albay province has way much to offer when it comes to nature-based tourism (NBT). However, with varying factors, including the dangers posed by the sudden outburst of COVID-19 in the area and the lack of sufficient support from the national down to the local government, the NBT industry in the province has become stale to a certain degree. Hence, this study attempts to craft an action plan that will serve as a guide to both tourists and concerned authorities, alike, in raising the NBT in the province, particularly during these trying times. This study, through empirical analysis and systematic data gathering, attempts to revitalize the NBT in the province, and particularly analyze the behavior and attitudes of NBT tourists in the area.

Albay is bordered by two provinces: Sorsogon in its south and Camarines Sur in its north. Situated on its northeast was the Lagonoy Gulf, while on its southwest was the Burias Pass—a strait separating the above-mentioned province from its neighboring province, Masbate. The province of Albay boasts its colorful history. Even before the Spanish conquistadors landed in the islands of the Philippines, there already existed a pre-existing culture in the province characterized by the belief in deities (Recto, 2019). During the Spanish times, the acquisition of land in the province of Albay became different as it became a dominated market by male elites (Lagman, 2021).

Nature-based tourism (NBT), in the claims of Line and Costen (2016), is a rapidly expanding industry. NBT's primary purpose is to promote a more profound knowledge of nature via direct engagement with the natural world. Consequently, NBT relies on "the exploitation of natural resources in largely underdeveloped or unspoiled natural regions." By interacting with both the living (e.g., flora and fauna) and nonliving (e.g., rocks, waterfalls, and other landforms) components of the natural environment, nature-based tourists satisfy a unique set of tourism needs, such as an increased understanding of nature, enhanced interpersonal relationships, and an escape from the stresses of daily life (Line & Costen, 2016).

With Albay so much food to offer on the table, many tourists and visitors come and go in this province. As Solis (2019) reported, Legazpi City alone recorded about 1.3 million tourists in 2019. Further, the Department of Tourism, in 2019, listed the province of Albay as the eighth most visited province in the Philippines.

Indeed, local, and international travelers flock to the province of Albay. Hence, it would be noteworthy to assess both the demographic and psychographic profile of these tourists and then eventually seek out relationships between destination attributes of the nature-based attractions in Albay and tourists' visit intention. The study mainly aimed to present the province's demographic and psychographic profile of the NBT tourists. It attempts to assess the level of safety and security of the tourists visiting the nature-based attractions in Albay in various aspects. Further, it aimed to evaluate the attributes of the nature-based attractions in Albay in terms of destination environment, atmosphere, tourist resources, visitor satisfaction, and tourists' revisit intention. More explicitly, it attempts to determine the significant difference when grouped by profile variables and test the relationship between the safety and security of tourists visiting nature-based attractions and destination attrition. Through the aims, the study hopes to bridge the gap associated with the relatively weak NBT industry in the province of Albay.

#### *1.1 Objectives of the Study*

The study aimed to enhance the nature-based attractions in the province of Albay. Specifically, It sought to present the demographic profile in terms of sex, age and marital status, and psychographic profile of the respondents in terms of visiting the nature-based attraction in Albay, travels in the last 12 months, visited nature-based attractions, frequency of visits, and the purpose of visits in nature-based attraction; assess the level

of safety and security of the tourists visiting the nature-based attractions in the province of Albay in terms of public hazards, life and property, public health, accessibility, and environmental; evaluate the destination attributes of the nature-based attractions in Albay in terms of: destination environment, atmosphere, and tourist resources, visitor satisfaction after experiencing the nature-based attractions and tourists' revisit intention; determine the significant difference when grouped according to profile variables; test the significant relationship between the safety and security of the tourists visiting the nature-based attractions and destination attributes influencing visit intention.

## 2. Method

**Research Design** - The current investigation employed a quantitative methodology. Descriptive-correlational quantitative research was employed in the study. In the social sciences, the quantitative approach dominates the research framework. Descriptive research attempts to draw out how a variable is currently performing. Descriptive research is employed to offer systematic data regarding a phenomenon. Meanwhile, correlational research aims to identify the amount of a link between two or more variables. This design style seeks and interprets correlations between and among a multitude of data. Moreover, Rahman (2020) emphasized the importance of a larger sample size in quantitative research. They often do not necessitate much more time for data collection. Meanwhile, the descriptive approach will also be used in conjunction with the quantitative designs. Descriptive research provides information on a population, circumstance, or phenomenon. The descriptive research design will strive to accomplish this objective accurately and consistently (McCombes, 2020).

**Respondents of the Study** - There were three hundred eighty-three (383) respondents in the study. The study based its respondents on the latest tourist arrivals in Albay. As of 2021, there were 405,456 tourists' arrivals in the province where 404,185 were local tourists while 1271 were foreign tourists as per the Provincial Tourism Culture and the Arts Office of Albay. Since the province has 17 municipalities or cities, it is quite considerable. The researcher used the Raosoft Sample Size Calculator to determine the research participants with a margin error of 5 percent. Also, it has a 95 percent confidence level as the amount of uncertainty the research can tolerate and a 50 percent response distribution. The respondents were validated and filtered by qualifying question before answering the questionnaire. The question was, "have you visited nature-based attractions in Albay?". More so, if the answer to the question is "YES," the respondents will proceed to the remaining survey questions. Choosing these groups helped the researcher Assess the level of safety and security of the tourists visiting the nature-based attractions in the province of Albay. Also, it helped the study Evaluate the destination attributes of nature-based attractions in the province of Albay influencing visit intention. However, those respondents and guests who did not visit nature-based attractions in Albay are not included in the study.

**Data Gathering Instrument** - The researcher used a modified-adapted questionnaire comprising three parts based on the study's objectives. The first part consists of the personal profile of the respondents. The second part pertains to the Assessment of the level of safety and security of the tourists that have been modified from the questionnaire of Torralba and Ylagan, (2021). Meanwhile, the third part entailed the destination attributes of nature-based attractions from the adopted questionnaire of Boit, and Doh, (2014) and Talib, (2020). Furthermore, the research instrument also used a four-point Likert scale for the perceived value, and tourist loyalty, such as 5-Strongly Agree, 4-Agree, 3-Moderately Agree, 2-Disagree, and 1-Strongly Disagree.

The researcher asked for approval of the thesis adviser as well as the dean of the graduate school. Also, the researcher conducted a pilot test with 30 respondents and a reliability analysis using Cronbach Alpha. The result of reliability statistics showed that the computed Cronbach's alpha value of 0.909 signifies that the instrument for Level of safety and security has strong or excellent internal consistency as well as the questionnaire for Destination attributes with 0.966 which signifies excellent in the rule of thumb. Thus, this set of questionnaires are considered valid for use.

