

Cultural destination and challenges encountered by the tourists in Bukidnon: Basis for action plan

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Abstract

Cultural tourism is known by more and more tourists, and many of them are curious about the importance of returning to history and exploring the cultures and traditions of a specific place. Cultural destination can be found in different countries with its different and unique artifacts and histories. Philippines, as a tropical country, is known for its pristine beaches and blissful islands; however, since it also has so many undiscovered places, some areas and spots fall under the category of cultural tourism. Similarly, Bukidnon has a lot of cultural destinations that needs proper promotion. With this, and the fact of having scant literature about this topic in this region, the researcher sought to assess Bukidnon as a cultural destination and the challenges encountered by the tourists, assess the characteristics of Bukidnon as cultural destination in terms of tourist attractions, transportation, infrastructure, accommodation, service facilities, safety and security and identify the challenges encountered by the tourists in Bukidnon in terms of accommodation, accessibility, infrastructure, service facilities and attractions. It also aimed to test the significant difference of the said variables when grouped according to profile. This study utilized quantitative descriptive design and was voluntarily participated by 391 tourists from different tourist attractions in Bukidnon. The study found that the tourists visited in the province expressed their agreement in all the sub-variables except tourist attraction which was assessed as strongly agree. Tourists gave assessment on the challenges encountered as moderately agree in all sub-variables. The study found a significant difference on safety and security when grouped according to sex, transportation when grouped according to type of tourists; service facilities when grouped according to frequency of visit. The significant difference found in the characteristics varies on the different demographic profile. Meanwhile, there was significant difference on infrastructure, service facilities and attractions when grouped according to age; service facilities and attractions when grouped according to occupation; infrastructure when grouped according to type of tourist; when grouped according to frequency of visit except on accommodation; and accommodation when grouped according to length of stay. The tourists who visited the province experience the challenges affects their decision in visiting the province. Lastly, the study proposed an action plan.

Keywords: cultural destination, challenges, Bukidnon, tourist experience

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1. Introduction

Cultural tourism destination is a geographical region that comprises of man-made resources, natural resources interconnected with events of historical nature, community activities and individual aspects. Cultural destinations have existence in association to the cultural settings which means that as textures and history of cultures. The purpose of conducting the study to get accurate information as to why do people will only visit the place with natural attractions and not by the cultural destinations it offers. Some people may prefer natural attractions because they enjoy the beauty and serenity of nature, while others may prefer cultural attractions to learn about different cultures and histories. Tourism destinations offer visitors access to cultural spaces that are shaped by the cultural aspects of tourism-related activities, creating fundamental spatial patterns such as cultural venues and domains. Some researchers define cultural tourism as encompassing several aspects of a city, such as its remarkable artwork, captivating architecture, rituals that date back centuries, flawless hospitality, genuine cuisine, vibrant nightlife, and much more. These fascinating elements combine to form a location's culture, which has a significant impact on the growth and expansion of that location's tourism industry. Furthermore, cultural destinations offer an authentic, distinctive trait, enhancing the region's attractiveness and attracting tourists based on their cultural assets. Tourists visiting cultural destinations have the rare chance to see various lifestyles firsthand and get a broader perspective on the globe. Visitors may have life-changing and enlightening experiences from these that will stick with them. Furthermore, it primarily revolves around people and locations. The group departs, visits, and passes by the other groups that enable their journey. The main goal of travel is to learn more about local culture. Other regions and nations as these advances a greater sense of appreciation and comprehension for one another. The exchange of knowledge and ideas while traveling internationally is another admirable goal.

Furthermore, the characteristics of a cultural destination refer to the distinctive features and attributes that make a particular place notable for its cultural significance. These characteristics contribute to the appeal of the destination for individuals seeking to explore and experience the unique aspects of a specific culture. Depending on the nation, area, and type of tourism, a successful tourist site can have a wide range of characteristics. A tourist location should generally provide impressive attractions, comfortable accommodation, convenient transportation, top-notch service facilities, and trustworthy safety and security. The province of Bukidnon, which occupies a wide plateau in the north-central part of Mindanao with a total land area of 10,498. 59 square kilometers, making it the largest in Mindanao. Bukidnon is tagged as the region's "food basket". Bukidnon is rich in cultural and religious heritage, as there are seven different tribes in the province, namely: Talaandig, Higa-onon, Bukidnon, Umayamnon, Matigsalug, Manobo, and Tigwahanon. Thus, Bukidnon is home to a wealth of traditions and is abounding in cultural, artistic, and aesthetic heritage.

