

Destination attributes and quality of service experience of tourists to the destination image of heritage attractions in CALABARZON Region, Philippines

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Abstract

Heritage attractions are a diverse and unique collection of sites that offer visitors a glimpse into the history and culture of the region. The valuable asset of the region, and play an important role in promoting tourism and economic development. The paper aimed to assess the destination attributes, quality of service experience of tourist to the destination image of heritage attractions in CALABARZON Region. Explicitly, to test the significant difference of three given variables when grouped according to demographic profile of the respondents and proposed a sustainable development plan with regards to the heritage attractions. In line with this, tourists are more likely to have a positive image of a destination if they perceive the destination attributes and the quality-of-service experience to be positive, similarly tourists who visit more heritage attractions are more likely to be motivated and were very satisfied with their experience. This study was used descriptive-correlational design and equally distributed to 385 participants who visited DOT accredited heritage attraction in CALABARZON. Additionally, Mann-Whitney U test for two groups and Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. The research paper proposed a sustainable development plan which includes a number of recommendations in providing and promoting the destination to a wider audience.

Keywords: destination attributes, quality service experience, heritage attraction, CALABARZON Philippines

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1. Introduction

In the globalized world, numerous nations provide a variety of heritage attractions that reflect their rich heritage stories of individuals. As a result, this serves as both a window into their progress and a burgeoning economy that will open the door for them to become developing nations. Enhancing the heritage offerings at one location can help people understand and appreciate how rich the Philippines is in terms of different places which demonstrate customs, norms, arts, and culture. Tourism has emerged as a potent force in today's globalized world, fostering cultural exchange, economic growth, and environmental awareness (Cadiogan, 2021).

Philippines is a vibrant area with a wide range of cultural attractions that showcase the diversity of the people living there as well as the groups of people who exhibit their own originality and skill (Bairagi, 2021). CALABARZON offers a diverse range of attractions that appeal to tourists (Valdez, 2019). Its rich historical and cultural heritage, combined with stunning natural landscapes and accessibility, make it a popular destination. The region's warm and welcoming atmosphere, coupled with high-quality facilities and services, contributes to a positive visitor experience. The destination image of CALABARZON is significantly influenced by the experiences tourists have while visiting (Jin, et al., 2024). As notion by Masoud et al. (2018), cultural attraction is seen as a modern way of creating culture that brings back lost ways of life, economies, and places. The SERVQUAL Model serves as the foundation for the objectives of the study. Applying quality of service has a significant impact on the growth and competitiveness by creating a positive brand image and creating market effects (Shi & Zhang 2020). Positive destination attributes can lead to increased visitor numbers, favorable word-of-mouth recommendations, and repeat visits, ultimately contributing to the sustainable growth of the tourism industry in the region (Kastenholz & Gronau 2022).

The destination attributes encompass the natural, cultural, and man-made elements that distinguish a travel destination and shape its image in the eyes of tourists. These attributes collectively form the essence of what makes a place worth exploring, experiencing, and cherishing as a cherished memory in the hearts of travelers (Jiang et al. 2020). Haarhoff (2018) perceived destination image plays a pivotal role in influencing tourists' decision-making processes, including destination selection, travel planning, and visitation behavior. According to Hallmann et al. (2015), the destination image refers to both tourists' and sellers' perceptions of a destination's attributes and attractions. This perception plays a vital role in how destinations are described, promoted, integrated, and presented to potential visitors. This study was limited to national cultural heritage sites that have been amended under Republic Act No. 10066. This law, which is part of the Philippine constitution, defines historical landmarks as sites or structures that are associated with events or achievements of significance to Philippine history. As such, this study includes only those historical sites that have been amended by Philippine law.

The study used the different heritage attractions in CALABARZON- Region IV A. In this study, the researcher selected participants who have experienced visiting the designated destination and experienced the quality of service destination image of the heritage attractions in the CALABARZON. The groups refer to the visitors visiting specific heritage sites. In line with the aim of promoting sustainable development and ensuring the long-term success of diverse cultural heritage attractions, this research sought to present a comprehensive sustainable development plan. The plan was designed to holistically address the challenges and opportunities presented by destination attributes, quality of service experience, and perceived destination image. The researcher believed that by adopting a holistic approach and engaging stakeholders at every level, and can create an enduring and positive impact on the attractions, the surrounding communities, and the broader tourism industry.

Objectives of the Study - This study assessed the destination attributes, quality of service experienced by tourists on the destination image of heritage attractions in CALABARZON. Specifically, it described the demographic profile of the respondents in terms of age, sex, marital status, travel companion, frequency of visit, heritage attractions visited, and destination visited; assessed the destination attributes in terms of destination environment, atmosphere, and tourism resources; determined the quality-of-service experience of tourists in terms of hedonics, peace of mind, involvement and recognition; assessed the perceived destination image in terms of credibility and quality and competitiveness; tested the significant difference in the destination attributes, quality of service experience of tourists, and perceived destination image when grouped according to demographic profile of the respondents; tested the significant relationships of key variables; and proposed a sustainable development plan with regard to the heritage attractions in CALABARZON.

