

Proposed framework for Panay island as religious tourism destination

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Abstract

This study aimed to propose a framework for improving religious tourism sites on Panay Island. The researcher identified motivational factors, tourist experiences, and assessed tourist behavior and intention to revisit religious sites on Panay Island. It tested for significant differences when grouped according to demographic and psychographic profiles of the respondents, as well as tested for significant relationships among the given variables. The researcher used quantitative methods and descriptive correlational research design. The respondents of the study were 384 tourists who visited the religious sites. The instrument was adapted and modified from Tao-Ing (2022). Further, the Statistical test used for the study was based on the Shapiro Wilk test, Kruskal Wallis Test, Mann Whitney U-test to test the significant differences while, Spearman Rho for the test of relationship, then frequency and percentage distribution were used to present the demographic and psychographic profile of the respondents. Moreover, weighted mean and rank were used to determine the motivational factor and tourist experiences in visiting the religious sites and to assess the tourist behavior and intention to revisit the religious sites in Panay Island. The study concluded that the majority of the respondents are female, aged 18 - 25 years old belonging to generation Z and single. The respondents visited the religious sites to reflect and calm down and stayed for 1 day. They are excellently motivated because they like to expand my knowledge about the community, offer prayers, enjoy time with my family and friends during our religious trip, beautiful landscape and the beauty of the nature, like to escape from the city to breathe fresh air, travel to religious site relieve stress and harmonizes their emotions, religious site heritage is well-conserved. Moreover, they are extremely satisfied because they found Panay Island as a very special destination. It is convenient to find the religious place or prayer area, and the tourist information center is helpful. The religious site provides a comfortable atmosphere, with food outlets/restaurants available on-site. Additionally, the local staff at the religious site are customer service oriented. The study found out that there is a significant relationship among the given variables. Lastly, the research paper proposed a framework and provides relevant recommendations.

Keywords: religious tourism destination, Panay Island

Proposed framework for Panay island as religious tourism destination

1. Introduction

Religious travel held significant economic and cultural value, attracting millions of tourists annually and generating substantial revenue while fostering mutual understanding and cross-cultural exchange. Recently, there was a revival in religious site tourism, driven by spiritual, cultural, and experiential motivations. Visitors engaged in pilgrimages and wellness retreats for personal transformation and spiritual growth or were drawn by the historical and cultural significance of these sites. This was supported by Collins-Kreiner (2020), emphasized the economic impact of pilgrimage tourism and its role in facilitating cultural interactions. Visitors participated in pilgrimages and wellness retreats for personal growth and spiritual enrichment or were drawn by the historical and cultural significance of these sites. This trend reflected a desire among tourists to engage deeply with diverse religious and cultural traditions, seeking transformative experiences that broadened their perspectives. Aguilar and Lineses (2019) asserted that religious tourism—which involves travel to holy locations for prayer—could be a viable source of tourism for the Philippines. The Philippine government, as the most Christian-majority country in Asia, aimed to boost tourism, especially from the global Catholic community.

The distinctive qualities and dynamics of Panay Island were overlooked in the present research on worldwide religious tourist destinations, exposing a major knowledge vacuum on the ways in which the island's topography, indigenous culture, historical background, and religious customs all influenced its allure. This gap necessitated the development of a comprehensive framework to explore the motivations, experiences, and behavioral intentions of tourists visiting Panay Island for religious purposes. Without scholarly attention, the critical aspects of the tourist experience and sustainability remained unclear, limiting effective tourism strategies. Addressing this gap would have provided valuable insights into enhancing the tourist experience, encouraging repeat visits, and promoting sustainable tourism that benefited both visitors and the local community. The study by Chang and Chuang (2021) underscored the importance of service design in religious heritage branding, with implications for Panay Island's tourism dynamics. It emphasized the need to integrate Panay Island's unique characteristics into destination branding to enhance the tourist experience and promote cultural sustainability. Thus, addressing this gap could have provided valuable insights for improving Panay Island's tourism strategies and benefiting both visitors and the local community.