**Data Analysis** - The result of the Shapiro-Wilk Test showed that p-values of all variables are less than 0.05, meaning, the data set was not normally distributed. Therefore, the Mann-Whitney U test for two groups and the Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship. All analyses were performed using SPSS version 26.

**Data Gathering Procedure** - Before collecting data, the researcher sought a questionnaire that could be changed and adjusted to meet the study's aims. The researcher assessed the questionnaire's reliability through content validation and pilot testing. Data collection began in April and continued through June 2022. The researcher gathered inputs, comments, and ideas for tool enhancements and sought approval and suggestions from the research adviser, the chairman of the examiner panel, and the statistician. The researcher also asked the DOT for an official list of all the DOT-accredited nature-based attractions in Albay and the tourist arrivals in the province. The researcher created Google forms the selected respondents filled out in response to the qualifying question. Persons living within Albay who have visited a nature-based attraction were the qualified respondents. As a result, the researcher conducted the study personally by visiting nature-based attractions in Albay. The researcher collected data by allowing visitors to respond to the google form questions using a QR Code scanner. Additionally, the researcher administered the poll using social media platforms such as Facebook Messenger. Additionally, the researcher solicited assistance from friends to distribute survey forms and optimize the time spent collecting data and responses from qualified respondents in the province of Albay. The researcher next retrieved the completed questionnaires. Following that, with the assistance of a statistician, the data were gathered, tabulated, evaluated, and analyzed. All information was handled with the utmost care, candor, and secrecy.

**Ethical Consideration** - The manuscript was then delivered to the Thesis Advisor for review, along with participant information and informed consent letters attached. The informed letter's content is concerned with the respondents' voluntary involvement in the study. Additionally, the consent form states that the data would be treated with strict confidentiality following the 2012 Data Privacy Act. Participants' privacy is protected as part of the study's ethical guidelines. Researchers' rights and responsibilities for their subjects are included in this section. In addition, it can tell them how much involvement they will have in the investigation. No human rights violations and privacy violations must be avoided. In addition, participants were thoroughly informed and oriented about the study's rationale and process, as indicated in the google form survey questionnaire, to ensure their permission and desire to participate. Respondents were made aware of the nature and aim of the study, allowing them to opt in or out if they so choose. As a result, the significance of protecting user privacy was emphasized. Participants were asked to complete google forms and questionnaires that integrate the ethical considerations the researcher has outlined. Respondents were not deceived, ensuring that they understood the research's goals. Furthermore, the poll was conducted with the non-partisan concept, without obtaining desired or distorted answers.

### 3. Result and discussion

**Table 1** presents the psychographic and demographic profiles of the study's respondents. Majority of the respondents are female with 202 or 52.7 percent compared to male with 181 or 47.3 percent. As seen, predominantly, visitors in Albay are female, single, and belonging to Gen Z. All respondents claimed to have traveled to Albay for the past 12 months before the study. Nearly half usually traveled to Albay once a year, and over half have sojourned to Albay for leisure, recreation, or holiday purposes. In terms of marital status, most are single with 269 or 70.2 percent, married were 114 or 29.8 percent. Since most of the NBT travelers in the province are local tourists, the general population makeup of the country can be considered as the primary factor as to why most travelers belong to the marital status *single*. One can intuitively say that since the overall population of the country is dominated by single individuals, it would be logical to think that tourists visiting Albay province might as well come from this civil status group. For age, at most are aged 25 years old and below with a total of 232 or 60.6 percent, followed by 26 -41 years old gained 91 or 23.8 percent. While, aged

42 – 56 years old, there were 48 or 12.5 and the least is 57 years old and above got 12 or 3.1 percent. Most of the respondents who visited the nature-based attractions belong to Gen Z. The result is no longer surprising as primarily, the general population of the Philippines is made up of Filipinos whose age belongs to the age group 25 years and below. Since most of the respondents belong to Gen Z, it can be closely associated with the social norm that Gen Z people are the people engaged in adventurous activities as in nature-based tourism.

In relation to psychographic profile, 100 percent of the respondents were able to travel for the 12 months. Further, 100 percent of the respondents were able to visit the nature-based attraction in Albay. These are the qualifiers used for respondents of the study. Another, majority of the respondents with 175 or 45.7 percent visited the nature-based attractions once a year, then 60 or 15.7 for those who visit twice a year. Many of the respondents preferred to travel once a year since it is costly and in this time of pandemic traveling is not that easy because of many restrictions. In terms of the main purpose of visiting the nature-based attractions, most the respondents answered leisure/recreation/holidays with 224 or 58.5 percent, followed by to release tensions or stress 105 or 27.4 percent. The main reasons of the respondents in visiting nature-based attractions are for leisure purposes or may be recreation or holidays together with friends and young family members. They tend to bond while enjoying the beauty of nature and experiencing fun and exciting activities. Others, tend to be by themselves alone, reflect, be quiet for a moment and be far among others. It is also notable that the study's respondents majorly visit Albay once. This result does not mean that the province of Albay itself is not worth visiting or not a hotspot for visitors. Instead, it has something to do with the socio-economic landscapes of the domestic/international travelers, or perhaps many considered the travel price, hence should have considered the frequency of travel.

**Table 1**

*Distribution of respondents' profile*

Profile Variables	Frequency	Percentage
<b>Sex</b>		
Male	181	47.3
Female	202	52.7
<b>Marital Status</b>		
Single	269	70.2
Married	114	29.8
<b>Age</b>		
25 years old and below (Gen Z)	232	60.6
26 - 41 years old (Gen Y)	91	23.8
42 - 56 years old (Gen X)	48	12.5
57 years old and above (Baby Boomers)	12	3.1
<b>How frequently have you visited nature-based attractions?</b>		
Once a year	175	45.7
Twice a year	60	15.7
More than twice a year	148	38.6
<b>Your main purpose of visiting nature-based attractions?</b>		
Leisure/recreation/holidays	224	58.5
Nature lover	31	8.1
to self-reflect	5	1.3
to release tensions or stress	105	27.4
to satisfy curiosity	18	4.7

**Table 2** presents the level of safety and security of the tourists visiting the nature-based attractions in the province of Albay in terms of public hazard with the composite mean of 3.74, verbally interpreted as 'agree.' The respondents agreed that they feel secured and cared for by the resort establishment (4.25), and they observed that the place is stabilized (3.85). Vital to every hospitality and tourism industry is that the respondents would feel safe, healthy, and secure. More than that, it is highly essential for tourists to feel at peace with the environment. These feelings of security, fulfillment, and peace would strengthen the revisit intention of visitors to that place. To record such a result means that the hospitality and tourism businesses in the Albay province are performing well in establishing trust and harmony with their clients or customers. Artuğer (2015) assessed the influence of

risk on the revisit intention of tourists in the district of Marmaris, province of Muğla. It has been found in the study that there is a negative correlation between the level of risks of the tourists and their revisit intention to the place. Hasan, et al (2017) accentuated the essence of safe and security in any travel destination, crafting a research framework founded on this critical thinking. Indeed, various studies have been published highlighting the importance of establishing trust with customers as a precursor to their desire to revisit the tourist destination (Pujiastuti, et al., 2020; Ahn & Kwon, 2020; Abubakar et al., 2017).