2. Methods

Research Design - The study used a quantitative research design utilizing descriptive and inferential approaches, applying correlation analysis. Witte and Witte (2017) explained that descriptive research is for the presentation of data and describing a situation, which makes it most suitable for presenting the demographic profile of the respondents, assessing the destination attributes and quality of service experience of tourists to the destination image of heritage attractions in CALABARZON. As explained by McCombes (2019), descriptive research seeks to describe a population, situation, or phenomenon precisely and methodically. It can answer what, where, when, and how, but not why. Furthermore, a descriptive research design can investigate one or more variables using various research methods. In contrast to experimental research, the researcher does not control or manipulate any variables but instead observes and measures them. Correlation analysis provides a deep understanding of the significant differences between destination attributes, quality of service, and perceived destination image.

Participants of the Study - The heritage sites were categorized based on the classifications of the Department of Tourism and the National Historical Commission of the Philippines under the urban attractions (Department of Tourism, 2022). Further selection of the heritage sites in choosing the respondents was based on the number of tourist arrivals from the DOT data as of January-December 2022. They were as follows: (1) Museo ni Aguinaldo and Bonifacio Trial House of Cavite with a total of 644, 905 visitors, (2) Museo ni Jose Rizal, Museo ng San Pablo, and Underground Cemetery of Laguna with 384, 285, (3) Museo ni Mabini, Museo ni Miguel Malvar, and Museo ni Leon at Galicano Apacible of Batangas with 2, 301, 902, (4) Sariaya Municipal Hall and Jose Rizal Monument of Quezon with 1, 186, 369, and (5) Sumulong Park, Pinto Art Gallery, and National Shrine of Our Lady of Peace and Good Voyage Museum of Rizal with 1, 568, 969 (Department of Tourism, 2022).

In this study, the researcher selected participants who have experienced visiting the destination and experienced the quality-of-service destination image of the heritage attractions in CALABARZON. To ensure that all groups in the population were represented in the sample, a stratified random sampling method was applied by the researcher. The groups refer to the visitors visiting specific heritage sites. The respondents of the study are those who have met the following criteria: (1) they must be 18 years and above so they are legally allowed to travel and respond to the questionnaires without parental consent; (2) they must have visited any heritage in CALABARZON for at least once in the last twelve months, (3) they must be willing to respond the questionnaires without expecting anything in return for their responses. The researcher used a standard method to recruit respondents for the study: on-site surveys and the Raosoft sample calculator to determine the desired and target number of qualified respondents for the study. This study covered 385 participants.

Data Gathering Instrument - This study utilized an adapted questionnaire to collect data from the selected respondents regarding the factors influencing tourists to visit heritage attractions in the CALABARZON region. A 5-point Likert Scale was used within the questionnaire to specify the degree and level of agreement and disagreement. The survey questionnaire was distributed to the qualified respondents in the pilot testing, validated

by the tourism officers of the towns or municipalities. The questionnaire was consisting of four parts, wherein Part I pertains to the demographic profile of the respondents. Respondents' demographic profiles include age, sex, marital status, travel companion, frequency of visit, heritage attractions, and destinations visited. Part II was adapted from Boit and Doh (2014), which assessed the destination attributes in terms of destination environment, atmosphere, and tourism resources. Part III was adopted from Schlesinger et al. (2020), which determines the quality-of-service experience of tourists in terms of hedonics, peace of mind, involvement, and recognition. Lastly, Part IV, which was adopted from Atadil (2016), assessed the perceived destination image of CALABARZON in terms of credibility, quality, and competitiveness.

The questionnaire was submitted for reliability test showing below the results and the Cronbach's alpha: for destination attributes (0.937), quality of service experience (0.973), and perceived destination image (0.955) suggesting that the items have an excellent level of internal consistency. Cronbach's alpha shows that the variables have an excellent level of internal consistency. The Destination Environment ($\alpha=0.884$), Atmosphere ($\alpha=0.834$), and Tourism Resources ($\alpha=0.845$) from the Destination Attributes all exhibited good internal consistency—overall, Destination Attributes with a Cronbach alpha value of 0.937 display excellent reliability. Similarly, Involvement ($\alpha=0.895$) was also interpreted as good, while Hedonics ($\alpha=0.928$), Peace of Mind ($\alpha=0.930$), and Recognition ($\alpha=0.958$) were all excellent. Overall, the Quality-of-Service Experience ($\alpha=0.973$) was also excellent. Similarly, Credibility & Quality ($\alpha=0.917$), and Competitiveness ($\alpha=0.955$) were also excellent. Perceived Destination Image ($\alpha=0.955$) variables were excellent overall. To summarize, all results ranged from good to excellent, contributing to the research instrument's strong reliability.