Human behavior was influenced by ideas about anticipated outcomes, normative expectations, and variables that enabled or hindered behavior. When applied to Panay Island as a religious tourism destination into account motivation, experience, and the intention to return. Positive opinions regarding Panay Island's religious and cultural legacy, reinforced by subjective norms within travelers' religious communities, fueled motivation. Exploring historical churches, for example, helped to increase perceived behavioral control, which influenced satisfaction and perceived control. Roman Catholicism was the main source of the rich religious legacy of Panay Island, which is made up of the islands of Iloilo, Aklan, Capiz, and Antique. The island was home to medieval churches that were significant both religiously and architecturally, including UNESCO World Heritage Sites. With local people actively participating in religious activities, vibrant religious festivals showcased the island's cultural and spiritual diversity. Relatives from nearby and local communities were drawn to Panay Island's shrines, pilgrimage sites, and spiritual retreats, which further cemented the island's reputation as a major religious tourism destination.

As a religious tourism site, Panay Island benefited greatly from the suggested framework for tourism motivation, experience, and behavioral intention to return. It methodically investigated why travelers came to the island in search of spiritual and religious experiences, determining both push and pull reasons. The framework encouraged historical church visitation, festival participation, and interaction with local religious rituals to personalize the visitor experience in an effort to better understand the experiences sought by religious tourists.

Furthermore, by comprehending travelers' goals and experiences, minimizing any negative effects, and fostering a sense of duty among visitors toward the location, the framework promoted sustainable tourism behaviors. The proposed framework facilitated community engagement and understanding of tourists' behavioral intentions, empowering the identified benefactor, likely local authorities or tourism organizations, to enhance the tourism experience on Panay Island. By analyzing visitors' preferences and satisfaction levels, the benefactor could make informed decisions regarding destination management strategies. Furthermore, by emphasizing Panay Island's religious and cultural legacy, the framework guided marketing initiatives aimed at a wider audience curious about discovering and protecting these distinctive features. This promoted sustainable tourism development while maintaining the island's cultural identity.

Objectives of the Study - This study aimed to have a developed framework for religious sites in Panay Island from the inputs of tourist motivation, experiences, and revisit intention. More specifically, 1) determined the motivational factor visiting the religious sites in Panay island in terms of cultural and historic motives, spiritual and religious motives, fun and social contact, nature and wellness and healing; 2) analyzed the tourist experiences visiting religious sites in Panay island in terms of: religious attributes, emotional involvement and overall satisfaction; 3) assessed the tourist behavior and intention to revisit the religious sites in Panay island as relate to social environment, religious sites facilities, food and beverage, service quality, locals' behavior and religious site tourist's revisit intentions; 4) tested the significant relationship among the three given variables; and 5) proposed a framework for Panay island as Religious Tourism Destination.

2. Methods

Research Design - The research methodology used in this study was descriptive-correlational, which entailed describing the features of a sample and analyzing connections between events, circumstances, and phenomena that were observed. Descriptive correlational research aims to provide insights into the characteristics of a sample or phenomenon while also examining potential relationships or associations between variables. This approach combines the descriptive aspect, which focuses on detailing the current status or features of the subject under study, with the correlational aspect, which explores connections between different variables. The study's objectives were to characterize Panay Island as a religious tourist destination and look into any possible relationships between different tourism-related variables. Furthermore, the study endeavored to draw conclusions about the variations and connections among the factors in order to create a thorough comprehension of Panay Island as a religious tourism destination.

Participants of the Study - A total of 385 visitors from the regions of Iloilo, Antique, Aklan, and Capiz visited the Catholic tourists' religious places in Panay Island, making up the responders. There are 270 people from Aklan, 81 from Iloilo, 16 from Antique, and 17 from Capiz, according to a Rao soft calculator software. The Department of Tourism's Region VI office provided information to the researcher.

