

Push and Pull Factors Influencing Destination Satisfaction for Sustainable Cultural Heritage Tourism Business Model: The Case of Intramuros

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ABSTRACT

Intramuros is one of the country's acknowledged premier Cultural Heritage Tourism (CHT) destination site. With the objective of formulating a CHT model toward destination satisfaction and loyalty, the study assessed its destination attributes from the perspectives of the visitors through the PUSH and PULL Framework. It employed a mixed quantitative and qualitative methods using a researcher-made survey questionnaire administered using purposive sampling to 305 visitors. The findings were also examined and justified through a Focused Group discussion (FGD) among different tour operators within the Intramuros area. Intramuros CHT visitors are predominantly female, young; single; living within Metro Manila; with income up to P500,000 and below; Bachelor's Degree holder and student /employee or professional; has visited it more than once together with friends, partner and family; for holiday and leisure and family togetherness; and came to know of Intramuros through the Internet and word of mouth; with trip of less than 24 hours; using either his personal car or public transport as mode of transportation. The push factor of "seeking relaxation" and the pull factor of "Cultural Heritage Features" had the strongest influence on levels of satisfaction accounting for 90 per cent of the visitors who signified their intention to go back and recommend the site to other tourists; although there are significant differences of level of satisfaction among them when they are grouped according to their profile. The study found moderate and positive relationships between push and pull factors and the attributes of the heritage site and the overall satisfaction of the visitors. Findings of the study were used to craft a Cultural Heritage Tourism Business Model for Customer Satisfaction and Customer Loyalty for Intramuros.

Keywords: *Cultural Heritage Tourism (CHT), Intramuros, Cultural Heritage Tourism Model, Push Factors, Pull Factors, Tourism Destination, Sustainable Tourism Business Model.*



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INTRODUCTION

Tourism is one of the world's largest industries (Bushell et al., 2001). It is estimated that its direct economic contribution to the global economy has reached 2 trillion US dollars, generating more than 100 million jobs, increasing to 260 million jobs when its auxiliary sectors are included (World Travel and Tourism Council (WTTC), 2012). According to the World Travel and Tourism Organization (WTO, 2013), travel and tourism generated 9% of global GDP, with South East Asia leading the world in the sectors' expansion.

Although practiced as early as in the Roman times, tourism's impressive development and expansion started in the 19th century due to global demographic, social, and cultural developments. These are reflected not only in the upsurge in the number of tourists but also in the increase and variety of tourism destinations. It has been observed that there is an increasing interest in newer, more novel and unique tourist alternatives, while that of the traditional holidays of so-called sun, sand and surf has been on relative decline. Positive trending has been noticeable in challenging, educational, and/or relatively unique experiences, a development which has led to increased popularity for Cultural Heritage Tourism (CHT).

CHT is traditionally defined as "a subgroup of tourism based on the historic attributes of a site or attraction" (Poria et al., 2001). It is broken down into "cultural" referring to visual attractions, performing arts, and festivals; and "heritage" referring to historical sites, buildings, and monuments hall (Zeppel and Hall 1992 as cited by Aziz et al 2014).

This study aimed to formulate a CHT Model toward Customer Satisfaction and Loyalty for Intramuros in order to transform it into a competitive CHT destination.

Intramuros is the acknowledged major repository of the country's cultural heritage. It is the oldest district and historic core of The City of Manila,

the capital of the Philippines. It represents the country's past from the Spanish, British, Japanese and American colonization. It is considered the microcosm of the country's history encompassed by ancient walls. In short, it has all the potential of a world class CHT destination, providing visitors the opportunity to enjoy the country's heritage and cultural history in a visit to one destination, it being a "Walled City". Furthermore, it is located within the Metro Manila area, making accessible, convenient and cost effective to visit. It also offers the most complete infrastructure and tourism support the country can provide.

According to Global Heritage Fund (2010), Intramuros is one of the 12 worldwide sites "on the verge" of irreparable loss and destruction. However, it appears that in spite of its CHT attributes and attendant infrastructure, its full potential has yet to be explored as reflected by its relative inability to draw large number of visitors it deserves. As a result, over the years, it has not generated sufficient income streams to maintain, preserve and upgrade it into a competitively global CHT site.

The current study made an evaluation of the push and pull factors that determine the reasons for visiting Intramuros. The push factors were limited to fulfilling prestige, enhancing relations, seeking relaxation, enhancing social circle, sight-seeing, cultural exposure, fulfilling spiritual needs, escaping daily routine and gaining knowledge. Pull factors include events and activities, accessibility of the site and amenities.

A researcher-made survey questionnaire was used to gather responses from 305 visitors of the site were purposely chosen on convenience sampling technique from the period November 2015 to January 2016 when tourist visitors are on the peak of arrival. No distinction was made between CHT local and foreign visitors. To find congruence on the responses of the visitors, a Focused-Group discussion (FGD) was also organized by the researcher. The group consisted of representatives from travel agencies, Department of Tourism (DOT), Asian Institute of

Tourism, Intramuros Administration, Philippine Travel Association (PTA) and bloggers on tourism.