Data Gathering Procedure - All responses were adequately documented and stored as part of the plan to ensure that 100% of the target respondents were met. Formal approval letters were also given personally to the local government unit of each municipality where the heritage sites were located before the study's conduct. Five different heritage attractions located in different regions of CALABARZON were visited by the researcher to engage directly with tourists and museumgoers and invite them to be part of the research study. The response from tourists varied; some declined to participate, while others willingly agreed. For those who agreed, different preferences emerged regarding the questionnaire process. Some participants chose to fill out the questionnaires independently, while others preferred the researchers to assist by checking and completing the questionnaires on their behalf. Consent letters were read to and given to the respondents before they answered the research questionnaires. The instructions were also read to them, and the researchers immediately addressed their inquiries about the questions.

Ethical Considerations - The researcher ensured all concerned that all information gathered would be treated with complete confidentiality and used for academic purposes only. Also, the Data Privacy Act of 2012 was considered in this study. Also known as Republic Act No. 10173, it protects every Filipino's right to fundamental privacy. It means that sharing an individual's personal information is punishable by law and may result in fines, imprisonment, or both. A consent form assures that all respondents are protected by their right to privacy and, at the same time, ensures that no respondent was forced to participate. Also, the researcher emailed the respective authors to request permission to use their instruments to complete this study. Above all, the researcher will keep all necessary information gathered throughout this paper personal.

Data Analysis - Frequency and percentage distribution were used to present the demographic profile of the respondents in terms of age, sex, marital status, travel companion, frequency of visit, heritage attractions visited, and destination visited. Weighted mean and rank were used to assess the destination attributes in terms of destination environment, atmosphere, and tourism resources; to determine the quality-of-service experience of tourists in terms of hedonics, peace of mind, involvement, and recognition; and to assess the perceived destination image in terms of credibility and quality and competitiveness. The result of the Shapiro-Wilk Test showed that the p-values of all variables were less than 0.05, which means 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. All analyses were

3. Results and discussion

Table 1 presents the distribution of respondents' profiles, including their age, sex, marital status, travel companion, frequency of visit, and heritage attractions visited. The majority of respondents (41.0%) fall within the age group of 18 to 22 years old, followed by 23 to 38 years old (29.6%), 39 to 54 years old (23.1%), and 55 years old and above (6.2%). Many factors are perceived as why many respondents are 18 to 22 years old. At that age interval, they are typically students, and one of the reasons for their visit was for educational purposes. Another factor is that young people have a natural tendency to explore; those who were participants may have a heightened interest in heritage sites. Social media influence is also a factor in this scenario. According to Adie and Hall (2016), heritage tourists are diverse and have no apparent age, economic status, or residence pattern.

The data shows a higher representation of females (56.6%) than males (43.4%) among the respondents. One factor that affected the number of female visitors more than men is their interest in heritage sites. Men might prefer doing activities rather than walking around heritage sites than women. Another factor may be a woman's interest in group travel with friends or relatives. Although it was not emphasized whether men are more likely not to visit a heritage site, Mustafa (2015) emphasized a difference in the awareness and behaviors towards heritage sites of males and females. Meanwhile, Most of the respondents are single (66.8%), while a significant portion is married (31.2%), and a small percentage is widowed (2.1%). Many factors are perceived to have caused the single people to be most of the respondents Adie and Hall (2016) found that visitors to World Heritage Sites are generally well-educated but do not share similarities in age, income, or residence. It implies that single individuals might be visiting for educational purposes.

Most respondents travel with family/relatives (47.3%) or friends (34.8%). A smaller percentage prefer organized group travel (12.5%), while some travel solo (5.5%). The family also feels safer and more secure when visiting these places; it is also a way to spend quality time with each other. Zhou et al. (2018) further emphasized the benefits of family bonding, community attachment, cultural awareness, restoration, and personal growth. The data indicates that the majority of respondents visit the destination once (65.5%), followed by more than thrice (11.9%), twice (21.3%), and thrice (1.3%). Among the cultural and heritage attractions, museum or art galleries are the most frequently visited (78.7%), followed by heritage sites (7.8%), historic buildings (4.9%), monuments (2.6%), and other attractions (6.0%). The data provides information on the attractions visited in different locations, including Cavite, Batangas, Laguna, Rizal, and Quezon. The data highlights key insights into the preferences and behaviors of respondents regarding their travel and cultural heritage experiences. This information is useful for the tourism industry because it can help businesses to develop communication strategies and adapt to the needs of tourists (Borges et.al. 2022).

