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Characterizing Inbound Tourism in Mati City: Destination Attributes and Revisit Intention

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ABSTRACT

The study intends to assess the level of tourist perceived destination attributes (local culture, activities & special events, local hospitality, infrastructure, destination management, accessibility, quality of service, physiography, superstructure, and quality of shopping) and the level of revisit intention in the City of Mati. This study also aimed to look into the utilization and importance of the tourist perceived destination attributes and their effectiveness towards revisiting intention. A non-exploratory plan was utilized for the study using illuminating overview strategy procedure. This study used an online survey through google forms to disseminate the survey questionnaire to the 500 tourists who visited the City of Mati. The study shows that the perceived destination attributes of Mati City as a travel destination are very much observed. On the other hand, the revisit intention in Mati City is highly observed. Above all, the tourist destination attributes and revisit intention are completely correlated and have a significant relationship. The results have marketing implications for the Mati City tourism and resort management. Sustaining satisfaction among tourists simply means that they were able to provide the need and wants for an anticipated experience and stay in the aspects. This will result in sustainable destination management and innovation if they continue to meet tourist expectations regarding destination attributes and experience (products).

INTRODUCTION

The importance of the tourism industry may come from numerous perspectives. It has broad impacts that benefit a particular country in creating its own identity and brand, as it became one significant economic growth contributor (Thakur, 2015). The tourism industry is approaching a bigger scale tourist market, and tourist satisfaction is essential in creating a beautiful destination image and encouraging loyalty (Meng, Tepanon, Uysal, 2008). Tourists have high expectations where satisfaction is highly influenced by evaluating price fairness, as Guizzardi & Mariani (2020) mentioned. A study conducted in Shanghai stated inbound tourism is come up against seasonal characteristics with preferred season or weather. Flickr data from 2004 to 2018 articulated that 69% of tourists who travel for a day and 11.9% of tourists stay for two days, which explains the vast number of inbound tourists are mostly short-haul tourists (Mou *et al.* 2020). According to the Worlds Tourism Organization, international tourists are visitors traveling outside their usual environment for not less than 24 hours and not more than one consecutive year.

Petrick (2002) argued that consumer satisfaction measurement should be utilized in conjunction with the measure of perceived value to influence traveler's satisfaction to repurchase and encourage brand loyalty as emphasized by Olivar, Ubaldo, Espinosa and Gutierrez (2023). Further understanding of tourist attraction leads to revisiting intention and tourist recommendation (Chen *et al.* 2010), tourist satisfaction usually contributes to increased rates of the retention of tourists' patronage (Akama & Kieti, 2003); in support, an alternative

approach is to ask visitors directly for the importance of attributes to their visit (Ali & Howaidee 2012) as suggested that since tourists may be differently motivated and react differently, consistent measurement scales and constructs should be explored and refined. Establishing a higher level of tourist satisfaction improves and sustains destination competitiveness (Yoon & Uysal, 2005). Several researchers examined tourist satisfaction, an essential factor of destination loyalty (Albaity & Melhem, 2017; Olivar, Demain, Quito & Palmes, 2022). Furthermore, Cho (1998) stressed tourist satisfaction. Dissatisfaction is based on the discrepancy between the tourist's expectations and the destination's perceived performance which (Kastenholz, 2004; Eleccion, Daig & Olivar, 2021) explains the accessibility of the loyal market, its responsiveness, and thus actionability. It is easier to cater to and satisfy a known demand to increase its satisfaction level. The perceived value of services in a destination does play an important role (Chen, C, & Tsai, 2007) emphasize that it is necessary to understand better how tourists value their trip experiences. There are implications for destination tourism marketers that need to consider (Eid, El-Kassrawy, & Agag, (2019) the stronger an attribute, the better it is performing and is regarded as a strength or competitive advantage for a specific market segment (Kozak 2003). He also discussed that one attribute might affect the overall tourist satisfaction.

According to Lai and Vinh (2013), who proclaimed that there is a requirement to investigate the relationship between destination attributes and tourist satisfaction from the tourist perspective to gain an in-depth perception

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of tourist's attitudes and behaviors after visiting the destinations, this study is suggested. Indeed, it becomes essential to identify and analyze the characteristics of tourism attributes about tourist satisfaction and future expectations of tourism firms.

METHODOLOGY

The study quantitatively utilized a survey research design and purposive sampling technique to choose the respondents. Purposive sampling was the researchers' procedure to ensure a greater validity of the answers from the chosen respondent. Using a 5% margin of error, a sum of 500 respondents was chosen to assure greater accuracy in data and results interpretations (Martínez *et al.*, 2014). The research instrument was given to the in-bound tourists base on their availability and willingness to answer. The researcher guaranteed 100 percent retrieval of the data.

The study respondents included 500 domestic and foreign beachgoers in Mati City, either first time or returning, inbound travelers of the City. The inbound tourists were chosen to investigate their perceived tourism attributes and revisit their intention to assist local planners and tourism providers in developing the City's tourism attributes and characteristics. The distribution of respondents by sex, age, monthly income, occupation, travel purpose, and tour type is displayed in table 1. A total of 500 people responded; the majority were male aged 20 to 29 with a monthly income of less than 11,000, and they were students seeking leisure through a personal tour. The number of respondents was calculated based on the number of persons who were beachgoers who expected to revisit their intention of quality tourism experience (Neuhofer *et al.*, 2015).