Pull and Push Factors on Travel Motivation

Travel Motivation. Investigating why people travel and what they want to enjoy (Yoon & Uysal, 2005) is always challenging. Despite this, study of tourist motivation has been of interest to academics and practitioners alike (Brent et. al., 2010) since an understanding of tourism motivators leads to travel decisions and consumption behaviors (Thaothampitak & Weerakit, 2012). Tourist motivation is a key prerequisite to designing and tailoring offerings to particular markets (Park et. al., 2008). Knowing the motivation of visitors allows tourism agents to intercede more successfully at various points in the visitors' decision making process, resulting in the attraction of more visitors, getting them to stay longer, increasing their enjoyment, changing anti-social behavior, and much more (Dewar et. al., 2001).

Aziz and Ariffin (2009) identified the relationship between travel motivation and lifestyles among Malaysian pleasure tourists. They were the satisfiers, the dreamers, the indoors, the achievers and the escapist. Factor analysis revealed five major motives for pleasure travel, namely, nature, cultural, budget, adventure and freedom. It was found that the dreamers have significant relationships with all five travel motivations.

In a study comparing British and German tourists' motives who visited Mallorca and Turkey, Kozak (2002) identified four motives namely, cultural motives, pleasure seeking/fantasy based motives, relaxation based motives, and physical motives. While British tourists' main motive was mixing with fellow tourists and having fun, the German tourists had more nature and culture oriented motivations. However, tourists of both nationalities had the same pleasure and relaxation motives. Rittichainuwat (2008) analyzed the travel motivations of international repeat travelers to Thailand which revealed eight motives like, special interests,

cultural attractions, deals on tour promotion, food, shopping, things to do, Buddhism and natural attractions.

The **Push and Pull** approach has been utilized in studies of tourist behavior, primarily in identifying key motivational factors that have significant effects on destination choice (SooCheong , 2002). Described as a formation of a demand-supply relationship; the demand side is represented by the push factors while the supply-side dimension by the pull factors (Kim and Lee (2002). Push factors are considered as intrinsic motivations; whereas, pull factors are thought of as extrinsic motivations (Poria et. al., 2006).

Pull Factors for CHT

Pull factors are connected to external, situational, or cognitive aspects of motivation (Yoon & Uysal, 2005). They draw tourists to visit a particular vacation destination. These consist of attractions themselves, such as special events or exhibits, information received about the destination advertisements, location of destination, beaches, recreation facilities, culture, entertainment, scenery, parks and shopping (Kim & Lee, 2002). Among the pull factors mentioned in the study on Thai tourists to Europe by Witchu and Kullada (2011) are: Budget, Culture and history, Wilderness, Ease of travel, Cosmopolitan environment, Facilities, Hunting, Entertainment/resort, Outdoors/nature, Heritage/culture, Rural/inexpensive. Climate, History sights, Scenic beauty, Sunshine, Beaches, Snow, Cultural events, Recreational opportunities, Benefit expectations. Hi-tech image, Expenditure, Accessibility, Service attitude and quality, Sightseeing variety, Cultural Links.

Awaritefe (2004) while exploring the motivations for tourists' choice of tourism environments in Nigeria identified pull motive emphasis for domestic tourists as comfort/place satisfaction, low/cost satisfaction, good accommodation); while foreign tourists, (pull motive emphasis-comfort/place satisfaction, low/cost satisfaction, good accommodation).

Bashar and Al-Haj (2010) analyzed the pull travel motivations of foreign tourists to Jordan. The Pull factors were identified as events and activities, access and affordability, history and culture, variety seeking, adventure, natural resources, heritage sites and sightseeing variety. Events and activities and access and affordability were identified as the most important pull motives of foreign tourists visiting Jordan. They suggested that the country should capitalize on its heritage, natural attractions.

A number of studies have been conducted on pull factors for CHT visitors. These can be grouped into: Events and Activities; Cultural heritage features; Accessibility; and Amenities.

a. Events and Activities.

In a survey conducted by Gaffar, Wetprasit and Setoroyini (2011), the most significant factor influencing the post-visit behavior of CHT visitors in Indonesia was the activities. Studies by Janiskee (1996) Andersen, Prentice and Guerin (1997) as cited by Jin Huh, (2002) emphasized the importance of events such as festivals, traditional ceremonies, music, dancing, craftwork. A case study of the characteristics of visitors to a special event (in this case historical re-enactments) at a heritage site (Carephilly Castle) in South Wales indicate that the events have particular appeal to tourists and are successful in encouraging repeat visits. (Light (1996) as cited by Jin Huh, 2002). According to Kozak (2001), activities are important pull factors toward a CHT destination.

b. Cultural/Heritage Attributes

Andersen et.al. (1997 as cited by Jin Huh, 2002) researched the cultural tourism of Denmark and identified pull factors in terms of the important attributes as castles, gardens, museums, and historical buildings, when tourists made a decision to visit Denmark. Also as cited by Jin Huh (2002), studies by Sofield & Li (1998) on the cultural tourism of China selected history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work)

and folk culture villages as the attributes of significance. According to Chon et. al., (1991) as cited by Gaffaret. al. (2011), attributes of tourism products consist of: historical interests (e.g. museums, monuments); cultural interests (e.g. performing arts, concerts festivals).