Table 2 presents the over-all assessment of destination attributes, quality-of-service experience of tourists and perceived destination Image of heritage attractions in CALABARZON Region with the over-all composite mean of 4.39 agree. Destination attributes is highly assessed and agreed by the respondents with an over-composite mean of 4.28 seconded by quality-of-service experience and perceived destination image (4.41). The Heritage sites in CALABARZON offer a compelling blend of natural and cultural attractions. Environmentally, they are situated within diverse landscapes, ranging from coastal areas and volcanic settings to rolling hills and agricultural lands, providing varied and scenic backdrops. As tourism resources, these sites boast significant built heritage, including iconic churches like Taal Basilica and historical shrines like the Rizal Shrine, alongside intangible cultural heritage such as local crafts, cuisine, and festivals. Supporting infrastructure, including accessibility, information centers, and local guides, further enhances the visitor experience, making CALABARZON's heritage sites attractive destinations for cultural and historical tourism. Destination attributes were first described as a compilation of a destination's different elements, such as its natural and cultural settings as well as its tourist-attracting services and amenities. Furthermore, it clearly shows that a destination attribute contains a collection of tourist attractions, facilities, and services that capture the perceived image and tourist

experience of a destination (Moon and Han, 2018)

Table 1
Distribution of Respondents' Profile

Profile Variables	Frequency	Percentage
Age		
18 - 22 years old	158	41.0
23 - 38 years old	114	29.6
39 - 54 years old	89	23.1
55 years old and above	24	6.2
Sex		
Male	167	43.4
Female	218	56.6
Marital Status		
Single	257	66.8
Married	120	31.2
Widowed	8	2.1
Travel Companion		
Solo Traveler	21	5.5
With family/relatives	182	47.3
With friends	134	34.8
Organized group	48	12.5
Frequency of Visit		
Once	252	65.5
Twice	82	21.3
Thrice	5	1.3
More than thrice	46	11.9
Heritage Attractions Visited		
Historic buildings	19	4.9
Heritage sites	30	7.8
Museum or art galleries	303	78.7
Monuments	10	2.6
Others	23	6.0

Table 2
Summary Table of Destination Attributes, Quality-of-service Experience of Tourists and Perceived Destination Image of Heritage Attractions in CALABARZON Region

Indicators	Composite Mean	Verbal Interpretation	Rank
1. Destination Attributes	4.28	Agree	1
2. Quality-of-service Experience of Tourists	4.41	Agree	2.5
3. Perceived Destination Image	4.41	Agree	2.5
Over-all Composite Mean	4.39	Agree	

Tourists visiting heritage sites in CALABARZON experience a unique quality of service that caters to various needs and desires. Hedonically, the sites offer sensory pleasures through the aesthetic beauty of historical architecture, vibrant cultural performances during festivals, and the enjoyment of local cuisine. This is coupled with a sense of peace of mind derived from the well-preserved nature of the sites, providing a safe and secure environment for exploration and contemplation. Involvement is fostered through interactive experiences such as guided tours, cultural workshops, and participation in local festivities, allowing visitors to actively engage with the history and culture of the region. Finally, recognition is achieved through personalized services, informative interpretation centers, and opportunities to connect with local communities, creating a sense of appreciation for the visitor's presence and contribution to the preservation of these heritage sites. This combination of hedonics, peace of mind, involvement, and recognition contributes to a fulfilling and memorable tourism experience in CALABARZON. It has been demonstrated that these physical attractions may be regarded as an important factor in providing a quality-of-service experience to tourists and guests. Bottom line, it can be concluded as one of the influential factors that tourists may consider when deciding on a perfect destination to visit (Mukherjee et al., 2018).

The perceived destination image of heritage sites in CALABARZON is built upon a foundation of credibility and quality, contributing to its competitiveness in the tourism market. The region's rich history, evident in its well-preserved colonial architecture, ancestral houses, and historical landmarks, lends strong credibility to its heritage offerings. This is further enhanced by the quality of the visitor experience, encompassing well-maintained sites, informative museums, and engaging cultural activities. Competitively, CALABARZON's proximity to Manila, coupled with its diverse range of historical and cultural attractions, positions it as a compelling destination for both domestic and international tourists. The region's ability to offer a blend of historical immersion, cultural experiences, and natural beauty strengthens its appeal compared to other destinations, contributing to a positive and competitive destination image. Destination image as such has become the core of place branding, which commonly refers to “the development of a consistent element mixes to identify and distinguish “place” through positive image building”. Building on the work of first introduced destination image to tourism, arguing that the construct comprises three distinctly different but hierarchically interrelated components: cognitive, affective, and conative (Woosnam et.al. 2020).