According to Deng et al. (2021), there are six components in a travel destination that attract tourists, including the type of accommodation, entertainment, food, tourism, and transportation, which are often characterized by their accessibility, attraction, comfort, and conditions of mobility. It is extremely important for destinations to constantly provide the highest standard in providing their services to address the tourists' needs and wants so that they can ensure their satisfaction (Camilleri, 2018). The study of Deng et al. (2021) will be useful for this research as it presents the different components of the tourists' reasons for travel. This will also be useful in assessing the characteristics of Bukidnon as cultural destination. Furthermore, understanding the characteristics of Bukidnon as a cultural destination is crucial, but knowing the challenges encountered by tourists is also helpful for the action plan. The challenges can affect tourist behavior when visiting certain destinations. Challenges in the context of destinations, such as tourist destinations or business locations, play a

crucial role in shaping the overall development, management, and sustainability of the destination. Thus, addressing challenges in destinations is essential for achieving sustainable development, enhancing competitiveness, and promoting the well-being of both the destinations and their residents. It requires collaboration among stakeholders, including government entities, businesses, local communities, and tourists, to implement effective solutions and strategies.

The result of this study is considered beneficial as inputs to action plan because it dealt with the challenges encountered by tourists in some of the tourist attractions in the province. In this light, the researcher considered carrying out this kind of research, as it may provide information for the propose action plan, which is going to benefit the Bukidnon tourism sector. Specifically, this study is advantageous to both the Bukidnon provincial tourism office and the province's twenty Local Government Units. Furthermore, this province is chosen by the researcher as the subject of exploration to assess the Bukidnon as a cultural destination, to assess the areas where improvement may be implemented, and to recommend what may be action taken in the development of the cultural destination of the province.

Objectives of the Study - This study assessed the characteristics of Bukidnon as a cultural destination and the challenges encountered by tourists in Bukidnon. Specifically, the study assessed the characteristics of Bukidnon as cultural destination in terms of tourist attractions, transportation, infrastructure, accommodation, service facilities, safety and security; determined the challenges encountered by the tourists in Bukidnon in terms of accommodation, accessibility, infrastructure, service facilities and attractions; and finally, proposed an action plan based on the result of the study.

2. Methods

Research Design - This research used the quantitative research design to describe systematically, factually, accurately and objectively the gathered data. Quantitative research is a positivism paradigm that advocates for approaches embedded in statistical breakdown (Slevitch, 2011). This method focuses on acquiring fresh data from a large population in accordance with the issue and data analysis, however it disregards a person's sentiments and feeling, as well as the environment in which the information is gathered. This study also describes tourists' profile and the tourist's difference in responses when grouped according to their profile variables.

Participants of the Study - The participants of the study were the 391 tourists visited and currently visiting tourist destinations categorized in Bukidnon during the conduct of the study. The sample respondents were computed by the statistician base on the total tourist arrival in the year 2022 which had a total of 339,160 tourists. The computed sample resulted to 391 tourists as respondents of this study. This study used convenience sampling technique. Convenience sampling is a type of non-probability or non-random sampling were members of the target population that met certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. In this case, the researcher considered the last two criteria which were the availability of the tourists at the time of the study and their willingness to participate. The tourist destinations were visited to gather data from the respondents and the number of samples were based on the data of tourist arrivals in each tourist destinations. The tourist destinations were Cinchona (50 respondents), Monastery of the Transfiguration (25 respondents) Kaamulan Park (50 respondents Mt. Kitanglad (45 respondents), Musuan Peak (80 respondents), Communal Ranch (11 respondents), Greek Hills (20 respondents), Binahon Farm (30 respondents), Café sa Bukid (50) and Dahilayan Adventure Park (30 respondents).