The various research studies cited above established the profile of the CHT visitor – the demographics and travel behavior. They also identified and adequately covered the destination attributes of a numbers of CHT sites, including determining the levels of customer satisfaction. They were also able to support the positive relationships of customer satisfaction and destination loyalty in the area of CHT. The study used these findings and methodology to pursue its objectives. However, it differs from the cited studies in that while the cited studies were conducted in different CHT locations, periods among diverse respondents, the study focused on Intramuros alone, assessing its current situation and prospects from the perspectives of both its CHT visitors and its stakeholders, with the end in view of formulating a satisfaction/loyalty model for its CHT visitors.

Theoretical Framework

The theoretical framework of the study is based on (a) the push and pull tourism motivation theory; and (b) the theory on satisfaction-loyalty relationship.

a. The Theory of Push and Pull Factors

This theory is widely accepted in tourism research and marketing (Kim & Lee, 2002). Originating from Crompton (1979), it asserts that people travel because they are pushed by certain internal, psychological forces and pulled by the external forces of the destination attributes. The push factors represent the demand-side whereas pull factors are viewed from the supply-side dimension. Among others, push factors include escape from routine and search for authentic experiences, discovering new things, places and people; social interaction and enhancement. Pull factors are connected to external, situational, or cognitive aspects of motivation (Yoon & Uysal,

2005) and stimulate push factors. Push factors are considered as intrinsic motivations; whereas, pull factors are thought of as extrinsic motivations.

b. Satisfaction-Destination Loyalty Relationship

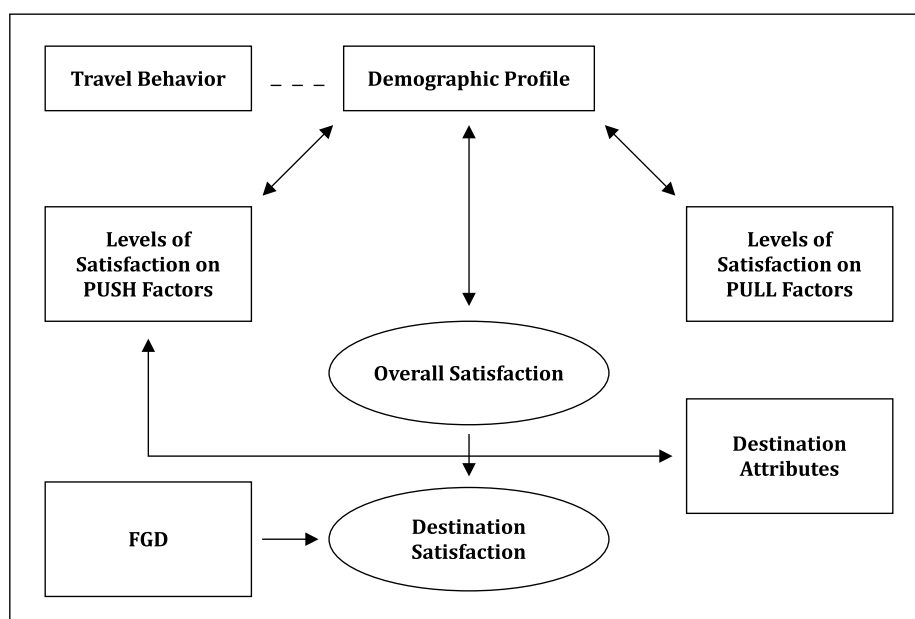
The positive effect of satisfaction on loyalty follows from Hirschman's (1970) exit-voice theory. The theory describes situations in which a client or customer becomes dissatisfied with the products or services that an organization provides. The organization discovers its failure to provide satisfaction via two feedback mechanisms, exit and voice. The customer either exits, or stops buying from the firm, or voices its complaint of dissatisfaction to the firm in an effort to receive restitution. The theory predicts that the two immediate consequences of increased customer satisfaction are decreased customer complaints and decreased customer exit (increased loyalty). Exiting customers either leave the market or purchase from a competitor. The predicted effect of satisfaction on loyalty is strongly supported across a variety of product and service industries (Fornell 1992; Fornell et al. 1996). Auh and Johnson argue further that the transition from problem solver to routinized or habitual buyer represents movement up the satisfaction continuum. As experience and expertise grow, customers are better able to

identify those products and services that best meet their needs which, in turn, results in an increase in satisfaction.

Conceptual Framework

The study's main objective is to pursue this objective to develop globally competitive satisfaction/loyalty model for Intramuros as a CHT destination.