Table 3

Difference of Responses on Destination Attributes when grouped according to Profile

Profile Variables	λ^2 c / U	p-value	Interpretation
Age			
Destination Environment	7.247	0.064	Not Significant
Atmosphere	7.315	0.063	Not Significant
Tourism Resources	9.082	0.028	Significant
Sex			
Destination Environment	17768.000	0.683	Not Significant
Atmosphere	17981.000	0.836	Not Significant
Tourism Resources	17711.000	0.646	Not Significant
Marital Status			
Destination Environment	0.895	0.639	Not Significant
Atmosphere	1.449	0.485	Not Significant
Tourism Resources	5.280	0.071	Not Significant
Travel Companion			
Destination Environment	20.540	0.000	Highly Significant
Atmosphere	13.027	0.005	Significant
Tourism Resources	28.733	0.000	Highly Significant
Frequency of Visit			
Destination Environment	17.067	0.001	Significant
Atmosphere	16.153	0.001	Significant
Tourism Resources	32.456	0.000	Highly Significant
Heritage Attractions Visited			
Destination Environment	7.716	0.103	Not Significant
Atmosphere	8.754	0.068	Not Significant
Tourism Resources	1.872	0.759	Not Significant

Legend: Significant at p-value<0.05

In table 3 shows the statistically significant difference of responses on tourism resources when grouped according to age because the obtained p-value was less than 0.05. It implies that the observed variations in responses were statistically significant and were not probably the result of random chance. Post hoc test showed that there was significant difference of responses between 23 – 38 years old and 39 – 54 years old. The results indicate that there exist substantial variations in views and assessments of tourist attractions across various age groups. Moreover, there was significant difference of responses on atmosphere between solo traveler and with friends, and between solo traveler and with family and relatives while there was significant difference of responses on tourism resources between solo traveler and organized group, between solo traveler and with friends, and between solo traveler and with family and relatives. In this part it reveals a moderate importance of quality when selecting tourism destinations, with pro-environmental behaviors at home, perception of the destination's quality, age, and visitor origin being the most influential factors (Eusebio et al., 2022).

Regarding the frequency of visit, the post hoc test revealed that there was a significant difference in the

responses between once and twice for the destination environment, and between once and more than three times for the atmosphere and tourism resources. In terms of frequency of visit, most respondents who have been there more frequently prefer to give the environment, atmosphere, and tourism resources at the destination higher ratings than those who haven't been there as frequently. This was followed by travel companion, wherein the respondents who travel with family or friends tend to rate the destination environment, atmosphere, and tourism resources more highly than respondents who travel alone. Regarding Wang et al., (2022) it was designed to investigate how visitors' development and maintenance of destination brand personalities are impacted by their onsite experiences. Additionally, it demonstrated the effect of onsite experience on destination brand personality by identifying three categories of destination personality words that are weakly associated, original, and extended personalities words in both potential and existing tourists.

Table 4

Difference of Responses on quality-of-service Experience when grouped According to Profile

Profile Variables	$\lambda^2 c / U$	p-value	Interpretation
Age			
Hedonics	7.893	0.048	Significant
Peace of Mind	3.177	0.365	Not Significant
Involvement	13.341	0.004	Significant
Recognition	11.436	0.010	Significant
Sex			
Hedonics	17937.500	0.802	Not Significant
Peace of Mind	17412.000	0.454	Not Significant
Involvement	16260.000	0.067	Not Significant
Recognition	17674.500	0.613	Not Significant
Marital Status			
Hedonics	0.570	0.752	Not Significant
Peace of Mind	0.179	0.915	Not Significant
Involvement	1.367	0.505	Not Significant
Recognition	0.285	0.867	Not Significant
Travel Companion			
Hedonics	11.883	0.008	Significant
Peace of Mind	7.593	0.055	Not Significant
Involvement	7.619	0.055	Not Significant
Recognition	8.644	0.034	Significant
Frequency of Visit			
Hedonics	2.071	0.558	Not Significant
Peace of Mind	8.553	0.036	Significant
Involvement	4.737	0.192	Not Significant
Recognition	5.425	0.143	Not Significant
Heritage Attractions Visited			
Hedonics	10.271	0.036	Significant
Peace of Mind	6.393	0.172	Not Significant
Involvement	9.934	0.042	Significant
Recognition	14.139	0.007	Significant

Legend: Significant at p-value<0.05

Table 4 illustrates the significant difference in responses on quality-of-service experience when grouped according to profile. This shows the results of an analysis of the relationship in terms of age with regards to hedonics, involvement, and recognition. In this case, the results for hedonics, involvement, and recognition are all significant, meaning that there is a strong relationship between age and these motivations for travel. In this regard, hedonics is the desire to experience pleasure and excitement.

There was a statistically significant difference in responses on hedonics, involvement, and recognition when grouped according to age because the obtained p-values were less than 0.05. The post hoc test showed a significant difference in responses between 23 – 38 and 39 – 54 years old. Those respondents aged 39 – 54 have a higher assessment of hedonics, involvement, and recognition. Old age does not necessarily lead to lower activity involvement. In older populations, participation in physical activity is associated with self-efficacy,

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social support, and access to local facilities (McPhee et al., 2016). Meanwhile, travel companions in influencing satisfaction, revisiting intentions, and the decision-making process (Hamilton et al., 2020).