**Table 2**

*Level of safety and security of the tourists visiting the nature-based attractions in terms of public hazard*

Indicators	WM	VI	Rank
1. The nature-based attractions are free from destabilization.	3.85	A	2
2. There is a feeling of security under the care of the resort establishment.	4.25	A	1
3. There is police visibility to maintain the peace and order in the nature-based attractions.	3.11	MA	3
Composite Mean	3.74	Agree	

*Legend:* 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 police visibility is moderately agreed upon (3.11) by the respondents as the lowest in rank. Since the police visibility is not distinguishable among the respondents, and such an indicator has garnered a relatively low assessment value, one can think that perhaps the police in the area are scant. However, this analysis could be shallow as recent reports showed that the number of police officers in the Albay province is sufficient. Hence, one can come up with an analysis that perhaps, due to relatively low tourism crime-related incidents in the province of Albay, the presence of police officers within the area could be scant. This could be one of the most probable analyses that can be drawn from the current study result. Moreover, as the presence of police has been proven to stir up anxiety and feeling of uneasiness in someone, it would be better, the author thinks, to finally limit the appearances of police officers at local tourist sites in Albay.

Meanwhile, according to a report from the Philippine National Police (PNP) Regional Office V, crime-related incidents in Albay have decreased. More importantly, crimes recorded in Albay are slightly lower than in Camarines Sur. Arguelles (2020), in his report in the Philippine Daily Inquirer, also emphasized that the crime statistics in the province of Albay have ebbed. With that said, that could be one of the precursors why police could hardly be seen in most of the tourist destinations in the country. Kreuzer (2018) also underpinned that even before Duterte's presidency, police officers in the Philippines have provided a bad, awry, and often dangerous image to a civilian. While it was confirmed that police officers stir up fear and anxiety in most civilians, a new approach to policing, especially for tourists, is developed as in the study of Wallace (2020). Wallace (2020) thinks that through this specialized policing approach, not just the tourists would be benefitted, but the entire tourism industry. The author encouraged concerned agencies to further tourism-oriented policing among police officers.

**Table 3** presents the level of safety and security of the tourists visiting the nature-based attractions in Albay in terms of life and property with the composite mean of 3.71, verbally interpreted as 'agree.'

**Table 3**

*Level of safety and security of the tourists visiting the nature-based attractions in terms of life & property*

Indicators	WM	VI	Rank
1. The nature-based attractions provide CCTV cameras.	3.25	MA	3
2. The nature-based attractions provide security personnel to its guests.	3.63	A	2
3. The nature-based attractions do not allow tourists to bring deadly weapons.	4.25	A	1
Composite Mean	3.71	Agree	

The respondents confirmed that the place does not allow the tourist to bring deadly weapons within the premise (4.25), and they also have security personnel (3.63). This result is not surprising as the Philippines, almost entirely speaking, has already strengthened its safety and security services, particularly in banning

conspicuous weapons and in terms of security personnel. While the Philippines is trying to advance its security services, technologically advanced security ancillaries are lacking. According to the Philippine National Police (PNP) licensing office statistics, there are around 500,000 licensed private security guards, not including those engaged as personal bodyguards. With that in mind, one can deductively say that the security personnel in the country is a highly populated field of work, and the present study reflects this social reality.

The nature-based attractions have CCTV cameras (3.25), as moderately agreed by the respondents got the lowest mean. Interestingly, this result supports our initial premise that the Philippines and the Albay are not yet technologically equipped regarding security services. While some other countries have already resorted to cutting-edge security devices, the Philippines, however, and the Albay, explicitly speaking, are tirelessly pursuing elusive closed-circuit televisions that have been proven to diminish crime incidents. Moreover, one cannot deny installing CCTV's hassle and arduous processes. This inconvenience, alongside relatively pricey aspects of CCTV, is among the factors that hospitality and tourism businesses in the province of Albay consider. The study of Cuevas et al. (2016) asserted that CCTVs are indeed valuable for preventing crimes. While it is essential, as proven by Cuevas et al. (2016) study, only a handful of CCTVs are employed in the country. Bischoff (2021) pinpointed that in the Philippines, most CCTVs are in Manila, which is estimated to be 3,086. The number of CCTVs in the Albay province, however, is indistinguishable. Jung (2022), in his attempt to describe the installation of CCTVs in operating rooms, mentioned various costs alongside installing one, including maintenance, labor, and equipment.

**Table 4**

*Level of safety and security of the tourists visiting the nature-based attractions in terms of public health*

Indicators	WM	VI	Rank
1. There are medical experts available to assist tourists during an emergency case.	3.41	MA	3
2. The nature-based attractions serve clean food and practice proper food safety.	4.30	A	1
3. The nature-based attractions practice proper waste disposal.	3.92	A	2
Composite Mean	3.88	Agree	

**Table 4** presents the level of safety and security of the tourists visiting the nature-based attractions in Albay in terms of public health with a composite mean of 3.88, as agreed by the respondents.

Within the place, the food establishment offered clean food and observed the service crew's food safety practices (4.30) and proper waste disposal (3.92); the respondents positively agreed on both indicators. Food, indeed, is one of the essential aspects associated with tourism. Perhaps, it is the quality of food that will mirror the overall experience of the tourists. To record a whopping on the *cleanliness of food and the food service practices* etches crucial imagery to the sojourners' minds—that the place is worth visiting again. As proper waste disposal seems to be working well along with the H&T sites in the province, it shows that the local government unit is executing its environmental thrusts to its constituents and, to some extent, has established a harmonious relationship between H&T owners.

Rousta and Jamshidi (2019) mentioned in their study (citing studies of Cohen & Avieli, 2004; Tsai & Wang, 2017) that food is a tourist attraction, and at the same time, understanding food tourism could lead to the further understanding of the tourists' future behaviors (Choe & Kim, 2018). As such, food is an instrumental factor in the tourists' satisfaction; after that, revisit intention. Moreover, as mentioned in the study of Festijo and Yuzon (2013), improper waste management is not a sole problem of the government but a collective problem of a community that needs to be resolved collectively. Meanwhile, within the place, it is also observed that the presence of medical experts (3.41) got the lowest mean, but the respondents moderately agreed with this. The result of the study suggests an even pressing issue: the lack of medical experts in the province. Even the study respondents have observed the grim reality of healthcare status in the region. With scant hospitals in the area, locally grown doctors tend to go far from the province, and the healthcare workers have less support from the government. Undoubtedly, the result of the study is no surprise.