Demographic characteristics consisting of gender, age, civil status, income, education and occupation influence the levels of satisfaction on Push and Pull factors. These same demographic characteristics are related to overall satisfaction. Also, certain destination attributes applicable to Intramuros as a CHT destination (e.g. Cultural heritage features, accessibility, amenities and activities) impact the level of satisfaction on Pull Factors. To determine overall satisfaction, measurements such as "were the expectations on Intramuros met, intention of revisiting Intramuros, recommendation Intramuros to your friends and will try more products and services in Intramuros in the future) are employed. Findings from the above interrelationships, validated with FGD, serve as basis for the formulation of a destination satisfaction and loyalty model.



In order to pursue its objective of establishing a CHT Model for Intramuros, the study undertook the following steps:

1. It identified and evaluated the demographic profile, travel behavior and patterns of Intramuros CHT visitors.
2. It also looked into their assessment as Intramuros CHT visitors of their experience, in terms of satisfaction levels making use of the Push and Pull Tourism Motivation Framework.
3. It also determined their overall level of satisfaction based on conventional yardsticks of intention to revisit and recommend to friends, among others.
4. Correlation analyses were then conducted:
 41. Between the selected Push Factors and the respondents' demographic profile features of gender; age; civil status; place of residence; annual income; educational attainment; and occupation.
 42. Between the selected Pull Factors and the respondents' demographic profile features of gender; age; civil status; place of residence; annual income; educational attainment; and occupation.
 43. Between overall satisfaction and the respondents' demographic profile features of gender; age; civil status; place of residence; annual income; educational attainment; and occupation.
 44. Between and among the destination attributes, Push Factors, Pull Factors and overall satisfaction.

Research Questions

This study determined the push and pull factors that influenced destination satisfaction of visitors as a basis for crafting a Model for Cultural Heritage Tourism on Intramuros.

Specifically, the following questions were addressed:

1. What is the Profile of the Intramuros CHT visitors in terms of:

- 1.1 Gender;
- 1.2 Age;
- 1.3 Civil status;
- 1.4 Place of residence;
- 1.5 Annual income;
- 1.6 Educational attainment; and
- 1.7 Occupation?

2. What are the travel behavior patterns of the tourists in terms of:
 - 2.1 Frequency of visit;
 - 2.2 Travel companion/s;
 - 2.3 Purpose of travel
 - 2.4 Sources of information for travel;
 - 2.5 Duration of stay;
 - 2.6 Use of transport system?
3. What is the level of satisfaction of the Intramuros visitors in terms of the following push factors:
 - 3.1 Fulfilling prestige;
 - 3.2 Enhancing relations;
 - 3.3 Seeking relaxation;
 - 3.4 Enhancing social circle;
 - 3.5 Sight - seeing/cultural exposure;
 - 3.5 Fulfilling cultural / spiritual needs;
 - 3.6 Escaping daily routine ; and,
4. What is the level of satisfaction of the Intramuros visitors on the different pull factors?
 - 4.1 Events and activities;
 - 4.2 Cultural heritage features;
 - 4.3 Accessibility; and,
 - 4.4 Amenities and activities?
5. What factors determine the general level of satisfaction among the Intramuros visitors?
6. Are there significant differences on the level of satisfaction of the visitors on the push and pull factors of Cultural Heritage Tourism when their profile is considered?
7. What are the observations of the different travel agencies, tourism planners and implementors on Intramuros as a cultural heritage site?
8. From the result of the Focused-Group Discussion and the survey conducted among

the Intramuros visitors, what Cultural Heritage Tourism Loyalty Model can be crafted?

Hypothesis

H0. There is no significant difference on the level of satisfaction of the Intramuros visitors on the push and pull factors of Cultural Heritage Tourism when their profile is considered.

METHODOLOGY

The researcher used mixed method employing both quantitative method using survey questionnaire and qualitative method aided by focus group discussion. It also utilized the descriptive-correlation research design. Descriptive research is a study designed to depict the participants in an accurate way. The three main ways to collect this information are: Observational, defined as a method of viewing and recording the participants. Case study, defined as an in-depth study of an individual or group of individuals. Descriptive statistics were used in the presentation of the demographic profile, travel behavior characteristics and patterns. Correlation analysis was used among the profiles, Pull and Push factors and levels of satisfaction.

The study was conducted in Intramuros, the Walled City in Manila. Intramuros (Latin: *within the walls*) is the historic center and oldest district of Manila, the capital city of the Philippines. Also known as the *Ciudad Murada* (Walled City) because of its most famous feature: a nearly three-mile-long circuit of massive stone walls and fortifications that almost completely surrounds the entire district. Intramuros is one of the country's richest in terms of cultural heritage. It is one of the most visited sites in the country, given its location which is the center of Manila.

The survey was conducted among Intramuros CHT visitors between the periods November 2015 to January 2016. Out of 325 survey floated, 20 survey questionnaire were considered invalid due to incomplete response. And a total sample size of 305 was gathered. Purposive sampling

was used.