Data Gathering Instrument - The study by Tao-Ing, R. C. served as the model for the research questionnaire that was employed, adapted and modified. "Proposed framework for potential religious tourism destination in Cagayan Valley Region," published in 2022. The questionnaire consisted of four sections: Part One included the respondents' demographic profile, which includes their age, sex, and civil status. In Part Two, the respondents' psychographic profiles were presented in relation to the following topics: reason for visiting Panay Island, duration of visit, willingness to return, recommendation of others to visit, and overall satisfaction. Discovering the Reasons for Tourists to Visit Religious Sites on Panay Island: Cultural and Historic Motives, Spiritual and Religious Motives, Recreation and Social Contact, Nature, Wellness, and Healing are all covered in Part Three. Emotional involvement, overall satisfaction, and an analysis of the tourist experiences visiting religious places in Panay Island in terms of religious attributes are included in Part Four. Following approval, the questionnaire was sent to three experts: a provincial tourism officer, a religious site manager, and a priest. All feedback and suggestions were integrated into the questionnaire. The questionnaire had undergone face validation with the dissertation adviser. Following that, it was sent in for a reliability test as part of the pilot

testing procedure.

Data Gathering Procedure - The data collection process began with obtaining approval from the Department of Tourism Region 6 for tourists' arrival. Subsequently, surveys were given to religious locations throughout Panay Island, including Iloilo, Aklan, Antique, and Capiz. These locations included churches, pilgrimage sites, and religious monuments. Data collection includes face-to-face interactions, with respondents filling out surveys on-site. Specifically, 270 tourists from Aklan, 16 from Antique, 17 from Capiz, and 81 from Iloilo were questioned at religious tourist destination.

Ethical Considerations - During the study's execution, the researchers obtained the prospective research participants' voluntary informed consent. These ethical principles addressed issues such as the importance of truthfulness, informed consent, data anonymity and preservation, participants' right to access data, and the requirement of confidentiality for all study participants. The Data Privacy Act of 2012, also known as Republic Act 10173, was strictly followed when collecting data from the selected participants.

Data Analysis - The Shapiro-Wilk Test resulted in p-values for all variables less than 0.05, indicating that the data set was not regularly distributed. To assess significant differences, the non-parametric tests included the Mann-Whitney U test for two groups and the Kruskal-Wallis test for more than two groups. Similarly, Spearman's rho was utilized to evaluate the important correlations. All analyses were conducted with SPSS version 28.

3. Results and discussion

Table 1

Overall Assessment on Motivational Factors visiting the Religious Sites in Panay Island

	Mean	Interpretation	Rank
Cultural and Historic Motives	4.29	Agree	5
Spiritual and religious Motives	4.35	Agree	3
Fun and Social Contact	4.31	Agree	4
Nature	4.39	Agree	2
Wellness and Healing	4.44	Agree	1
Overall Composite Mean	4.36	Agree	

Legend: 1.00 – 1.49 (Strongly Disagree), 1.50 – 2.49 (Disagree), 2.50 – 3.49 (Moderately Agree), 3.50 – 4.49 (Agree), 4.50 – 5.00 (Strongly Agree)

Table 1 presents the motivational factors visiting the religious sites in Panay Island. Wellness and healing (4.44) is the most agreed motivational factors among the respondents. Followed by nature (4.39) then spiritual and religious motives (4.35). Panay Island's religious sites might be known for incorporating elements of wellness and healing into their traditions or rituals. This could involve things like attending prayer services focused on healing, visiting sites believed to have healing properties, or participating in religious practices that promote mental and physical well-being. The role of attachment to God in mediating this relationship (Dein, 2020).

On the other hand, fun and social contact (4.31) and the least is cultural and historic motives are agreed by the religious attendees. The data suggests that visitors are primarily driven by personal well-being and spiritual connection. While religious sites often have rich cultural and historical significance, these aspects might not be the primary motivator for everyone. People might prioritize experiencing the religious aspects that address their personal needs. Religious sites in Panay Island can attract visitors who are interested in a more well-rounded experience that goes beyond just personal well-being or spiritual connection. Society continues to obsess over the notions of health, well-being, and longevity (Buzinde, 2020).

Table 2 shows the overall assessment on tourism experience visiting religious sites in Panay Island. According to the response of the participants of this study, they obtained overall satisfaction (4.33) in visiting the religious sites in Panay Island, seconded by their emotional involvement (4.27) and religious attributes (4.21).

This indicates a generally positive experience for visitors to Panay Island's religious sites. This suggests that people find these sites to be worthwhile destinations. The results revealed that many religious sites are no longer simply perceived as sacred places. Traditional perceptions of religious site images are gradually being challenged by modern consumption patterns (Huang, et al., 2019).