**Table 5** presents the level of safety and security of the tourists visiting the nature-based attractions in the province of Albay in terms of accessibility with the composite mean of 3.78, verbally interpreted as agree.

**Table 5**

*Level of safety and security of the tourists visiting the nature-based attractions in terms of accessibility*

Indicators	WM	VI	Rank
1. The location of nature-based attractions is accessible.	3.78	A	2
2. There are available signages and brochures in the nature-based attractions.	4.24	A	1
3. There are available tourist guides in nature-based attractions.	3.33	MA	3
Composite Mean	3.78	Agree	

In the nature-based attractions, there are signages and brochures (4.24), and the attraction's location is accessible to the tourists (3.78). The respondents agreed upon this. The result of the study suggests that traditional verbal and non-verbal implements are still one of the primary modes of communication in nature-based attractions to tourists and travelers in Albay. While some other countries have already resorted to digital modes of communication in promoting nature-based interests, the Albay province has steadfastly clung to the traditional way of promoting nature-based attractions through print media (brochures) and signages. More importantly, the accessibility of nature-based attractions in Albay is crucial in maintaining the positive attitude of the tourists to the place. Alongside this, the high accessibility of nature-based attractions in Albay can also be attributed to the government's unyielding support for farm-to-market roads alongside the Build, Build, Build Program. Verbal communication uses spoken language to convey an intended message to an audience (McDuffie, 2021). The brochure is one of the common forms of verbal communication. Studies by Coghlan and Carter (2020), a study based in Australia, developed a digital tool using the 3D game to promote and preserve nature-based attractions in the country. Razak (2021) mentioned the employment of digital tools in preserving natural heritage.

Tour guides within the place (3.33) emerged the lowest in the rank; however, the tourists moderately agreed with this. The lack of tour guides in the province of Albay can be a pressing issue as this implies that there has been a scant workforce in the area. While the province has been blessed with numerous nature-based attractions, the lack of tour guides may impede the flourishing nature-based tourism in the region. As such, tour guides play a crucial role in promoting nature-based attractions. Tour guides are responsible for entertaining tourists to their location and assisting them in understanding the things they are seeing. Further, the study of Liu et al. (2021) adhered to the notion that tour guides help develop the brand image of a specific hospitality or tourism business. The research demonstrates that the functional, social, and ethical interactions between tour guides and visitors play an important role in co-creating corporate identities and employee brands. These three interactions influence brand advocacy for the travel agency via customer perception of experiential quality and value.

**Table 6**

*Level of safety and security of the tourists visiting the nature-based attractions in terms of environmental*

Indicators	WM	VI	Rank
1. I feel safe and secured in the nature-based attractions having proper knowledge about the ecological fee or other ordinances of the province and municipalities.	3.60	A	3
2. I feel safe and secured in nature-based attractions with water and air pollution.	4.33	A	1
3. I feel safe and secured in the nature-based attractions having awareness about the natural disaster on the place like a landslide, etc.	4.14	A	2
Composite Mean	4.02	Agree	

Table 6 presents the level of safety and security of the tourists visiting the nature-based attractions in the province of Albay in terms of the environment, with the composite mean of 4.02 verbally interpreted as 'agree.' Based on the result, the respondents feel safe and secured in the nature-based attractions free from water and air pollution (4.33). More so, the tourists are aware of the natural disasters in the place (4.14), with both having the same verbal interpretation of 'agree.' Who would want polluted nature-based attraction sites? Perhaps none. The result suggests that respondents deliberately like a safe and clean ambiance and tourist destination. Hence, the



concerned agencies and organizations need a collective effort to refine or maintain the level of air and water particulates in the province. Also, the level of awareness of the respondents with regards to the Bicol region as a 'natural disaster favored' region implies that the visitors are well-informed regarding the physical landscape of the province of Albay. Zhang et al. (2019) concluded in their study that air pollution increases the suspicion of travelers and that after knowing the quality of air in the location, they become skeptical of the services provided within that area, increasing perhaps confusion and fear. Ciarlantini et al. (2022) also asserted a negative relationship between economic growth and air pollution. The study of Nabirye (2018) suggests that beach pollution negatively affects the level of satisfaction of tourists.

Furthermore, since the tourists knew that the place implements ecological fees and has proper ordinances as well by the municipalities in their respective provinces (3.60), this was verbally interpreted as agree by the respondents and was the lowest among the indicators. Collecting fees from nature-based tourist sites is essential for maintenance and other utility works. Implementing ordinances, mainly environmental ordinances, will benefit the nature-based tourism businesses, visitors, and the community. Reynisdottir et al (2008) said in their study that modest entrance fees for nature-based tourism would probably not harm the tourism demand in the area. Vespestad and Gressnes (2021) assessed tourists' willingness to pay (WTP) in a natural tourist site. Their study suggests WTP changes based on variables such as escape, recognition, active accomplishment, esthetics, social and environmental concern, adaption choice, and natural settings. Those who put a premium on, for instance, peer recognition and escape have a greater WTP for the environment that is not congested and has few or no adaptations for tourist reasons. Since Albay is known for its duly preserved nature-based attractions, which are not crowded, this could be why respondents opted to pay for nature-based tourist sites.

**Table 7**

*Destination attributes of nature-based attractions in terms of destination environment*

Indicators	WM	VI	Rank
1. I like the Weather/climate	4.33	A	3
2. I like wilderness/remoteness	4.14	A	5
3. I feel safe and secured	3.96	A	6
4. The destination environment is equipped with infrastructure and facilities	3.82	A	7
5. I love the customs/culture of Bicolano	4.61	SA	1
6. Nature-based attractions can be accessed by different modes of transportation available in the area	4.43	A	2
7. Cost/price in the destination is practical and affordable	4.31	A	4
Composite Mean	4.23	Agree	

With a composite mean of 4.23, which may be verbally translated as agree, **Table 7** shows the destination features of nature-based attractions in the province of Albay. The item "I love the customs/culture of Bicolano" has been the top indicator (4.61). Indicators have followed this, "Nature-based attractions can be accessed by different modes of transportation available in the area" (4.43), and "I like the Weather/climate" (weighted mean: 4.33). The customs and traditions of the Albay province have been cutting-edge and separate it from other neighboring provinces. Its Ibalon story, amicable people, and historical and cultural influence of natural disasters like mount Mayon all conspire to the remarkable custom and culture of Albay and the Bicol region. Also, the availability of multiple lands, water, and air transportations has made the Albay province attractive to tourists. Albay province indeed boasts its cheap mode of land transportation like the jeep, tricycle, and water transportation like boat and roro. The predominantly sunny weather of the province also provides a "sun-kissed" experience to tourists. Although sometimes rainy, Mount Mayon has such picturesque scenery. A study by Nolasco and Cruz (2016) ruled out that Bicol is a blessed tourist destination. Mount Mayon is mentioned in the study as one of the most visited tourist attractions in the area. Additionally, there are many fiestas and festivals in the Bicol Region throughout the year; most of the fiestas and festivals in the region are religious, and Filipino hospitality is particularly apparent during the festival season. These magnificent landscapes, culture, and maintained traditions are intended to increase tourism, promote business, and give livelihood chances that favorably influence the local economy and tourism sector (Nolasco & Cruz, 2016).