Lastly, the results show that there is no significant relationship between sex and peace of mind. It is evidently shows that individuals, regardless of their gender, can experience feelings of calmness and contentment at some point. Overall, it implies that these indicators are not significant factor in motivation to travel. It shown that happiness is determined by various factors (age, marital, social and financial status, physiological status, social relations, and personal characteristics), its level changes throughout life and can be corrected by certain psychological methods of influence (Stroianovska et.al. 2021).

Table 5

Difference of Responses on Perceived Destination Image When Grouped According to profile

Profile Variables	λ^2 c / U	p-value	Interpretation
Age			
Credibility and Quality	10.489	0.015	Significant
Competitiveness	9.476	0.024	Significant
Sex			
Credibility and Quality	17746.000	0.661	Not Significant
Competitiveness	18077.000	0.904	Not Significant
Marital Status			
Credibility and Quality	0.184	0.912	Not Significant
Competitiveness	2.694	0.260	Not Significant
Travel Companion			
Credibility and Quality	16.028	0.001	Significant
Competitiveness	10.541	0.014	Significant
Frequency of Visit			
Credibility and Quality	12.454	0.006	Significant
Competitiveness	17.166	0.001	Significant
Heritage Attractions Visited			
Credibility and Quality	13.407	0.009	Significant
Competitiveness	11.929	0.018	Significant

Legend: Significant at p-value<0.05

In table 5, based on the data, respondent's age, post hoc test showed that there was significant difference of responses between 23 – 38 years old and 39 – 54 years old, travel companion, frequency of visit and heritage attractions visited. Some tourists tend to think that heritage tourists are similar and just devote attention to identifying their demographic traits. However, as various people interpret culture and legacy differently, there are niche markets for cultural tourists who seek out certain experiences (Ramires et al., 2018). Moreover, there is an impact of memorable travel experiences on environmentally conscious behavior, contentment, and future behavioral intentions. Its primary focus is on the idea of a memorable nature-based tourist experience, as it describes how visitors to national parks might enjoy themselves (Obradović et al., 2022).

In relation to sex, it shows that there is no significance relationship on credibility and quality with a p-value of 0.661 which indicates that there is no variation in the perceived quality and credibility of destinations based on a person's sex. Similarly, the competitiveness test also yields a non-significant result with a p-value of 0.904. Moreover, a p-value of 0.912 indicates that there is no significant correlation between marital status and perceived destination quality or credibility, suggesting that marital status has no influence on variations in perceived destination image. Similarly, based on marital status, there are no evident changes in competitiveness with a p-value of 0.260.

Table 6 illustrated relationship between destination attributes and quality of service experience. The results reveal a highly significant relationship between the destination environment, specifically atmosphere and tourism resources and various factors, including hedonics, peace of mind, involvement, and recognition. The correlation coefficients consistently indicate positive associations, suggesting that as the destination environment improves in terms of atmosphere and tourism resources, individuals experience higher levels of happiness, peace of mind, involvement, and recognition.

Table 6
Relationship Between Destination Attributes and Quality-of-Service Experience

Variables	rho	p-value	Interpretation
Destination Environment			
Hedonics	0.697**	0.000	Highly Significant
Peace of Mind	0.713**	0.000	Highly Significant
Involvement	0.672**	0.000	Highly Significant
Recognition	0.589**	0.000	Highly Significant
Atmosphere			
Hedonics	0.734**	0.000	Highly Significant
Peace of Mind	0.722**	0.000	Highly Significant
Involvement	0.703**	0.000	Highly Significant
Recognition	0.641**	0.000	Highly Significant
Tourism Resources			
Hedonics	0.609**	0.000	Highly Significant
Peace of Mind	0.623**	0.000	Highly Significant
Involvement	0.604**	0.000	Highly Significant
Recognition	0.614**	0.000	Highly Significant

** . Correlation is significant at the 0.01 level

This demonstrates that there is a positive and substantial link exists between the quality of the destination environment and the psychological experiences of individuals visiting the destination. The findings thus indicate a high level of certainty that the relationship between destination qualities and quality of service experience is a meaningful and relevant. Moreover, within the same time span, urbanization, natural resource rent, and economic growth all significantly rose. Prosperity in the economy is enhanced by tourism. On the other hand, rising tourism encourages more energy use, transportation, and the resulting ecological distortions of natural resources. In order to recommend appropriate policies for environmental sustainability, it is critical to comprehend the predictors (Nathaniel 2021). Moreover, it may be seen as a set of services wherein the hosts are supposed to provide the best possible treatment for their guests to ensure that they receive the right kind of service and are ultimately satisfied (Hsieh & Chuang, 2019). In conclusion, there are highly significant correlations between all the sub-variables of hedonics, peace of mind, involvement, and recognition and the destination environment. Strong proof of the connections found in the data is provided by the positive calculated values which indicate that these relationships are highly unlikely to be the result of random chance, as supported by Razalan et al. (2023).