Data Gathering Instrument - This study utilized a survey questionnaire and self-made questionnaire. The first variable of this study was adapted and modified from the studies of Nuñez et al. (2022). The second variable was self-made questionnaire by the researcher and undergone factorial analysis from the statistician. Prior to coming up with the questionnaire, the researcher had first conducted a short interview with 50 tourists in the

province last September 2023. The short interviews were done during the day-offs of the researcher. They were asked the challenges observed in the province. Afterwards, the common answers and statements were listed and answered by 50 random respondents. The data were collected and undergone factorial analysis. The result of the factorial analysis was the basis of what will be formulated for the second variable of the questionnaire.

The questionnaire was divided into three parts. The first part includes the profile of the tourists according to age (18-23 years old or Gen Z, 24 - 39 years old or Gen Y, 40 - 55 years old or Gen X, 56 years old and above or Baby Boomers), sex (male or female), occupation (categorize as student, employee, self-employed, OFW or unemployed), type of tourist (whether local or foreign), frequency of visit (once, 2-3, 4-5, 6 and above times), main reason/s for travel (business related purposes, leisure purposes or visit friend and relatives) and length of stay (1, 2-3, 4-5, or 6 nights and above). The second part includes the characteristics of Bukidnon as cultural destination in terms of; tourist attractions, transportation, infrastructure, accommodation, service facilities, safety and security. The tourists rated using 5-point Likert scale (5-strongly agree, 4-agree, 3-moderately agree, 2-strongly disagree, 1-disagree). The third part include the challenges encountered by the tourists in terms of accommodation, accessibility, infrastructure, service facilities and attractions. To assess the impacts the used of 5-point Likert scale (5-strongly agree, 4-agree, 3-moderately agree, 2-strongly disagree, 1-disagree) by the researcher.

The validation of the questionnaire was done by the researcher's adviser; Dr. Hazel T. Venus through the use of zoom online platform to check if the questionnaire was aligned to the objectives before validity test done to the selected industry experts. After that the questionnaire was checked by the grammarian and was approved. The validity test of the questionnaire was done by three industry experts that have the background related to the study. The three experts were composed of two from the tourism industry and one from expert about the culture of the province. The first expert was Dr. Marivic Ricafort wherein a faculty of College of International Tourism and Hospitality Management of Lyceum of the Philippines University Batangas which was an expert on the tourism industry. The second expert was Mrs. Nonie Butaya which was the tourism officer at Municipality of Lantapan where some of the tourists' destinations were located and she expertise in diverse attractions in the province the research was conducted. The third expert was Hon. Rogelio L. Saway which was a renowned artist that promotes the culture of the Talaandig Tribe which was one of the indigenous communities of the province both local and international scale and also a respected Sanguniang Bayan Member of the Municipality of Lantapan. The letters and questionnaire were given to them to validate the questionnaire and most of them rated it 4 (Very good) and 5 (Excellent) based on the Validation Scale.

The survey instrument was pilot-tested to 30 respondents mainly tourists visited in the destinations in Bukidnon which composed of tourists (10 from Cinchona Heritage Park, 10 from Monastery of the Transfiguration and 10 from Kaamulan Park). After the pilot-testing, the test was computed using the Cronbach alpha. The result of the Cronbach alpha states that the indicators of tourist attractions with a Cronbach alpha of 0.802 indicates good remarks, transportations have a Cronbach alpha of 0.855 indicates good, infrastructure with a Cronbach alpha of 0.810 indicates good remarks, accommodation with a Cronbach alpha of 0.901 indicates excellent remarks, service facilities with a Cronbach alpha of 0.854 which indicates good remarks and safety and security with Cronbach alpha of 0.854 which indicates good remarks. For the challenges indicators were the results shows that in the indicators of accommodation with Cronbach alpha of 0.959 which indicates excellent remarks, accessibility with Cronbach alpha of 0.896 which indicates good remarks, infrastructure with Cronbach alpha of 0.937 which indicates good remarks, service facilities with Cronbach alpha of 0.903 which indicates excellent remarks and attractions with Cronbach alpha of 0.878 which indicates good remarks. The ethical review was also done and approved last November 20, 2023 with RECR Code A1-2023-449 prior to reproducing the questionnaires for data collection by the ethics reviews committee with their chair.