Meanwhile, the top three indicators that have garnered the least weighted mean are indicators four, three,

and two: “The destination environment is equipped with infrastructure and facilities,” “I like wilderness/remoteness,” and “I feel safe and secured,” respectively. Perhaps, since the destinations are nature-based attractions, the presence of infrastructure and facilities is almost unfamiliar. The result is also surprising as it highlights the respondents' desire for accessibility of the nature-based attractions, perhaps for usual urban services, like hospitals, supermarkets, and swift payment system services, usually only present in urban areas of the province. The insecurity felt by the respondents may be due to the unruly weather or climate in the area.

Sutton-Grier et al. (2018) accentuated the importance of sustainable nature-based infrastructures in rebuilding nature-based sites. Although the study is based in America, the same framework can be adopted in the Albay province. Moreover, according to Cassia et al. (2020), a digital ecosystem might help make tourist destinations more accessible by facilitating information exchange and coordination across all players that co-create tourism experiences. In addition, the research emphasizes that tourist destinations should be created with universal design principles in mind to be accessible to everyone. In other words, accessibility in tourist sites is crucial.

**Table 8**

*Destination attributes of nature-based attractions in the province of Albay in terms of atmosphere*

Indicators	WM	VI	Rank
1. The destination offers tourism services (local tour guides, information tourist desk, local tours, and souvenir shops).	4.32	A	3
2. The destination offers hospitality services (accommodations & restaurants).	3.88	A	7
3. It offers an opportunity for adventure.	4.40	A	2
4. The destination is famous and reputable.	3.92	A	6
5. There is no language barrier.	4.21	A	4.5
6. The destination is tropical and exceptional.	4.21	A	4.5
7. The destination is calming and relaxing.	4.53	SA	1
Composite Mean	4.21	Agree	

The destination qualities of the natural attractions in the province of Albay are shown in **Table 8** in terms of atmosphere, with a composite mean of 4.21, which may be translated as agree. Top in the list, with a weighted mean of 4.53, is “The destination is calming and relaxing.” This is immediately followed by “It offers an opportunity for adventure,” (4.40). While the top indicator is “The destination offers tourism services (local tour guides, information tourist desk, local tours, and souvenir shops),” (4.32). The top 1 indicator is verbally interpreted as strongly agree, whereas the remaining two are verbally interpreted as agree. Interestingly, the geographic features of the province and its physical factors prove to be the distinct factors etched out in the minds of the respondents. Perhaps, due to its relaxing ambience it brought to the tourists that the respondents enjoy their stay in the province. More importantly, given that the province of Bicol is a young mass of land, geologic features that support strenuous or adventurous activities are evident—i.e., trekking, mountain climbing, hiking, etc. Björk et al. (2021) punctuated in their study that the quality of nature-based attractions and their relaxing ‘aroma’ is perfect for tourists. According to the findings, travelers were interested in science and nature-based science tourism offerings, mainly guided tours with a scientific explanation and intense scientific excursions. Learning was the primary motive, although nature appreciation, escape, and relaxation was all-important (Björk et al., 2021). Faustino-Eslava et al. (2021) found young volcanic rocks in the Bicol Peninsula, indicating that the region is still under active geologic processes. More importantly, the presence of highly active volcanoes in the province of Albay supports the claim that the area is still young (Faustino-Eslava et al., 2021).

Meanwhile, the top three indicators with the lowest weighted mean were indicators 2, 4, 6, and 5. “The destination offers hospitality services” garnered a weighted mean of 3.8, making it the least in the rank. Second to the last is “The destination is famous and reputable” with a weighted mean of 3.92. Meanwhile, in third to the last are indicators with verbal constructs: “There is no language barrier” and “The destination is tropical and exceptional”, both with weighted mean of 4.21. “The destination is famous and reputable” garnered the second

to the least weighted mean, which may be because nature-based attractions in the area are still developing and perhaps, have not gotten to international distinction yet. Hence, there is a strenuous call for both the nature-based attraction owners and the local government to address this issue. Bobier, et al. (2019) already cited the crucial role of the local government and business owners towards the promotion of specific nature-based attractions. Indeed, the tourist attractions in the province of Albay are still developing and need enormous support from the government especially in this time of COVID-19 that adversely impacted the province (Serrano, 2020).

Garnering the least weighted mean, “The destination offers hospitality services (accommodations and restaurants)—this is no longer surprising as the destination itself is nature-based and hence, as much as possible accommodation and restaurant services, which usually requires tilling and exploitation of the land for construction, must be limited and thought of carefully. Oftentimes, building accommodations and restaurants damage the plain and natural landscape of a place, and hence, there is this challenge that arises between nature-based tourism and engineering construction. Despite this, it is undoubtedly important to establish accommodations and restaurants, perhaps nearby NBT sites to aid tourists visiting the place. The study of Jia et al. (2020) analyzed the impact of highway construction on the environment in China. The study claimed that the construction of highway impacts adversely the natural landscape of the area. Furthermore, the study of Smirnova and Larionova (2020) identified that engineering construction negatively affects the physical environment, and hence there is a need for green construction.