Table 7
Significant Relationship between destinations Attributes and Perceived Destination Image

Variables	rho	p-value	Interpretation
Destination Environment			
Credibility and Quality	0.631**	0.000	Highly Significant
Competitiveness	0.600**	0.000	Highly Significant
Atmosphere			
Credibility and Quality	0.643**	0.000	Highly Significant
Competitiveness	0.671**	0.000	Highly Significant
Tourism Resources			
Credibility and Quality	0.588**	0.000	Highly Significant
Competitiveness	0.673**	0.000	Highly Significant

** . Correlation is significant at the 0.01 level

Table 7 relationship between destinations attributes and perceived destination image. In terms of Destination Environment, the Credibility and Quality received a p-value = 0.000 (Highly Significant). In contrast, Competitiveness gets a p-value = 0.000 (Highly Significant). Furthermore, atmosphere shows that the Credibility and Quality get a p-value = 0.000 (Highly Significant). Also, competitiveness received a p-value = 0.000 (Highly Significant). Moreover, tourism resource shows that Credibility and Quality received a p-value = 0.000 (Highly Significant), and competitiveness gets a p-value = 0.000 (Highly Significant).

The data suggests that there is a substantial and positive correlation between the three destination attributes

Destination attributes and quality of service experience of tourists to the destination image of heritage attractions

which are the destination environment, atmosphere, and tourism resources and both perceived destination image competitiveness and credibility and quality. As to the study of Reitsamer & Brunner-Sperdin, (2021) it is understandable given that a destination's primary advantage in overcoming substitutability and a lack of distinction is an appealing place brand. Hence, addressing the tourism resources, the perceived destination image and the credibility and quality of those resources show a substantial positive link. There is significant importance to this relationship. Similar to this, the competitiveness of tourism resources demonstrates a substantial positive link with the perceived image of the place. In summary, the credibility and quality of the destination, along with its competitiveness, play crucial roles in shaping the overall destination environment. Effective destination marketing techniques have traditionally depended heavily on a favorable perception of the destination.

Table 8

Relationship Between Quality-of-Service Experience and Perceived Destination Image

Variables	rho	p-value	Interpretation
Hedonics			
Credibility and Quality	0.654**	0.000	Highly Significant
Competitiveness	0.604**	0.000	Highly Significant
Peace of Mind			
Credibility and Quality	0.716**	0.000	Highly Significant
Competitiveness	0.615**	0.000	Highly Significant
Involvement			
Credibility and Quality	0.725**	0.000	Highly Significant
Competitiveness	0.683**	0.000	Highly Significant
Recognition			
Credibility and Quality	0.651**	0.000	Highly Significant
Competitiveness	0.636**	0.000	Highly Significant

** . Correlation is significant at the 0.01 level

Table 8 presents relationship between quality-of-service experience and perceived destination image. Findings show a significant and positive correlation between the perceived destination image and all elements of the quality-of-service experience that Hedonics, Peace of Mind, Involvement, and Recognition in terms of "Credibility and Quality" and "Competitiveness" which shows that there was a statistically significant relationship between quality-of-service experience and perceived destination image because the obtained p-values were less than 0.01. The correlation coefficients consistently demonstrate positive relationships between quality and competitiveness with all the factors, indicating that as the destination's competitiveness, credibility, and quality all expand, correspondingly rise the levels of hedonics, peace of mind, involvement, and recognition. Moreover, it correlates with' statistical significance has been verified, suggesting that the relationships seen have significance. In summary, the emotional journeys experienced by individuals visiting a destination are significantly shaped by factors such as credibility, quality, and competitiveness.

As to the study of Pan et al., (2021) understanding tourists' preferences for destinations is a critical first step in developing successful tourism policies and strategies. It is common knowledge that selecting a travel destination entails a complex decision-making process influenced by a number of variables, including motivation, past travel experiences, and perceptions of the location. In reference to the study undertaken by Quynh et al., (2021) it was found that tourists are more likely to be enthusiastic about sharing their positive experiences and word-of-mouth recommendations when they have a positive impression of the destination. As to the study of Al-Gasawneh and Al-Adamat (2020), an individual's perceived picture of a place is a combination of their subjective perceptions, feelings, preconceptions, and general impressions that they use to evaluate an object or location. In conclusion, it shows that there is a consistently significant beneficial relationship between the perceived destination image and the quality-of-service experience factors. This suggests an overall impression of the destination increases as the quality of these service encounters rises. The results underline how crucial and competitive experiences in a variety of ways to improve tourists' impressions of a place.