Data Gathering Procedure - The researcher asked for approval of the title of this study and approved by the panel. The researcher acquired a validated questionnaire and conducted the reliability test with the statistician and proceeded to apply form for Ethical Review and was approved by the Research Ethics Review Committee.

The researcher coordinated with the Department of Tourism and ask for the list of accredited cultural tourist destination and the list if tourist arrivals for the year 2022 of the province. The researcher then proceeds to the collection of data which was done through paper and pen gathering. The researcher sought approval to the owner of the tourist destinations in order not to disturb the tourist visiting the tourist destination. The researcher also understood that people's consciousness may also affect their honesty and effectiveness in answering the survey, and so, the researcher gave people the option of being anonymous. Participants was given time to respond and then the researcher collect the surveys the day it was given. The researcher conducted data gathering November 2023. The data were then recorded/encoded in Microsoft Excel. Afterwards, appropriate statistical tool was used by the statistician which facilitated the computation and analysis of the data. The result was interpreted objectively based on findings and analysis.

Data Analysis - The data was tallied and analyzed using various descriptive and inferential statistical approaches after collecting from the respondents. Descriptive statistics was largely employed for the quantitative data analysis of the study's variables in order to give the relevant description in a comprehensible format. The data was studied in order to truly comprehend the phenomenon. In this investigation, the following statistical methods was used: (1) Percentage was utilized to determine the points and range of scores of respondents. It was also comprising a number or rate represented as a certain number of parts or a whole, which was used to determine the total number of respondents who fit into different categories. It will also display the distribution of profiles and state the percentage of the population. (2) A weighted mean was used to determine the responses of tourists towards the tourism risks such as man-made, natural disasters, tourist benefit, feeling experience and destination image. Ranking was used to determine the position, or the status of certain situation or condition given along the constructs and variables of the study.

Ethical Consideration - The researcher took a number of ethical precautions to conduct this study. First, is the instrument that will be adapted and utilized in this study. The choice of a research instrument is a vital aspect of the research procedure. It is used to measure the variables of the investigation. In this regard, prior to adapting or modifying the instrument, the researcher wrote and emailed a formal letter requesting permission to use and adapt the author's designed questionnaire. In terms of protecting the privacy of the participants, the researcher abides by the precautions and instructions of The Data Privacy Act of the Philippines or RA 10173. Before participating in the research, participants asked to submit their authorized permission. The term "I Agree" under the Data Privacy Consent section of the questionnaire refers to a researcher's provision of sufficient information and guarantees about active participation enough to ensure that the subjects truly understand the importance of involvement and make a reasoned, careful, and good-faith decision to either participate or not, free of any external influence. The researcher also ensured that privacy-enhancing measures was extended and prioritized. This entails that the participant's personal information was kept private and anonymous. Similarly, all processes were carried out impartially and fairly for each participant. No offensive language, including that which is discriminatory or derogatory, was used. Finally, after the survey and interview, all data that was obtained over the course of the study will remain confidential and private.

3. Result and discussion

Table 1 presents the summary of the characteristics of Bukidnon as cultural destination. The characteristics with regards to tourist attraction ranked first with verbal interpretation of strongly agreed. The service facilities, safety and security, accommodation, infrastructure and transportation are the areas that had a verbal interpretation of agreed.

Tourist attraction resulted to a weighted mean of 4.57, strongly agreed. Tourist attraction plays a crucial role in the overall success and development of a destination's tourism industry. Their importance extends beyond providing points of interest for visitors; they contribute to the economic, social, and cultural aspects of a destination. According to the study of Khan et al. (2020) the development of the tourism sector is positively associated with the expansion of the world economy, and this expansion can be influenced either positively or

negatively by a number of factors, including culture, peace, security, and infrastructure.

Table 1

Summary Table on Characteristics of Bukidnon as Cultural Destination

Indicators	Weighted Mean	Verbal Interpretation	Rank
Tourist Attraction	4.57	Strongly Agree	1
Transportation	4.05	Agree	6
Infrastructure	4.08	Agree	5
Accommodation	4.17	Agree	4
Service Facilities	4.23	Agree	2
Safety and Security	4.18	Agree	3
Composite Mean	4.21	Agree	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.49=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

Bukidnon has a lot of tourist attractions that tourists visited and experienced. The tourist attractions are important to the province as it gives an image that the place has a lot to offer. The cultural attractions of the province have a lot to offer to the tourists and having festivals that celebrate the culture of the province makes it appealing for tourist to visit and explore.