**Table 9**

*Destination attributes of nature-based attractions in the province of Albay in terms of tourism resources*

Indicators	WM	VI	Rank
1. The locals are hospitable/friendly	4.51	SA	2
2. Tourist sites and activities are offered at the destination	4.36	A	3
3. The destination has natural attractions/sceneries	4.58	SA	1
Composite Mean	4.48	Agree	

With a composite mean of 4.48, which may be orally translated as agree, **Table 9** illustrates the destination features of nature-based attractions in the province of Albay about tourist resources. “The destination has natural attractions/sceneries” garnered (4.58), followed by “The locals are hospitable/friendly,” (4.51), both verbally interpreted as strongly agree. This fact is no longer surprising as the Albay is indeed blessed with geographic beauty characterized by unique landforms and amicable people. Several tourists were amazed by the beauty it endows on the public. The natural scenery has captivated the hearts of many people across the globe. Further, many geologists also claim that the province of Albay is geologically active, and hence characterized by active volcanic and geologic activity, that in a way, shapes the landscape of the province itself. More importantly, the result shows how the people in the region play a moderating and affective role in promoting NBT in the area, and perhaps in retaining tourists. Cetin and Okumus (2018) stated that the ability to create positive experiences is critical to a destination's success. It can contribute to achieving increased tourist satisfaction and fostering loyalty and referral. Intangible elements such as culture, heritage, and social interactions are just as essential as tangible ones when attracting tourists to a place. Moreover, there are still active geological processes taking place on the Bicol Peninsula, according to Faustino-Eslava et al. (2021). The fact that Albay is home to several extremely active volcanoes lends credence to the idea that the region is relatively young (Faustino-Eslava et al., 2021).

Although ranked three, the indicator pertaining to “Tourist sites and activities are offered in the destination” (4.36) is still verbally interpreted as agree. Hence, it can be inferred that a good site and activity exists for the tourists and visitors. However, it should be boosted by the owners, local government units, and other entities. Providing several options for the tourists to do, such as climbing, hiking, trekking, and the like, will mean opportunities. Indeed, it is the nature of tourists to engage in tourism activities. Its purpose is to satisfy the tourist’s need for novelty and variety (Pearce & Lee, 2005, as cited by Japutra and Hossain, 2020). There is a wide range of novelty/variety in different tourism activities. An excellent example of this is adventure tourism. It provides more significant novelty and variety while introducing greater risk for tourists.

**Table 10***Destination attributes of nature-based attractions in terms of visitor satisfaction*

Indicators	WM	VI	Rank
1. My choice to visit the nature-based attractions was a wise one	4.39	A	3
2. The nature-based attractions delivered high satisfaction	4.29	A	5
3. My expectations about the nature-based attractions were met after visiting Albay.	4.37	A	4
4. I think I did the right thing when I visited the nature-based attractions in Albay	4.43	A	2
5. Over, I am satisfied with the nature-based attractions in Albay as a tourist	4.45	A	1
Composite Mean	4.39	Agree	

With a composite mean of 4.39, which can be verbally translated as agree, **Table 10** shows the destination characteristics of nature-based attractions in the province of Albay in terms of tourist satisfaction after experiencing the attractions.

First on the list is the indicator, “Overall, I am satisfied with the nature-based attractions in Albay as a tourist,” verbally interpreted as “agree.” The indicator immediately follows this, “I think I did the right thing when I visited the nature-based attractions in Albay,” (5.43), verbally interpreted as “agree.” Meanwhile, it was followed by the indicator “My choice to visit the nature-based attractions was a wise one” with (4.39), verbally interpreted as “agree.” The satisfaction, indeed, in visiting nature-based attractions is unparalleled. This may be because the visitors/tourists are reconnected to the environment. Also, the feeling of “positive affirmation to decision committed” is the right feeling for tourists or visitors to revisit a destination. This feeling of affirmation to decisions committed can be examined in the top 3 three indicators. Høegmark et al. (2021) tried to assess the benefits of nature to mentally ill patients. In the study, they found out that through nature-based remediation, the interests of the participants to be well increased. In short, a nature-based remedy is genuine and effective in the study. This study can also be used to support our premise above.

Indicators 2 and 3 had the least weighted mean, with weighted averages of 4.29 and 4.37, respectively. These indications were "The nature-based attractions provided a high level of enjoyment" and "After visiting Albay, my expectations about the nature-based attractions were satisfied," which were all verbally translated as "Agree." Although, still, this may be a call to business owners of nature-based attractions and the government to collectively work hand in hand in delivering high satisfaction and meeting the expectations of the visitors/tourists visiting Albay, as this could further increase the overall satisfaction of the sojourners. Psychologically speaking, the expectations of the tourists should be met, as in many cases, meeting these expectations are the precursors of satisfaction. Meeting tourist expectations, however, could blow out of proportion as there are multiple combinations that can be made out from the tourist's mind. Hence, it is important for concerned agencies and nature-based tourism owners to gauge the expectations of the tourists, perhaps through digital surveys or logistic software. Albayrak and Caber (2018) assessed the relationship of various factors associated with tourist motivation and satisfaction. Mentioned in the study that the tourist's expectation affects the tourists' satisfaction. More studies claim that the expectation of the tourists affects their overall satisfaction. Many studies also support the claim that meeting the expectations of the tourists affect their overall satisfaction.

**Table 11***Destination attributes of nature-based attractions in terms of tourists' revisit intention*

Indicators	WM	VI	Rank
1. Considering nature-based attractions as the first choice among other tourist destinations to visit in the future	4.36	A	2
2. Revisiting the nature-based attractions in three years	4.45	A	1
Composite Mean	4.40	Agree	

With a composite mean of 4.48, which can be orally translated as agree, **Table 11** shows the destination characteristics of nature-based attractions in the province of Albay impacting visit intention in terms of visitors' intention to return. Top 1 is indicator 2, “Revisiting the nature-based attractions in three years,” (4.45), verbally

interpreted as “agree.” The remaining indicator follows this, indicator 1, “Considering the nature-based attractions as the first choice among other tourist destinations to visit in the future,” (4.36), verbally interpreted as “agree.”

Indeed, the revisit intention of the tourists when it comes to nature-based attractions is high. Perhaps, the fact that the nature-based attractions are relaxing and healthy to the mind all contribute to the desire of the respondents to revisit the Albay again. This, however, does not end there. The positive result from the respondents suggests that the destination has satisfied the tourists, perhaps emotionally or psychologically. Either way, the community, and the province, in general should maintain such high assessments from the tourists through promotion and consistent excellent services. Anggraini (2021) claimed that maintaining the quality of nature-based attractions is crucial. The findings suggest that satisfaction mediates the association between a memorable tourist experience and the inclination to return. Therefore, the author advises that it is essential to preserve the visitor's experience to retain the visitor's satisfaction and promote the visitor's desire to return.

**Table 12** depicts the difference in responses on the level of safety and security of the tourists when grouped according to profile. As seen in the table, there was a statistically significant difference in accessibility ( $p=0.035$ ) when grouped according to sex. This implies that male and female responses vary significantly where the female respondents have a higher assessment of accessibility than male respondents. The result is peculiar as, in some studies, males have become more accessible to nature-based attractions. However, as mentioned earlier, this overturning phenomenon is happening in the present tourism landscape—where female tourists are becoming more involved in tourism, and hence the result of the study may suggest so. This phenomenon may be attributed to females' reliance on nature, as in the Philippine setting, women are usually engaged in environmental activities and pastimes like planting, gardening, etc., and perhaps, visiting the NBT in the province of Albay made them satisfied and wanting to revisit. On the other hand, local male tourists may not be engaged to NBT as they themselves are engrossed in work, as in common household structure in the country. The social responsibility of males, at least in the context of Filipinos, may have prompted them not to travel regularly other than business purposes.