Table 2*Overall Assessment on Tourism Experience Visiting Religious Sites in Panay Island*

In terms of	Mean	Interpretation	Rank
Religious Attributes	4.21	Agree	3
Emotional Involvement	4.27	Agree	2
Overall Satisfaction	4.33	Agree	1
Overall Composite Mean	4.27	Agree	

Legend: 1.00 – 1.49 (Strongly Disagree), 1.50 – 2.49 (Disagree), 2.50 – 3.49 (Moderately Agree), 3.50 – 4.49 (Agree), 4.50 – 5.00 (Strongly Agree)

While visitors perceive the sites as fulfilling their religious needs or expectations. This could involve experiencing a sense of connection to the divine, participating in meaningful rituals, or feeling spiritually recharged. religious tourists' attributes solely provide an opportunity to understand the complexity and multifacetedness of religious tourism in the changing world and to determine its development directions and destinations (Liro, 2024). Overall, the religious sites in Panay Island offer a valuable experience for visitors. They provide a space for spiritual connection, emotional engagement, and a broader sense of well-being. By understanding visitor motivations and experiences, these sites can continue to improve and attract those seeking a meaningful and enriching travel experience.

Table 3*Overall Assessment on Tourist Behavior and Intention to Visit Religious Sites in Panay Island*

In terms of	Mean	Interpretation	Rank
Social environment	4.33	Agree	3
Religious site facilities	4.31	Agree	4
Food and Beverage	4.04	Agree	6
Service quality	4.11	Agree	5
Local Behavior	4.36	Agree	1.5
Tourist's revisit intentions	4.36	agree	1.5
Overall Composite Mean	4.25	Agree	

Legend: 1.00 – 1.49 (Strongly Disagree), 1.50 – 2.49 (Disagree), 2.50 – 3.49 (Moderately Agree), 3.50 – 4.49 (Agree), 4.50 – 5.00 (Strongly Agree)

Table 3 reveals the overall assessment of respondents on tourist behavior and intention visiting the religious sites in Panay Island. Local behavior and tourist's revisit intention (4.36) are equally agreed and considered by the respondents; others are the social environment (4.33) and religious site facilities (4.31). Local customs and behaviors can significantly impact a visitor's experience at a religious site. Respectful behavior towards locals and adherence to local customs can enhance the overall experience and feeling of welcome. Revisit intention reflects a positive overall experience that makes visitors want to return. Local behavior likely plays a role in shaping this positive perception. visitor flows while religious institutions should focus on providing the spiritual and religious experiences that the visitors are seeking. At the same time, there needs to be more work on the synergism that can occur when religious institutions are more involved in discussions regarding local and regional pilgrimage and religious tourism development (Shinde, et al., 2022). Whereas the service quality (4.11) and food and beverages (4.04) were also agreed by the respondents that could influence their behavior and intention to visit the religious sites in Panay Island. While food and beverage can be enjoyable, they might not be the primary focus for visitors to religious sites. These individuals might prioritize the spiritual and religious aspects of the visit. To develop a niche tourism area by segmenting tourists' motivations and destination loyalty in their sacred places. It also contributes to the diversification of tourism products in those destinations that have historical religious heritage resources (Rybina, et al., 2020).

Table 4*Relationship Between Motivational Factor and Tourist Experiences*

Variables	Rho	p-value	Interpretation
Cultural and Historic Motives			
Religious Attributes	0.384**	<.001	Highly Significant
Emotional Involvement	0.405**	<.001	Highly Significant
Overall Satisfaction	0.481**	<.001	Highly Significant
Spiritual and Religious Motives			
Religious Attributes	0.395**	<.001	Highly Significant
Emotional Involvement	0.452**	<.001	Highly Significant
Overall Satisfaction	0.513**	<.001	Highly Significant
Fun and Social Contact			
Religious Attributes	0.465**	<.001	Highly Significant
Emotional Involvement	0.421**	<.001	Highly Significant
Overall Satisfaction	0.448**	<.001	Highly Significant
Nature			
Religious Attributes	0.421**	<.001	Highly Significant
Emotional Involvement	0.366**	<.001	Highly Significant
Overall Satisfaction	0.403**	<.001	Highly Significant
Wellness and Healing			
Religious Attributes	0.463**	<.001	Highly Significant
Emotional Involvement	0.428**	<.001	Highly Significant
Overall Satisfaction	0.463**	<.001	Highly Significant