Service Facilities resulted to a weighted mean of 4.23 also agreed. According to Wu et al., (2019), service facilities are engineered facilities that provide satisfactory service to users and are sized by serviceability, reliability, and maintainability. Kordic et al., (2018) emphasized that tourism facilities should be able to provide comprehensive travel experience and influence visitors return. Service facilities contribute directly to the quality of the visitor experience. Well-designed and efficiently managed facilities, such as transportation hubs, accommodation options, and recreational venues, enhance the overall satisfaction of tourists. The service facilities in Bukidnon that focuses in the province were giving the importance of cultures and traditions. Those activities offer the fun and enjoyment for the tourist that makes the place a cultural destination. Service facilities play a crucial role in enhancing the overall visitor experience and supporting the preservation and promotion of cultural heritage. These facilities cater to the diverse needs of tourists while contributing to the sustainable development of the destination.

Safety and security resulted with the lowest weighted mean of 4.18; the safety and security in the province should give importance as this was one of the factors that tourists visit a destination. Safety and security are paramount factors influencing the decision of tourists to visit a particular place. Travelers prioritize their well-being and the assurance of a secure environment when choosing destinations for their trips. A destination's reputation for providing a secure environment contributes not only to attracting visitors but also to fostering positive reviews and recommendations, ultimately benefiting the destination's tourism industry.

Table 2

Summary Table on Challenges encountered by the tourists

Indicators	Weighted Mean	Verbal Interpretation	Rank
Accommodation	3.30	Moderately Agree	4
Accessibility	3.31	Moderately Agree	3
Infrastructure	3.40	Moderately Agree	1.5
Service Facilities	3.40	Moderately Agree	1.5
Attractions	3.07	Moderately Agree	5
Composite Mean	3.30	Moderately Agree	

Legend: 4.50–5.00=Strongly Agree; 3.50–4.49=Agree; 2.50–3.49=Moderately Agree; 1.50–2.49=Disagree; 1.00–1.49=Strongly Disagree

Table 2 presents the summary on challenges encountered by the tourists. This table provides a concise overview of the challenges faced by tourists, encompassing various indicators, their weighted mean, verbal interpretation, and rank. The composite mean of Table 2 is 3.30, falling under the category of "Moderately Agree." This suggests that, on average, the respondents expressed a moderate level of agreement concerning the overall challenges encountered by tourists. The composite mean offers an aggregated view of the respondents' collective perception regarding these challenges. Analyzing the indicators in descending order based on their

weighted mean and rank, we find that Infrastructure and Service Facilities obtained the highest weighted mean of 3.40, ranking them at 1.5. This indicates moderate agreement among the respondents regarding the challenges associated with infrastructure and service facilities. It implies that there is scope for improvement in terms of the quality and availability of infrastructure and service facilities to better cater to the needs of tourists.

Infrastructure plays a crucial role in the development and sustainability of the tourism industry. Numerous studies have highlighted the challenges and issues related to infrastructure in tourism both in the Philippines and globally. One study by (Mirabueno et. al.,2014), titled "Paving the way for Philippine tourism via inter-agency collaboration on road networks" analyzes the efforts made by the Philippines to overcome obstacles in linking tourism with road infrastructure. Additionally, a publication by the World Bank titled "Philippines: Meeting the Infrastructure Challenges" discusses the hindrances to infrastructure development in the country, including weaknesses in planning, coordination, and financing. Furthermore, the impact of government failure on tourism in the Philippines is explored in an article by (Manuela et. al.,2015), which sheds light on the consequences of external policy shocks on the tourism industry. These studies provide valuable insights into the challenges and implications of infrastructure problems in tourism, both in the Philippines and globally.