The study of Tilley and Houston (2016) has found a trend that females are more engaged in traveling. This resonates with even more accessible tourism for females, as deemed in the study. Researchers have discovered considerable discrepancies in the travel habits of men and women, especially among those who are married and have children. Women's travel preferences appear to reflect their desire to balance work and domestic commitments. Women traveled more than males claimed by Sarmiento (2020). Likewise, there was a statistically significant difference in the public hazard ( $p=0.047$ ), life and property ( $p= 0.014$ ), and accessibility ( $p=0.006$ ) when the respondents were classified as to age. Post hoc tests revealed a significant difference between Gen Y and Gen Z, where Gen Z has higher assessment than other age generations. Perhaps the primary player behind this result is the pedagogical teachings about hazards etched out in the respondents' minds— “different generation, different interpretation.” As frequently told, those in Gen Z are risk-takers, whereas those in Gen X are more likely risk-thinkers. Antwi and Naanwab (2022) highlighted these generational differences in risk perception. Considering education and income levels, Baby Boomers are more risk-averse, and Generation Xers are more risk-seeking than Millennials. Although Baby Boomers (Gen Xers) are more (less) risk-averse, they are more (less) likely to buy financial assets, as shown in the article.

While the study focuses on the risk associated with finance, it can be used as supporting evidence in the researcher's premise that due to varying generational risk perceptions, the level of safety and security also varies. More importantly, quality of education also is a key player. The way an individual in a specific generation gathers data affects his or her behavior (Monaco, 2018). Millennials analyze and interpret data differently with respect to post-millennials, affecting their way of thinking and travel behaviors (Monaco, 2018). This makes sense as the aforesaid studies corroborate with the premise that different generation groups interpret information differently.

**Table 12***The difference in responses on the level of safety and security when grouped according to profile*

Profile Variables	$\chi^2$ c / U	p-value	Interpretation
<b>Sex</b>			
Public Hazard	17222.500	0.324	Not Significant
Life and Property	16886.000	0.194	Not Significant
Public Health	17755.000	0.623	Not Significant
Accessibility	16021.500	0.035	Significant
Environmental	17078.500	0.258	Not Significant
<b>Marital Status</b>			
Public Hazard	14617.500	0.467	Not Significant
Life and Property	14167.500	0.236	Not Significant
Public Health	14113.500	0.214	Not Significant
Accessibility	14626.500	0.472	Not Significant
Environmental	15168.500	0.866	Not Significant
<b>Age</b>			
Public Hazard	7.947	0.047	Significant
Life and Property	10.594	0.014	Significant
Public Health	5.659	0.129	Not Significant
Accessibility	12.280	0.006	Significant
Environmental	4.724	0.193	Not Significant
<b>Frequency of Visit</b>			
Public Hazard	7.550	0.023	Significant
Life and Property	0.380	0.827	Not Significant
Public Health	1.587	0.452	Not Significant
Accessibility	1.027	0.598	Not Significant
Environmental	11.713	0.003	Significant
<b>Purpose of Visit</b>			
Public Hazard	9.360	0.053	Not Significant
Life and Property	10.776	0.029	Significant
Public Health	14.016	0.007	Significant
Accessibility	2.851	0.583	Not Significant
Environmental	7.284	0.122	Not Significant

*Legend:* Significant at p-value<0.05

In addition, there was a statistically significant difference in public hazard ( $p=0.023$ ) and environmental ( $p=0.003$ ) when grouped according to the visit frequency. The post hoc test showed a significant difference between the respondents who visited once a year and more than twice a year. The respondents who visited more than twice a year had higher assessments than other groups.

This means that the more you visit a place, the more you get familiar with it, perhaps of both its good and bad sides. This may be expounded in that as a traveler visits the province of Albay more often, he or she gets acquainted with the physical detriment and challenges associated with living there. The Albay province, although considered to be one of the premiere provinces in the country, still lacks good public health services and is frequently battered by typhoons and volcanic eruptions. The tourists may have known these phenomena as they get to visit the province of Albay frequently, perhaps from the local people or the internet, every time they will attempt to book travel or reserve accommodations within the area—hence increasing their risk perception level in the area.

A study by Patwardhan et al. (2019) mentioned the effects of risk perception on the revisit intention of tourists. Both visitors' risk perceptions and safety perceptions have a significant impact on their decision-making (Patwardhan et al., 2019). The aforesaid study is crucial as it shows that tourists' perception of risk and hazard to a place is highly linked to their behavior. That is why, it is important to assuage the tourists' risk perceptions through calculated, yet not deceptive, information dissemination. More importantly, a study of Ma et al. (2020) argued that the increasing frequency and severity of natural and man-made disasters had posed threats to people's physical and psychological safety because tourists, like everyone else, value tranquility and peace while enjoying the pleasures and activities offered by the destinations. Poku (2016) noted that some visitors feel that calamities might strike at any time, place, and shape without notice, causing them to fear leisure travel. As much as Albay

wanted to offer world-class service to its tourists, concerned agencies in the area when it comes to NBT should establish a safe place and safe image to its prospective tourists.

Lastly, there was a significant difference in life and property ( $p=0.029$ ) and public health ( $p=0.007$ ) when the respondents were classified as to the purpose of the visit. Post hoc test revealed a significant difference between satisfied curiosity and nature lover, where the group of respondents whose purpose is nature lover has higher assessment than other groups. It was mentioned earlier that the province of Albay still has much to improve regarding establishing tourist safety and security. However, the fact that nature lovers have had a high assessment on public health, life, and property under the aspect of safety and security suggests that this group of people may have deemed security and safety from a different vantage point. Perhaps, this group's definition of safety and security (i.e., public health and life and property) is not the typical characterization, such as the availability of hospital services or health workers but rather the presence of natural landscapes and a healthy ecology where they can interact with nature. Perhaps, nature lovers anchor their travel experience to this definition of 'safety and security'—a distinct form of purpose in traveling.