The study used survey questionnaire formulated by the researcher based on variables from personal interviews and studies cited in the Review of Literature.

The questionnaire consists of four sections:

1. The first section deals with the respondents' profile in terms of their demographic data;
2. The second section tackles the travel behavior characteristics and patterns;
3. The third section deals with the satisfaction levels experienced based on selected Push and Pull Factors. The different factors with their sub-items are assessed with a five-point Likert type scale, ranging from "very dissatisfied" ("1") to "very satisfied" ("5").
4. Another question asked is the general (overall) satisfaction on the Intramuros visit, using a five-point Likert scale, ranging from "very dissatisfied" ("1") to "very satisfied" ("5"), based on conventionally accepted benchmarks such as met expectations, intention to revisit, willingness to recommend to others and willingness to try new tourism products.

The following Reference Rating Scale was used:

1.00 - 1.79	Very Dissatisfied
1.80 - 2.59	Dissatisfied
2.60 - 3.39	Neither
3.40 - 4.19	Satisfied
4.20 - 5.00	Very Satisfied

Prior to its distribution to respondents, a test of reliability on the formulated survey was conducted last November 18, 2015 with 20 respondents and had a Cronbach alpha of 0.75.

To validate the survey results and to expound on them, a Focus Group Discussion (FGD) among stakeholders was organized to discuss Intramuros as an CHT, problems being encountered, its potential as world class CHT destination, and parties and their roles in order to upgrade it to such a level. Respondents were approached and informed about the purpose of the survey in

advance before they were given the survey questionnaire and asked if they were willing to participate in it.

The researcher conducted an assessment on the Intramuros CHT visitors in terms of their demographic profile, travel behavior and characteristics and nature of their experiences, which included the following steps:

First, their demographic profile features were identified, which include their sex; age; civil status; place of residence; annual income; educational attainment; and occupation.

Second, their travel behavior characteristics and patterns were determined. Travel behavior characteristics include: frequency of visit; traveling party/companion; and purpose of travel. Included as items in the travel patterns were source of information on the destination; duration of trip; and mode of transportation were analyzed.

Third, their experiential levels of satisfaction were evaluated using selected motivating (Push) factors, namely: Fulfilling Prestige; Enhancing Relations; Seeking Relaxation; Enhancing Social circle; Sight Seeing/cultural exposure; Fulfilling Cultural/Spiritual Needs; Escaping Daily Routine; and Gaining Knowledge.

Fourth, their experiential levels of satisfaction were evaluated using selected destination attributes (Pull factors) such as Events and Activities; Cultural Heritage Features; Accessibility; Amenities; and Activities.

Fifth, their overall satisfaction on the Intramuros visit was assessed employing conventionally accepted measures of satisfaction, namely: Met expectations; Intention to revisit; Recommendation to friends and others; and Intention to try other tourist products in the future.

The researcher invited proponents from the following sectors: academe, research, government

both national and local, private owners and national organization. Questions were asked from the supplier side of the industry as to their assessments on the current status of Intramuros, the problems and proposed solutions in the Pull and Push factors and measures that could be adopted to address them among others.

The FGD was conducted on December 5, 2015 between 9am-12pm at the Commerce Laboratory, Colegio de San Juan de Letran. Prof. Miguela Mena, the Dean of the Asian Institute of Tourism moderated the FGD on the Push/Pull Factors Framework.

The following statistical tools were used to analyze the results of the survey. Frequency count and percentage and mean were used for the profile of the respondents. A correlation analysis using ANOVA was used in determining the relationships between and among the different profile of the Intramuros CHT visitors and their level of satisfaction with push and pull Factors and their overall satisfaction.

RESULTS AND DISCUSSION

Summary of Findings

1. Profile of the Respondents

The existing Intramuros CHT visitor is predominantly female, young at 34 years and below; single; living within Metro Manila; earning annual income up to P500,000 and below; with a Bachelor's Degree and student/employee or professional.

In terms of travel behavior characteristic, visitors have visited Intramuros more than once; together with friends, partner and family; for the purpose of holiday and leisure and family togetherness; and came to know of Intramuros as a CHT destination through the Internet and word of mouth. In terms of travel patterns, the duration of his trip is less than 24 hours; using his personal car and public transport as mode of transportation.

The findings on the purpose of travel to Intramuros are indicative of its potential as

a CHT destination. Close to 20% of the purpose of Intramuros visit are accounted for by studies (10.2%) and education (8.5%). This is on contrast to low ratings for business (2.0%) and shopping (0.3). It may be safe to assume that the purposes of holiday and leisure (38.4%) and family togetherness (25.6%) would have been influenced by the historical/cultural heritage attractions of the place.

Internet and word of mouth accounted for approximately 65%, with internet having a share of 34%, and word of mouth, 30.8%. More than 50% of the respondents travel via public transportation while 41% rode their own personal cars.