The service facility problem in tourism is a topic of concern in the literature, both in the Philippines and globally. In the context of the Philippines, government regulations and policies have been identified as contributing factors to service facility challenges. Furthermore, contemporary management issues such as planning, maintenance, and infrastructure development pose challenges in ensuring quality service facilities for tourists (Shardy et al., 2014). A study on cultural tourism in the Philippines emphasizes the need for effective planning and development of service facilities to support cultural tourism initiatives (Alejandria, 2016). Additionally, the COVID-19 pandemic has brought about unprecedented challenges in the tourism industry, including service facility management. An exploratory study explores the multifaceted challenges and opportunities faced by the Philippine tourism industry during the pandemic, shedding light on the impact on service facility operations and management.

Next, Accessibility received a weighted mean of 3.31, ranking it at 3. The verbal interpretation for this indicator remains "Moderately Agree." This suggests that the respondents moderately agreed on the challenges related to accessibility. It implies that there might be obstacles in providing convenient and accessible transportation options for tourists, which could be addressed to enhance their overall experience. Tourists in cultural destinations often encounter accessibility challenges that can hinder their experience and limit their ability to fully immerse themselves in the local culture. These challenges can range from physical barriers to cultural sensitivities and can affect tourists of all abilities.

According to Ferst et al. (2020), accessibility is a strong "indicator of quality, brand, and competitive advantage" in tourism, influencing the choice of tourist destinations by people. Travelers (tourists) can reach their destinations with the help of transportation networks. Consequently, networks of land, rail, marine, and air transportation enable easy and speedy access to destinations, are essential. With a weighted mean of 3.30, Accommodation ranks fourth. The respondents expressed a moderate level of agreement regarding the challenges associated with accommodation. This suggests that there may be areas for improvement in terms of the quality, availability, or affordability of accommodation options for tourists.

The accommodation sector plays a crucial role in the tourism industry, and it often faces various challenges that impact the overall tourist experience. Tumbali (2020), investigated the impact of Airbnb on the Philippine accommodation sector, exploring the relationship between Airbnb occupancy rates and tourist arrivals. Another study by Ratilla et al. (2023), examined tourists' attitudes towards peer-to-peer (P2P) accommodation services in the Philippines, shedding light on the challenges and opportunities of this emerging accommodation trend. Additionally, a research on the economic impact of government failure on tourism in the Philippines, focusing on the challenges faced by the tourism industry, including accommodation providers. Furthermore, the COVID-19 pandemic has significantly affected the Philippine tourism industry, including the accommodation sector, as

highlighted by Manuela et al. (2015), in a study on the impact of COVID-19 on the Philippine tourism industry.

Lastly, Attractions obtained a weighted mean of 3.07, placing it at the fifth rank. The respondents moderately agreed on the challenges related to attractions. This implies that there might be challenges in terms of the range, variety, or quality of attractions available to tourists, which could be addressed to enhance their overall experience. Tourists visiting cultural destinations often encounter challenges related to the attractions themselves. These challenges can impact the overall visitor experience and may arise from factors such as preservation issues, overcrowding, accessibility, and the balance between commercialization and authenticity. Cultural attractions often require careful preservation to maintain their historical or artistic value. Excessive tourism, touching artifacts, and inappropriate behavior can contribute to the deterioration of cultural sites.

The comprehension of the historical or cultural significance of attractions by tourists may be impeded by inadequate interpretive materials, signage, or guided tours. The educational value of the visit may be diminished by a lack of information. The attraction problem in tourism is a significant concern in both the Philippines and the global tourism industry. In the Philippines, several factors contribute to this challenge. Inadequate infrastructure, such as transportation networks, accommodation facilities, and tourist amenities, have been identified as detrimental to the overall tourist experience (Manalo et. al., 2017). Moreover, negative perceptions and safety concerns related to political instability and crime rates have impacted the country's attractiveness to international tourists (Nepomuceno, 2018). Additionally, issues like traffic congestion, lack of proper signage, and limited accessibility to attractions have been identified as challenges for tourists within the country (Sangalang, 2019).

In summary, Table 2 highlights the challenges encountered by tourists, with Infrastructure and Service Facilities being the highest-ranking indicator, followed by Accessibility, Accommodation, and Attractions. The respondents expressed a moderate level of agreement concerning these challenges, as reflected by the composite mean of 3.30.