Table 9

Proposed Sustainable Development Plan for Destination Assessment and Improvement

No.	Key Components	Proposed for Sustainable Plan	Success Indicators
Destination Attributes			
1	Destination Environment	Create a directory of local producers and their products. Organize events and festivals to showcase local products.	Adequate Tourism Promotion, events and programs
2	Atmosphere	Support sustainable tourism practices Offer sustainable tourist activities	Adoption on Sustainable Programs and Practices in tourism Community benchmarking and partnership development.
3	Tourism Resources Development	Destinations can promote sustainable transportation by providing shuttle buses or other shared transportation options for tourists. They can also encourage tourists to walk, bike, or take public transportation instead of driving.	Long Term Impact through Promotional Video and Adaptation of Tourism Heritage Attractions in CALABARZON
Quality of Service Experience of Tourists			
4	Quality of Service Improvement	Focus on the customer experience. Create a sense of adventure. Offer opportunities for tourists to learn about the destination's culture and history. Organize cultural exchange events Provide access to exclusive experiences.	Provide Tourist Satisfaction Survey in different Heritage Attractions High Service Quality Ratings
Perceived Destination Image			
5	Destination Image and Branding	Develop a strong destination brand that highlights the credibility, quality, and competitiveness of the location. Include testimonials from previous visitors. Offer a variety of activities that appeal to different interests.	There is active social media promotion and presence. Moreso with digital promotion There could have a positive tourist Feedback and monitored survey
Strategies			
6	Demographic-Based Strategies	Analyze the data from tourist surveys to identify specific demographic groups and their preferences. Tailor marketing campaigns and experiences to cater to the diverse needs and interests of different target audiences while promoting inclusivity and cultural sensitivity.	Sustain destination brand perceptions
7	Stakeholder Collaboration	Foster collaboration between local communities, government authorities, businesses, and non-governmental organizations to create a shared vision for sustainable development. Engage stakeholders in decision-making processes and encourage responsible practices throughout the destination.	Increase linkages and more development There could have LGU's Collaborative Expertise and Practices
8	Continuous Monitoring and Evaluation	Establish a system for ongoing monitoring and evaluation of the destination's sustainability initiatives and tourism impacts. Regularly assess the progress made toward achieving sustainable development goals and adapt strategies as needed.	Tourism Survey Customer Survey and Feedback
9	Community Empowerment	Involve local communities in the tourism development process, ensuring that they benefit from tourism activities and have a voice in decision-making. Encourage community-based tourism initiatives that empower locals economically and socially.	Increase Local Products and Business Ventures
10	Responsible Tourism Education	Promote responsible tourism practices among both tourists and local communities. Educate visitors about the importance of respecting local culture, nature, and traditions, and encourage them to be mindful of their environmental footprint.	Engagement Metrics Collaboration with different institutions

4. Conclusions and recommendations

The respondents have a perception of a destination's quality and competitiveness are influenced by various aspects such as age, travel companion, frequency of visit, and visited heritage attractions. However, there have been not significant correlations between these features of the perceived destination image and sex and marital status. Based on the findings, there are highly significant correlations between all the sub-variables of hedonics, peace of mind, involvement, and recognition and the destination environment. This means that the physical aspects of the destination, such as the natural beauty and the cultural attractions, are particularly important in influencing people's motivations for travel. Whereas the destination environment is highly correlated with the perceived destination image. This means that the different motivations for travel are all important in influencing people's perceptions of the destination. Therefore, this is important factors in determining how tourists perceive a destination. While some tourists may prioritize one motivation over another, the physical environment of the destination is likely to influence all these motivations to some extent. Furthermore, heritage attractions are more likely to be exposed to diverse cultures, experiences, and lifestyles since these destinations are highly significant, as are the hedonic, involvement, and recognition motives for travel and more hedonic satisfaction, involvement, and recognition. The findings show that there is a highly significant correlation between the variable's credibility, quality, and competitiveness.

This research study able to provide recommendations: Tourism marketers may focus on marketing the destination's physical aspects when they are trying to attract people who are motivated by hedonic or peace of mind factors, the tourism sector such as National and Local Government Unit may design policies by government representatives to safeguard the area's cultural and historical legacy, travel writers and bloggers may contribute to the shaping of the perception of a destination which include pictures and videos of visitors from different walks of life taking advantage of the destination, as well as writing about the variety of experiences and activities in heritage attractions, tourism management may provide an enhancement and preservation of various historical sites, mostly in the CALABARZON Region, may be taken into consideration under the proposed sustainable development plan, last, the future researchers may lead a more sustainable development plan for the destination's attributes and quality of service and experiences to support CALABARZON's sustainable growth and enhance its reputation as a destination for cultural and heritage tourism.

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