2. Level of Satisfaction on Push Factors Relating to Intramuros Visit

Fulfilling Prestige obtained an overall mean score of 3.82, equivalent to "satisfied" rating. Among the four items on fulfilling prestige, only "visiting a destination such as the national historical monument" garnered a rating that pointed to very satisfied, with a mean score of 4.31.

Enhancing Relations obtained an overall mean score of 3.84, equivalent to "satisfied" rating. All items under this category got the same ratings of "satisfied"; while seeking relaxation garnered an overall mean score of 4.20, leading to a rating of very satisfied.

Enhancing Social Circle as a Push Factor does not seem to be as highly influential factor why the respondents visited Intramuros. The overall area mean rating secured for this factor was 3.96, equivalent to "satisfied" rating. The same rating was registered by almost all items in their mean ratings, with the exception of the item "to have an enjoyable time with travel" which garnered a mean score of "very satisfied".

Sight Seeing Variety secured an overall area mean score of 4.13, equivalent to a "satisfied" rating. Of the four items under this category, two stand out with "Very Satisfied" ratings - "To

sight-see cultural heritage spots" and "To explore cultural resources".

Fulfilling ones cultural and spiritual needs were also explored in the study. Results showed that this factor did not appear as a strong driver for travel intentions. As observed, the overall mean rating for this area was 3.94, pointing to a "satisfied" rating. The same trend was observed in terms of the item mean ratings. All item mean scores received qualitative equivalent of "satisfied", indicating spiritual and cultural needs are not strong forces to encourage of influence the respondents to travel.

The overall mean score for the area of escaping daily routine was 4.19, equating to "satisfied". This means that escaping daily routine has not been confirmed their expectations as a motivating factor for travel, while; Gaining Knowledge obtained a mean score of 4.187, equivalent to "satisfied".

3. Level of Satisfaction on Pull Factors Relating to Intramuros Visit

Events and activities secured an overall mean rating of 3.84, equivalent to "satisfied" rating, indicating that this particular Pull category do not strongly motivate and influence the respondents.

Given a list of cultural heritage features of Intramuros, the respondents are "very satisfied" with the religious landmarks or the two famous churches of Intramuros, St. Augustine Church and the Manila Cathedral and the old walls. The respondents best appreciate and remember Intramuros for historical and cultural heritage value it offers, with emphasis on the churches and the religious related infrastructures.

When accessibility is considered, results showed "satisfied" rating, indicating that the respondents are so far contented with the accessibility considerations being offered by Intramuros. The highest rated item came from the availability of public transport, which leads to the second highest rated item, ease of access.

Almost all items under amenities received the equivalent qualitative rating of “satisfied”. It cannot be denied that a rating of satisfied only translates to fulfilling the basic requirements. Further examination of the item mean ratings relates that the respondents were dissatisfied on the parking facilities offered by Intramuros.

4. Overall Satisfaction of Intramuros Visitors

The respondents had overall positive and satisfactory experiences in Intramuros. This is proven by the willingness of the respondents to recommend Intramuros to their friends and their intentions to revisit Intramuros.

CONCLUSIONS

1. According demographic profile features, there are significant differences observed in the respondents’ PUSH Factors, only when grouped according to place of residence particularly in perceptions on selected areas such as Escaping from Daily Routine and Seeking Relaxation. When Over all PUSH Factors was explored, results showed that those in Manila have the highest mean scores.
2. The selected PUSH factors influenced the levels of satisfaction (relative to expectations) of the Intramuros CHT visitors as follows: (a) fulfilling prestige (satisfied) – with sub-item “To have visited a destination as National Historical Monument receiving very satisfied); (b) Enhancing Relations (Satisfied); (c) Seeking relaxation (Very Satisfied); (d) Enhancing Social Circle (Satisfied); (e) Sight Seeing Variety/cultural exposure (Satisfied); (f) Fulfilling one’s cultural and spiritual needs (Satisfied); (g) Escaping Daily Routine (Satisfied); and Gaining Knowledge (Satisfied).
3. The selected PULL factors influenced the levels of satisfaction of the Intramuros CHT visitors as follows: (a) Events and Activities (Satisfied); (b) Cultural Heritage Features (Old Walls – Very Satisfied; churches – Very Satisfied; Monument, Historical buildings, Museums, Ruins, Gates, Fortifications, and Plaza – Satisfied; (c) Accessibility – Satisfied; and (d) Amenities (with the exception of

convenient parking space) – Satisfied.