Action Plan

In accordance with the National Development Plan's objectives and vision, Ambisyon Natin 2040, which provides a "matatag" to every Filipino family. Hence, the National Tourism Development Plan 2016-2020 was created to provide a national framework for the overall growth of the tourism industry in the nation. Tourism and related services have been identified as priority sectors that directly affect the realization of the national "ambisyon," or "maginhawa, at panatag na buhay." In the tourism sector, the NTDP specifically aims for competitiveness and growth, sustainability, and inclusive growth. In relation to the study's last objective, the following plan is proposed as input based on the result of this study.

Table 3

Proposed Action Plan

Key Result Area	Strategies	Desired Outcome
Accommodation To provide respect and cultural sensitivity to the local culture. To have available staffs that cater the tourist's concern To have promotional and marketing materials found in the accommodation establishments where tourist can access the information about the destinations.	The décor and the ambiance of the accommodation should respect the local culture. The use of culturally appropriate decorations and themes. Invest and implement self-service options where possible. This may include online check-in/check-out, automated kiosks, and informational materials in common areas to address common queries. Establish a strong digital presence like develop a user-friendly website with essential information about the accommodation, local attractions, and services. Utilize social media platforms to share updates, engaging content, and interact with potential guests.	There will be a high number of satisfied guests There will be satisfaction and quality of experience by the tourists There will be an increased guest satisfaction and informative visitors

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<p>Accessibility</p> <p>To improve the accessibility of roads and highways are evident</p> <p>To have easy way of accessing remote attractions</p> <p>To have transportation available that can accommodate a lot of tourists.</p>	<p>Develop a comprehensive maintenance plan that outlines short-term and long-term priorities. Allocate budgets strategically, considering the urgency and importance of road repairs and upgrades.</p> <p>Establish or improve public transportation services to remote attractions. Consider shuttle services, guided tours, or community-based transportation initiatives to provide convenient and sustainable options for visitors.</p> <p>The tourist destination establishment must collaborate with local transportation providers to expand capacity. Engage with taxi services, local buses, or private transport companies to supplement the existing infrastructure during peak periods.</p>	<p>There will be a high number of satisfied guests</p> <p>There will be local economic growth</p> <p>There will be greater satisfaction and enhanced quality of experienced of the tourists</p>
<p>Infrastructure</p> <p>To provide transportation infrastructure like public transit routes to reach cultural attractions</p> <p>To provide visitor centers, information kiosks or digital platforms for tourist to access the detailed information about the cultural attractions</p> <p>To have sufficient funds for the visible and substantial infrastructure</p>	<p>Establish transportation hubs or central points that connect to various cultural attractions. This can include bus terminals, train stations, or central parking areas with convenient access to multiple sites.</p> <p>Implement bicycle rental programs for tourists who prefer an eco-friendly and active mode of transportation. Provide bike racks at each cultural attraction for convenient parking.</p> <p>Create physical visitor centers strategically located at key entry points or popular areas. These centers can provide brochures, maps, and knowledgeable staff to assist tourists with information about cultural attractions.</p> <p>Prioritize in providing funds in the preservation of cultural and natural heritage in infrastructure projects. Implement designs that respect the local culture and environment, ensuring that development aligns with the destination's unique identity.</p>	<p>There will be development on the area for better promotion</p> <p>There will be visitors who will explore the place</p> <p>The number of tourists and visitors that will go to the place will increase</p>
<p>Service Facilities</p> <p>To have adequate amount of local tour guides</p> <p>To have service facilities for tourists to learn about the destination's culture such as theaters, museums and exhibit halls.</p> <p>To provide more public facilities at the cultural attractions</p>	<p>Facilitate seminars inviting interested tour guides in their town to increase the number of tour guides in the province</p> <p>Establish a cultural district that consolidates cultural attractions, including theaters, museums, and exhibit halls, in a centralized area. This creates a cultural hub and makes it easier for tourists to explore diverse offerings.</p> <p>Organize pop-up cultural events in public spaces, showcasing aspects of the destination's culture. This can include performances, art installations, and interactive exhibits to engage tourists in a dynamic way.</p> <p>Ensure the availability of clean and well-maintained public restrooms at cultural attractions with regular cleaning schedules and proper signage are essential to guide visitors.</p> <p>Install clear and informative signage throughout the cultural attraction. Signage should include directional information, details about exhibits, and safety instructions to enhance the visitor's understanding and experience.</p>	<p>There will be an employment opportunity for local tour guides.</p> <p>Enhanced tourist experience where it makes easier for visitors to explore the place in a single accessible area.</p> <p>This will create a year-round cultural presence unlike annual festivals this will allow for continuous cultural promotion and keeping tourism alive beyond peak seasons</p> <p>There will be an environmentally friendly area where tourist will relax and enjoy</p> <p>This will improve the accessibility and inclusivity where multilingual signage can ensure locals and international tourists can understand the cultural significance of exhibits.</p>
<p>Attractions</p> <p>To provide activities within the cultural attractions</p> <p>To have historical and cultural attractions available for public viewing and visitation</p> <p>To have proper waste disposal management within the attractions</p>	<p>Host cultural demonstrations where local artisans showcase traditional crafts, cooking techniques, or other skills. This provides visitors with insights into the cultural heritage in a hands-on manner.</p> <p>Invest in the preservation of historical and cultural sites. This may involve restoration projects, maintenance efforts, and ensuring the long-term sustainability of these attractions.</p> <p>Implement their SWMP (Solid Waste Management Plan) and the NSWMC (National Solid Waste Management Council) to oversee the implementation of LGUs</p>	<p>There will be a massive tourists' satisfaction and quality experience.</p> <p>There will be opportunity for local artisans to showcase their talents.</p> <p>This will give protection of cultural heritage and ensures the indigenous landmarks, ancestral sites and historical structures are preserved for future generations.</p> <p>Ensures cleaner and more attractive cultural sites.</p> <p>Boosted tourist satisfaction and reputation.</p>