As reflected in the table, there was a statistically significant difference in destination environment ( $p=0.003$ ), atmosphere ( $p=0.009$ ), tourism resources ( $p=0.045$ ), visitor satisfaction ( $p=0.008$ ), and revisit intention ( $p=0.019$ ) when grouped according to marital status. This finding suggests that the responses of single and married differ significantly where the single respondents have higher assessments than the married respondents. The result is perhaps no longer surprising as there has been an observed behavioral difference among single, married, and widowed individuals, at least in terms of traveling. What is, however, unequivocally fascinating is that the single respondents tend to have a higher assessment of the destination attributes of the province of Albay when compared to married individuals. Perhaps, single respondents may have a lower standard when it comes to assessing NBT destination attributes. Alternatively, married respondents have had multiple and profound experiences that may allow them to compare various places they have been into. Hence, they may come up with a lower destination attribute assessment for Albay. In other words, married individuals are assumed to have more experience in traveling compared to single individuals, and these experiences are used to assess the NBT in Albay. Nguyen Viet et al. (2020) produced two significant findings. The first result indicates that the desire to return is directly influenced by satisfaction, attractiveness, lodging service, cultural interaction, and perception of danger. Secondly, beauty, lodging service, cultural engagement, and perceived danger directly affect satisfaction. These findings corroborate the moderating effect of country and marital status on the associations between cultural interaction and beauty and satisfaction, but not return intention.

Likewise, there was a statistically significant difference in destination environment ( $p=0.023$ ) and visitor satisfaction ( $p=0.013$ ) when the respondents were classified as to age. Post hoc tests showed a significant difference between Gen Y and Gen Z, where Gen Z have higher assessment compared to other age generations. Again, this is expected as there has been an observed behavior difference among life generations. Many studies would try to support this claim, and perhaps, the most evident reason why this phenomenon happens is because of the quality of teaching etched out in the minds of individuals in every generational group. Monaco (2018), for instance, establishes a solid ground that a generation creates different tourism destination trends.

In addition, there was statistically significant difference on destination environment ( $p=0.001$ ), atmosphere ( $p=0.000$ ), tourism resources ( $p=0.000$ ), visitor satisfaction ( $p=0.000$ ) and revisit intention ( $p=0.014$ ) when grouped according to frequency of visit. The post hoc test revealed a significant difference between the respondents visiting once a year and more than twice a year. The respondents who visited more than twice a year had higher assessments than other groups.

Lastly, there was a statistically significant difference in destination environment ( $p=0.004$ ) when grouped according to the purpose of the visit. Post hoc test revealed a significant difference between satisfied curiosity and nature lover, where the group of respondents whose purpose is nature lover has higher assessment than other groups. Intuitively speaking, the purpose of the visit will predetermine the destination of tourists. If tourists want

to swim, they would more likely be visiting beaches and resorts in Albay. Similarly, as the locale of the study circles on NBT, tourists whose main purpose is to travel ‘naturally’--that is to say, those ‘nature-oriented tourists (labeled here as nature lover) --are more likely to visit NBT, and hence, they would be relatively more satisfied and incur higher assessment to the visited place as their purpose of travel has been met. Moreover, van Loon and Rouwendal (2017) examined the spending trends of urban visitors visiting cultural heritage (including nature-based attractions). The research reveals that trip aims or purposes affect daily spending and budget shares. The data also reveal that visitors' activities go beyond their (original) vacation goals. These studies suggest that the purpose of traveling influences the tourists’ behavior.

**Table 13**

*Correlation between safety and security and destination attributes of nature-based attractions in the province of Albay influencing visit intention*

Paired Variables	rho-value	p-value	Interpretation
Safety and Security & Destination Attributes	0.652**	0.000	Highly Significant

\*\* . Correlation is significant at the 0.01 level

Based on the table, the computed rho value of 0.652 indicates a strong positive correlation and shows a statistically significant relationship between safety and security and destination attributes (p=0.000). Numerous studies claimed that the safety, security, and destination attributes have a strong positive correlation to the visit intention of tourists. The result of the current study further corroborates the claim that safety and security influences destination attributes. As such, safety and security should not be taken lightly. After all, the result generally suggests the tourists are peace-seeking entities, and that removing this safety and security in NBT attractions, may mean a market decline in the aspect of NBT. It is also safe to claim that the safety and security is a moderating variable to revisit intention. To wit, the study of Jumanazarov et al. (2020) evaluated the city's destination attributes and their influence on foreign visitor loyalty. The study found a positive association between destination attributes and visitor loyalty. Subsequently, the destination attributes had a substantial impact on all predicted correlations. Safety and security are among the variables used to correlate with visitor loyalty, in the study. The result of Jumanazarov et al. (2020) supported the result obtained by the current study.

#### 4. Conclusions and recommendations

Majority of the respondents are female. Predominantly, visitors in Albay are female, single, and belonging to Gen Z. In terms of marital status, most are single. For age, most are aged 25 years old and below. Majority of the respondents visited the nature-based attractions once a year. In terms of the main purpose of visiting the nature-based attractions, most respondents answered leisure/recreation/holidays, followed by to release tensions or stress. The safety and security of the tourists visiting the nature-based attractions in the province of Albay in terms of public hazards, life and property, public health, accessibility, and environmental are high. Destination attributes of nature-based attractions in the province of Albay in terms of tourism resources garnered the highest weighted mean, although other destination attributes of the nature-based attractions in the province have also recorded relatively high composite means. There exists a significant relationship between the safety and security of the tourists visiting the nature-based attractions and destination attributes influencing visit intention.

The destination attribute pertaining to the accessibility aspect of Albay province may be improved to cater different types of travelers who have different degrees of accessibility restrictions and mobility requirements such as PWDs, senior travelers, parents traveling with small kids, and travelers with allergies and other medical conditions. NBT sites may take some time to reflect on the whole customer journey from the perspectives of guests with different access needs and mobility requirements. NBT sites may provide facilities that are wheelchair accessible; handicap symbols may also be present and more visible signages. The level of security and safety in the province may be improved as it records relatively low composite means on this aspect. Particularly, concerned agencies and people may delve into improving the following aspects of safety and security: *Public Hazard, Life and Property*, and *Accessibility*. NBT sites may ask the help of the DOT office to



craft a communication to the PNP to improve TOP in Albay and to conduct trainings for police officials for TOP. Empowering NBT security guards in NBT attractions in Albay by conducting rigorous security services trainings may also be of great help in promoting safety and security of tourists. They may also devise software or technology that may cater security services to tourists and/or enforce the CCTV requirement in every NBT sites. The local government may put thrust on medical care, security services, and tourism-oriented policing. NBT sites may work together with both the DOT Regional and Provincial Offices to give stress on the importance of the above factors in the tourism industry as well as the importance of the industry to the economy of their respective locality. DOT may have a task force assigned to strictly monitor and implement the rules and policies governing development of any NBT sites. Monitoring may be done before and after building infrastructures in a nature-based attraction, engineers; architects may carefully consider their actions' possible implications. Researchers may conduct similar studies using different variables such as the various factors of competitive strategies of nature-based attractions in terms of Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

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