** . Correlation is significant at the 0.01 level

The data presented in Table 4 illustrated the correlation between motivational factors and tourist experiences. The computed rho-values, which ranged from 0.366 to 0.513, suggested that there was a weak to moderate direct relationship among the sub-variables of motivational factors and tourist experiences. The analysis revealed a statistically significant association between motivational factors and tourist experiences, as indicated by the obtained p-values being less than 0.01. Packer and Ballantyne (2014) cited data obtained from a questionnaire distributed to visitors of three establishments: a museum, an art gallery, and an aquarium. Although this paper had no mention of religious places, the information could still be relevant to any investigation being conducted. In regard to the visitors' expectations, their perception of the learning opportunities, the motivated learning behaviours, and the evaluation of the learning experience, differences and similarities between the sites were described. The role of education for museum tourists was explored, as was the museum's unique strengths and challenges in comparison with other recreational spaces where learning was encouraged.

Table 5*Relationship Between Motivational Factor and Tourist Behavior and Intention to Revisit*

Variables	Rho	p-value	Interpretation
Cultural and Historic Motives			
Social Environment	0.440**	<.001	Highly Significant
Religious Sites Facilities	0.383**	<.001	Highly Significant
Food and Beverage	0.088	0.085	Not Significant
Service Quality	0.214**	<.001	Highly Significant
Locals' Behavior	0.418**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.438**	<.001	Highly Significant
Spiritual and Religious Motives			
Social Environment	0.488**	<.001	Highly Significant
Religious Sites Facilities	0.407**	<.001	Highly Significant
Food and Beverage	0.089	0.083	Not Significant
Service Quality	0.224**	<.001	Highly Significant
Locals' Behavior	0.416**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.394**	<.001	Highly Significant

Fun and Social Contact			
Social Environment	0.411**	<.001	Highly Significant
Religious Sites Facilities	0.416**	<.001	Highly Significant
Food and Beverage	0.261**	<.001	Highly Significant
Service Quality	0.406**	<.001	Highly Significant
Locals' Behavior	0.399**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.378**	<.001	Highly Significant
Nature			
Social Environment	0.422**	<.001	Highly Significant
Religious Sites Facilities	0.396**	<.001	Highly Significant
Food and Beverage	0.268**	<.001	Highly Significant
Service Quality	0.357**	<.001	Highly Significant
Locals' Behavior	0.381**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.310**	<.001	Highly Significant
Wellness and Healing			
Social Environment	0.471**	<.001	Highly Significant
Religious Sites Facilities	0.416**	<.001	Highly Significant
Food and Beverage	0.193**	<.001	Highly Significant
Service Quality	0.290**	<.001	Highly Significant
Locals' Behavior	0.447**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.384**	<.001	Highly Significant

** . Correlation is significant at the 0.01 level

Table 5 showed the relationship between motivational factors and tourist behavior and intention to revisit. The computed rho-values ranging from 0.088 to 0.440 indicated a very weak to moderate direct relationship between cultural and historic motives and the sub variables of tourist behavior and intention to revisit. There was a statistically significant relationship between cultural and historic motives and the sub variables of tourist behavior and intention to revisit, namely social environment, religious sites facilities, service quality, locals' behavior, and religious site tourist's revisit intentions because the obtained p-values were less than 0.01. The strong correlation between cultural and historic motivations and various factors influencing tourist behavior and the intention to revisit suggested that individuals with a penchant for cultural and historic interests manifested unique preferences and behaviors throughout their journeys. The findings of Sing'ambi & Lwoga (2018) supported the results concerning cultural and historical factors as explanation for several aspects of tourist behavior and likelihood to return. In both the studies, the findings reflected a significant and positive correlation between tourists' perceived closeness with historic and cultural sites and actual visits.