4. In the promotion of Intramuros, CHT visitors must be motivated to visit the place by enhancing its image as a CHT destination of choice, highlighting the PUSH factors identified and assessed as very satisfactory in the surveys.
5. Needed to be improved in the PULL factors are (a) Events and Activities; (c) Accessibility and (c) Amenities especially (with parking spaces). At the same time, it’s cultural and heritage attributes such as the Old Walls and the antique churches must be highlighted.
6. There were no significant differences between the place of residence and the selected PULL Factors.
7. Results showed that the respondents’ economic status or incomes do not in any way differentiate nor influence the perceptions on the selected PUSH and PULL Factors.
8. No significant differences are indicated in the respondents’ level of educational attainment and PUSH and PULL Factors.
9. There are no significant differences in the respondents’ perceptions in terms of the selected PUSH and PUSH Factors and occupation. When correlated with (a) gender; (b) age; (c) Civil Status; none of the selected PUSH factors indicated significant differences.
10. When grouped according their demographic profile features in terms of Gender, significant differences were posted on a number of PULL Factors such as Cultural Heritage Features, and Accessibility, Dance and Music/ Traditional Ceremonies. However, results showed no significant differences between the selected PULL Factors and (a) age; (b) civil status; (c) place of residence; (d) income; (e) educational attainment; and (f) occupation.
11. There are significant differences observed in the respondents overall satisfaction, when grouped according their demographic profile features of gender; age; civil status; place of residence; annual income; educational attainment; and occupation.

12. There are correlations between and among the attributes, PUSH Factors, PULL Factors and overall satisfaction.

RECOMMENDATIONS

It is recommended that there must be an intensive promotion of Intramuros as a group/family destination for the purpose of holiday and leisure and family togetherness; and place worth revisiting must be continued. However, any promotion must start its value proposition of it as a CHT destination. This feature will differentiate Intramuros from other tourism destinations and recreational parks for its market in so far as influencing their travelling patterns and behavior.

Also, communication system must be set up between the CHT visitors – prior and after visits- to promote the place and at the same time gather feedback. In promoting itself as a globally competitive CHT destination, the stakeholders must tap the Internet and word of mouth which this study has shown to be effective with the target market.

It must be emphasized that in undertaking this improvement, participation by all stakeholders both the private and public sectors must be harnessed.

In terms of overall satisfaction, approximately 90% answered yes; intention to revisit, about 93%; recommendation of Intramuros as CHT destination, approximately 96%; and trying tourist products and services in Intramuros in the future—about 93 %.

While the results of the Customer Satisfaction and Loyalty aspects of the survey are encouraging, the real challenge is to sustain such satisfaction and loyalty and expand its base. To this, it is vital to come up with a sustainable strategic plan and ensure its proper implementation. To ensure these, it is necessary to involve all stakeholders, from planning to implementation. Cooperation among the stakeholders is vital. It starts with the

establishment of an efficient and effective communication system among them, which could then serve as basis for plans and action. Stakeholders include both the private and public sectors.

There are significant relationships observed among the variables. Furthermore, all correlation coefficients generated posted positive and moderate relationships in and among cultural heritage attributes and pull factors, cultural heritage attributes and push factors and cultural heritage attributes and overall satisfaction.

The above results from all the hypotheses seem to indicate that in the perception of its visitors, Intramuros has not been successful in differentiating itself as a CHT destination, thus is considered the same as the other public parks of the city (thus, the correlation factor for place of residence which is indicative of convenience. Efforts therefore should be exerted to sell it as a CHT. As a CHT destination, it can offer more PUSH (motivating factors) that will enable it to entice visitors who will be willing to spend time and money to enjoy such benefits. Experience of developed and properly promoted CHT destination prove this as evidenced in the Review of Literature.

Also, the satisfaction levels seem to be adopted from perspective of Intramuros as one of the public parks, and not as a CHT destination especially when analysis the correlation results on the PULL and PUSH factors with demographic profiles where there seem to be minimal discriminating experiences on the factors given the different demographic profiles.

Proposed Destination Satisfaction and Loyalty Model on Intramuros as CHT

Presented as Figure 2 is a schematic diagram of a proposed Destination Satisfaction and Loyalty Model for Intramuros.

The Proposed Model identifies (1) the critical components comprising it and their respective features; (2) the interaction of these components;

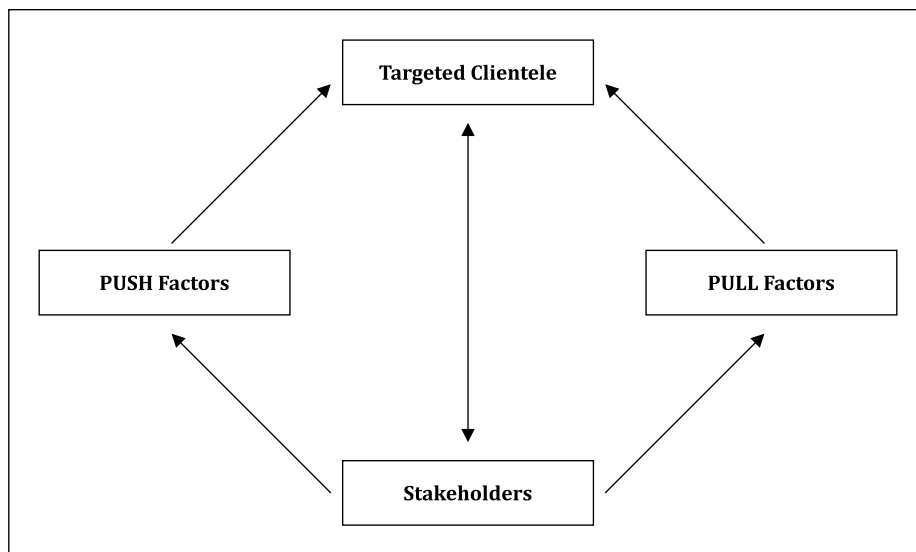


Figure 2. Destination Satisfaction and Loyalty Model

and (3) communication flow among them.