4. Conclusions and recommendations

Bukidnon, has a lot to offer ranging from different tourist attractions with historical sites, cultural attractions and festivals are present. Among the characteristics of Bukidnon as cultural destination, the tourist attraction was chosen by majority of the tourists as the characteristics that marked their visit at the province. Majority of the respondents encountered greater challenges in terms of infrastructure, service facilities, accessibility and accommodation compared to attractions. An action plan was proposed for the Provincial Tourism Office of Bukidnon based on the results.

The Bukidnon Provincial Government may address the issues and challenges that have been identified to enhance the province's tourism sector. These include developing the province's infrastructure, such as roads, implementing programs to preserve the historical and cultural sites, constructing physical visitor centers and providing better public transportation. The Provincial Tourism Office may use the results as input to action plan that the researcher proposed for future development of the tourism sector of the province. The LGUs may conduct evaluation and observation to address the most pressing concerns in the tourist's attractions under their jurisdiction. It would benefit not just the tourists but the local residents as well. e.g. solid waste management, transport availability and other forms of development. Furthermore, it is also recommended to allocate budget in preserving the local culture of each municipality under them. The tourist attractions and destination may take immediate action on the mentioned challenges especially those which can be done in their level such as providing clean public facilities, posting of promotional and marketing engagement through social media platforms and waste management. They can also improve their facilities that respects the local culture of the province. Private sectors involved in tourism businesses (hotels, resorts, restaurants, transport operators and the like) may give service facilities utmost considerations by having cultural activities that promotes the destination, maintaining cleanliness in the area and organize pop-up cultural events in public spaces, showcasing aspects of the destination's culture. This can include performances, art installations, and interactive exhibits to engage tourists in a dynamic way. The host communities may get involved in the development of tourist attractions in their community by improving their tour guiding skills through various trainings and workshops facilitated by DOT and LGUs. It can be a source of income at the same time it will also address concerns about the insufficiency of local guides. The employees and other service providers may use this as an eye - opener for them to improve and to be consistent in the services that they render to their guests or customers. Future researchers may conduct similar study but involving other stakeholders such as the community residents in tourists' attractions, private sectors, transport groups, etc. Furthermore, it is recommended to identify tourist attractions' specific problems and challenges in order to come up with a more elaborate result.

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