The computed rho-values ranging from 0.089 to 0.488 indicated a very weak to moderate direct relationship between spiritual and religious motives and the sub variables of tourist behavior and intention to revisit. There was a statistically significant relationship between spiritual and religious motives and the sub variables of tourist behavior and intention to revisit, namely social environment, religious sites facilities, service quality, locals' behavior, and religious site tourist's revisit intentions because the obtained p-values were less than 0.01. The significant relationship between spiritual and religious motives and various tourist behavior sub-variables, along with the intention to revisit, suggested a crucial role of these motivations in shaping the overall tourist experience. This understanding aligned with the study by Ezeh, Okeke, & Nkamnebe (2022), where religion was found to mediate between service quality dimensions and guest satisfaction, specifically the dimensions of empathy and assurance as relevant predictors.

The computed rho-values ranging from 0.261 to 0.416 indicated a weak to moderate direct relationship between fun and social contact and the sub variables of tourist behavior and intention to revisit. There was a statistically significant relationship between fun and social contact and the sub variables of tourist behavior and intention to revisit because the obtained p-values were less than 0.01. The study revealed a significant correlation between fun, social contact, various tourist behavior sub-variables, and the intention to revisit, emphasizing their pivotal role in shaping the overall tourist experience. It suggested that tourists perceiving their experience as enjoyable and socially engaging were likely to have exhibited specific behaviors and expressed intentions to revisit the destination.

Table 6*Relationship Between Tourist Experiences and Tourist Behavior and Intention to Revisit*

Variables	Rho	p-value	Interpretation
Religious Attributes			
Social Environment	0.552**	<.001	Highly Significant
Religious Sites Facilities	0.423**	<.001	Highly Significant
Food and Beverage	0.338**	<.001	Highly Significant
Service Quality	0.401**	<.001	Highly Significant
Locals' Behavior	0.412**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.425**	<.001	Highly Significant
Emotional Involvement			
Social Environment	0.488**	<.001	Highly Significant
Religious Sites Facilities	0.457**	<.001	Highly Significant
Food and Beverage	0.186**	<.001	Highly Significant
Service Quality	0.229**	<.001	Highly Significant
Locals' Behavior	0.336**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.421**	<.001	Highly Significant
Overall Satisfaction			
Social Environment	0.677**	<.001	Highly Significant
Religious Sites Facilities	0.616**	<.001	Highly Significant
Food and Beverage	0.290**	<.001	Highly Significant
Service Quality	0.378**	<.001	Highly Significant
Locals' Behavior	0.469**	<.001	Highly Significant
Religious Site Tourist's Revisit Intentions	0.523**	<.001	Highly Significant

** . Correlation is significant at the 0.01 level

Table 6 showed the relationship between tourist experiences and tourist behavior and intention to revisit. The computed rho-values ranged from 0.186 to 0.677, indicating a very weak to strong direct relationship among the sub variables of tourist experiences and tourist behavior and intention to revisit. There was a statistically significant relationship between tourist experiences and tourist behavior and intention to revisit because the obtained p-values were less than 0.01. Favorable experiences, such as positive interactions with locals, enjoyable activities, and high-quality services, were likely to have contributed to positive tourist behaviors, including participation in local activities, positive word-of-mouth, and a higher likelihood of returning. According to Pu, et al., (2023), the analysis that good experiences among tourists influenced positive behavior and the probability of revisiting was true.

This finding suggested that the overall tourist experience should be well managed, and improved, to ensure that the tourists are not only satisfied during the current visit but also to ensure their revisits, thus stressing the long-term influence of these experiences on tourism consumption. From the perspective of practical application DM strategies should have aimed at enhancing the key factors such as hospitality, services and attractions that can influence customer perceptions and create memorable experiences favorable to revisit the destination.