The component features are based on the findings of this study, primarily from the surveys. The recommended interaction among the components were derived from interviews with the various stakeholders and from the FGD.

In coming up and implementing the model, all the components will have to be accounted for, their character and nature defined and roles established.

1. Critical Components of the Model

Targeted Clientele. Based on the results of the study, the existing Intramuros CHT visitor is predominantly female, young at 34 years and below; single; living within Metro Manila; earning annual income up to P500, 000 and below; with a Bachelor’s Degree and student/employee or professional.

In terms of travel behavior characteristic, the Intramuros has visited it more than once; together with friends, partner and family; for the purpose of holiday and leisure and family togetherness; and came to know of Intramuros as a CHT destination through the Internet and word of mouth. In terms of travel patterns, the duration of his trip is less than 24 hours; using his personal car and public transport as mode of

transportation.

While the identified current market practically covers about 75% of the country’s population (concentrated in Metro Manila and adjoining provinces), this is not the “real” CHT market, judging from existing CHT destinations abroad and results of study on them. This is because Intramuros has not been promoted as yet as a CHT destination In this regard, Intramuros as a CHT has a large potential as the CHT market in general also encompasses the other genders, and other age levels especially the senior citizens. Thus, in the development and marketing plans, the “real” CHT visitor must be given due consideration. This will not only provide Intramuros with a unique value proposition but opens it to the CHT foreign market.”

While the current promotion of Intramuros as a group/family destination for the purpose of holiday and leisure and family togetherness; and place worth revisiting must be continued, Intramuros as a CHT destination has to be differentiated from the country’s other tourism destinations and recreational parks even in so far as influencing travelling patterns and behavior.

For the proposed model to be truly responsive to the market, a feedback mechanism should be set up to monitor CHT visitors and adjust

regularly and accordingly whatever marketing plans are in place.

Push and Pull Factors

Based on the results of the study, the selected PUSH factors influenced the levels of satisfaction (relative to expectations) of the Intramuros CHT visitors as follows: (a) fulfilling prestige; (b) Enhancing Relations; (c) Seeking relaxation; (d) Enhancing Social Circle (Satisfied); (e) Sight Seeing Variety/cultural exposure; (f) Fulfilling one's cultural and spiritual needs; (g) Escaping Daily Routine; and Gaining Knowledge. On the other hand, the following selected PULL factors influenced the levels of satisfaction of the Intramuros CHT visitors as follows: (a) Events and Activities; (b) Cultural Heritage Features (Old Walls – Very Satisfied; churches; Monument, Historical buildings, Museums, Ruins, Gates, Fortifications, and Plaza; (c) Accessibility and (d) Amenities (with the exception of convenient parking space).

While the results of the study could serve as initial inputs in promoting Intramuros as a CHT destination, it should be remembered that the study was conducted within time constraints. It is therefore proposed that in undertaking any plans in these areas of PULL and PUSH factors, a more thorough and exhaustive study must be conducted.

Stakeholders

There must be active participation in planning and implementing plans of Intramuros as a CHT destination of as many sectors affected by and influencing Intramuros. These representatives include the Private Sector (especially the tourism-related sub-sectors, home/lot owners and commercial establishments), academe (especially school representatives within the area); research sector (concentrating on

Intramuros); Government Sector (Department of Tourism, Intramuros Administration, City of Manila); National Organization Sector (Philippine Travel Agency Association etc); and other sectors.

An organization must be established for all these stakeholders so that their inputs and feedbacks can be taken into account in so far as planning and managing Intramuros is concerned.

On the part of the government, the responsibilities of the City Government and Intramuros Administration must be established and properly delineated. It is further proposed that if the Intramuros Administration is designated agency to manage Intramuros, its governing Board should include as many of Intramuros stakeholders.

2. Communication Flow

Very critical in managing Intramuros as a CHT destination are (a) a fast and reliable feedback mechanism among its clientele and stakeholders; (b) quick response system; (c) sustained marketing plan; and (d) long term strategic plan. To this effect, it is proposed that the Intramuros Administration spearhead the organization of an association or a non-profit organization represented by the stakeholders who meet regularly and act as clearing house for all communication flows.

Recommendations for Future Studies

The following are recommended for future studies: Foreign and Local Tourist Satisfaction on Intramuros as CHT Destination; Comparative Analysis of Intramuros and its Counterpart CHT Destinations in the Asean/Asian Region within the PULL and PUSH Factors; Demographic Profile and Travel Patterns and Behavior CHT visitors for Asean/Asean CHT Visitors; and Governing Structures of CHT destinations.

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