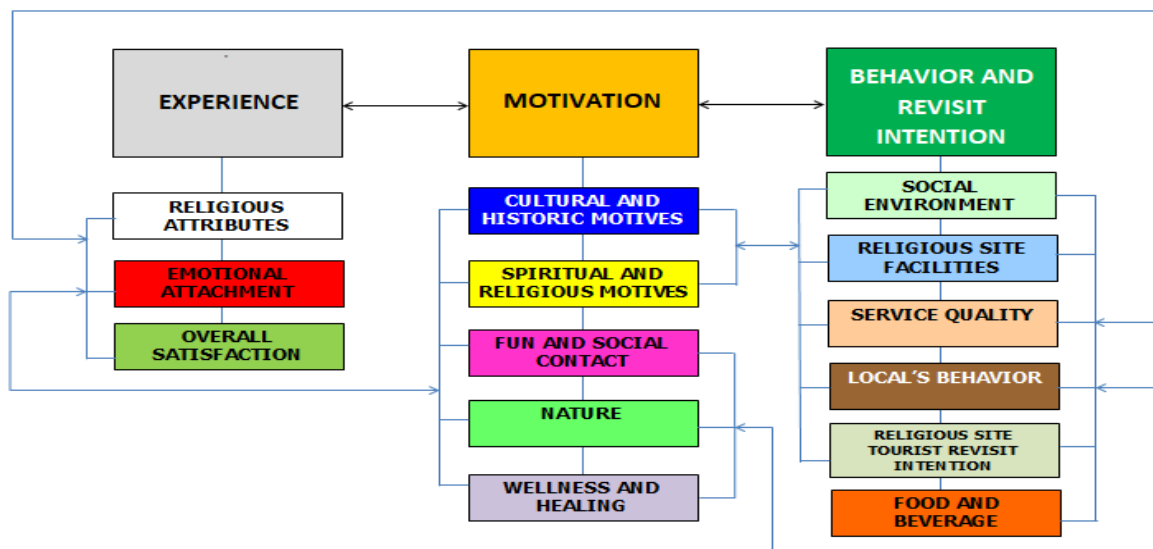
According to Pu, et al., (2023), the analysis that good experiences among tourists influenced positive behavior and the probability of revisiting was true. In the context of the study, the guides, who influenced tourists' experience on the island significantly, incorporated sustainable tourism principles grounded on Buddhism's beliefs, such as samsara, charity, and benevolence. This coincided with the perception that good interaction with the local people by observing cultures and religion enhanced the general satisfaction of the tourists. Western clients also influenced the calls for the adoption of pro-environmental actions that can be attributed to the impact of positive interactions on tourists. In the study, the constructive association between hosts and guests towards the co-generation of value for locally sustainable tourism practices further supported the notion of the positive interaction and shared value that do not only offer immediate satisfaction, but also repeat visits.

The statistically significant relationship between tourist experiences and behavior, along with the intention to revisit, underscored the pivotal role of a tourist's satisfaction in shaping their future actions. Positive experience prompted favorable behaviors like; spending more, recommending the destination to others,

participating in activities, and potentially revisiting the destination. The feelings developed in the context of tourism that are associated with satisfaction and joy were found to affect the decision to return. As for the impact on potential visitors, word of mouth promoted by satisfied tourists contributed positively to the increase of their intention to visit the destinations again.

The study carried out by Hasan, Abdullah, Lew, and Islam (2019) have also found that positive experience and satisfaction influenced favorable behaviors and intentions among tourist in a significant manner. The study suggested that there could be a possibility of concerns on the side of the tourists being overshadowed by positive perception of the destination and high satisfaction levels encouraging them to revisit. Overall, it was revealed that developing positive experiences, destination image and satisfaction were critical values that propelled tourists to revisit destinations.

Religious Site Pulse Framework



In this framework, the primary variable was Tourist Motivation, which was framed as the focal variable that drove other components of the tourist experience in religious sites. This framework aligned with several theoretical models in tourism and psychology, thereby providing a comprehensive approach towards the relations between motivational antecedents, the tourist experience, and the decision to return. It accepted the perception of travelers, that they were in search of more than what could be seen, going beyond normal traveling to explore the inner spirits of religious and cultural importance.

The framework stated that behaviors were determined by intentions, attitudes, subjective norms, and perceived behavioral control. In this context, the construct of Tourist Motivation related to the attitudes and the subjective norms, while the measures of experience and satisfaction reflected the perceived behavioral control. The framework offered a clear portrayal of the interrelatedness of motivational factors, tourist experiences, and revisit intentions, the following limitations were observed. It assumed tourists' behavior was independent of other factors such as economic conditions, geopolitical events, or changes in the social context. Additionally, the framework prescribed a direct and proportional relationship between motivation, experience, and revisit intention, although these variables might not always follow a straight line. The proposed operationalization of the religious marketing strategy for Panay Island revolved around a comprehensive plan that would expose its cultural and spiritual circuit while targeting people in search of religious tourism experiences. This entailed developing an engaging destination brand, which focused on The Island's religious heritage and multicultural attractions. It entailed creating appealing communication tools for promotion such as images, videos, and postcards to attract the attention of possible visitors.

Religious tourism events and fairs provided an opportunity to introduce Panay Island and its attractions to the target audience and establish meaningful contacts. Thus, cultural and religious tourism was advanced, providing visitors with unique opportunities to embrace the spiritual and historical values of the island with the help of experienced guides and priests. Moreover, the concept of community involvement was crucial, meaning that the locals had to embrace and support the tourism activities. Enabling local artists and performers to exhibit themselves and cultural customs enhanced the interest of visitors in a definite area while promoting its economic growth. It was imperative to periodically assess marketing actions and numerical indicators of visitor engagement in order to fine-tune tactics and improve performance. These operational strategies could make Panay Island one of the significant religious tourism destinations of the world with meaningful cultural, spiritual, and friendly experiences that could attract tourists globally.

4. Conclusions and recommendations

Tourists visiting religious sites on Panay Island are driven by various motivations. They seek authentic cultural and historical experiences to learn about the community, religious figures, and heritage. Spiritually, they offer prayers and express devotion to God, finding fulfillment in unleashing their spiritual potential. For fun and social contact, they enjoy trips with loved ones, appreciating the kindness of locals and the chance to meet new people. Additionally, visiting these sites is viewed as a way to alleviate stress, purify the mind, and promote wellness and healing for both the body and soul. Moreover, tourists on Panay Island had positive experiences at religious sites, emphasizing aspects like heritage conservation, authentic settings, and meaningful religious activities. They felt emotionally connected to the sites and found joy in engaging activities. Overall satisfaction was high, with a strong preference for Panay Island over other destinations and a willingness to recommend it to others. They expressed a desire to revisit, feeling their experience met their expectations and validated their choice to visit. Furthermore, tourist behavior and intention to revisit Panay Island's religious sites are influenced by factors like the social environment, facilities, food and beverage options, service quality, and interactions with locals.

Tourists' motivations for visiting religious sites on Panay Island profoundly influence their experiences, behaviors, and intentions to revisit. These motivations, rooted in cultural, historical, spiritual, and religious aspects, shape how visitors perceive and interact with the destination. Cultural and Historic Motives drive tourists to seek authentic experiences and knowledge, fostering a deeper connection to the site. Similarly, Spiritual and Religious Motives inspire religious activities and a sense of fulfillment, impacting various aspects of tourist behavior. These motivations influence how visitors engage with the social environment, facilities, service quality, and locals' behavior, ultimately determining their decision to revisit. Positive experiences enhance the likelihood of return visits, highlighting the significance of satisfying tourist motivations in religious tourism on Panay Island. The study recommended that. Religious tourism businesses in Panay Island may address challenges such as low interest in socio-economic aspects, shorter visits, undecided travelers, and those expressing no intention to return by implementing strategic initiatives. This includes emphasizing the socio-economic impact through guided tours, promoting extended stay packages with cultural incentives, engaging undecided visitors through targeted marketing and incentives, addressing concerns of potential non-returners through surveys and improvements, leveraging high satisfaction ratings in marketing efforts, fostering community partnerships for mutual benefit, offering customized experiences for longer stays, and implementing post-visit engagement strategies to maintain positive relationships with past tourists. Whereas the Provincial Tourism and Cultural Affairs Office situating in Panay may enhance the positive experiences of tourists visiting religious sites on Panay Island by implementing a comprehensive strategy. This includes developing targeted marketing campaigns to showcase unique religious attributes, emphasizing conservation and authenticity, and utilizing various channels for promotion, fostering collaborative partnerships with local businesses. For the Department of Tourism Region 6 may enhance the tourist experience and encourage revisits to religious sites on Panay Island by implementing various strategies. Ensuring well-maintained facilities, such as easily accessible prayer areas, ample parking spaces, clean restrooms, and attractive gardens or park grottos, is

essential for influencing visitors' decision to return.

5. References

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