Table 1: Demographic Profile of the Respondents

Profile Variable	Group	Frequency	Percent
Sex			
	Male	371	74.2
	Female	129	25.8
Age			
	19 below	40	8
	20-29	417	83.4
	30 – 39	43	8.6
	40-49	0	0
	50 – 59	0	0
	60 above	0	0
Monthly Income			
	Less than 11,000	218	43.6
	11,000-25,000	159	31.8
	25,000-44,000	82	16.4
	44,000-60,000	24	4.8
	60,000 - 100,000	13	2.6
	100,000 - 200,000	4	0.8
Occupation			
	Housewife	0	0
	Office Worker	71	14.2
	Service-Related	14	2.8
	Employed	176	35.2
	Business Related	20	4
	Technology Related	10	2
	Student	209	41.8
Travel Purpose			
	Leisure	423	84.6
	Business	24	4.8
	Conference	6	1.2
	Study	47	9.4

Tour Type			
	Package tour	27	5.4
	Personal Tour	401	80.2
	Tour including flight	20	4
	Conference/Convention	6	1.2
	Affiliation	46	9.2

The researcher used an adapted questionnaire from Moon & Hans (2018) for the Perceived Destination Attributes, which was modified to suit the context of the study and was presented to the panel of experts for validation. The Perceived Destination Attributes include the following indicators: Local Culture, Activities and Special Events, Local Hospitality, Infrastructure, Destination Management, Accessibility, Quality of Service, Physiography, Superstructure, and Quality of Shopping. The second part of the questionnaire is an adapted questionnaire from Herstanti, Suhud, & Wibowo (2014) for Revisit Intention, which was modified to fit into the study and subjected to the validation of the experts. The Revisit Intention questionnaire includes the following indicators: attitudinal loyalty and behavioral loyalty. The scale used to interpret the response of the respondents was a five-point Likert scale (5- Very High – 1 Very Low). In statistical treatment data, the significance of the data gathered; statistical treatments are done to be qualified to analyze and interpret data are as follows: First is the mean, this was applied to determine the travelers' satisfaction with the tourism attributes. Second, Frequency, this was used to determine the entire number of respondents favoring an item from the questionnaire. Third is the ANOVA (Analysis of Variance), this was applied to determine the substantial differences in the level of travelers' satisfaction when analyzed consistent with profile and tourism characteristics. Lastly, Regression Analysis. This was applied to test what tourism attributes have significant for tourists in revisiting the community.

RESULTS AND DISCUSSION

Tourist Perceived Destination Attributes of Tourism in Mati City

Table data on the perceived destination attributes of Mati City as a travel destination is reflected in table 2. The table reveals an overall mean score of 4.23 with a standard deviation of 0.549, described as very high. This means that the perceived destination attributes of Mati City as a travel destination are very much observed.

Analyzing the individual results of the indicator revealed that the means score of physiography got the highest mean score of 4.59 with a standard deviation of 0.570 which means that the perceived destination attributes of Mati city has an impressive and attractive exterior physical features; local hospitality is 4.54 of 0.639 standard deviation which means that the people of Mati city are warm and accommodating; destination management is 4.33 of 0.637 standard deviation, which means that the management of each destination has a good executing in terms of handling guest and complains, and how they maintain their place ; local culture is 4.30 of 0.710 standard deviation, which means the locals still practice and preserved the culture; accessibility is 4.28 of 0.677 standard deviation, which means the destinations are easy to access and the availability of the necessities are convenient; quality of service is 4.27 of 0.710 standard deviation, which means that the staff are well-trained and competent enough in terms customer handling; activities and special events is 4.18 of 0.673 standard deviation, which means that the activities and specials events

Table 2: Level of tourist perceived destination attributes

Destination Attributes		SD	Descriptive Level
Physiography	4.59	0.57	Very High
Local hospitality	4.54	0.63	Very High
Destination Management	4.33	0.63	Very High
Local Culture	4.30	0.71	Very High
Accessibility	4.28	0.67	Very High
Activities and Special Events	4.18	0.67	High
Infrastructure	4.09	0.77	High
Superstructure	4.01	0.91	High
Quality of Shopping	3.99	0.82	Moderate
Quality of Service	3.99	0.82	Moderate
Overall	4.23	0.98	Very High

conducted by private and government institutions are organized and observed; infrastructure is 4.09 of 0.779 standard deviation, which means that the facilities and structures are maintained but need practice sustainability; superstructure is 4.01 of 0.910 standard deviation, which means that the premises are safe; quality of shopping 3.99 of 0.821 standard deviation, which means the availability of stores are presented, however, it's insufficient to suffice the needs.

Tourist Probability of Revisiting Mati City

Data output in Table 2 shows the level of revisit intention to revisit Mati City. The results revealed an overall mean score of 4.33 with a standard deviation of 0.629, described as very high.

In the tourism sector, a traveler's desire to return to a

certain location is a significant component, as highlighted by Da Costa Mendes *et al.* (2010). Also, according to Barnes *et al.* (2016), the longer-term remembered experiences have the greatest impact on revisit intentions. Thus, repeat tourists are a desirable market segment for many sites since they are more likely to stay longer and be satisfied. They have more realistic expectations, generate favorable word of mouth, and engage in more intense consumption activities.

The result of revisit intention has marketing implications for the city tourism and destination management. Sustaining satisfaction among tourists simply means that they were able to provide for the need and wants of beachgoers. This implies an increase in customer loyalty and retention. Also, from the standpoint of the tourist, it increases revisit intention.

Table 3: Level of Revisit Intention

Revisit Intention	\bar{x}	SD	Descriptive Level
I would revisit Mati City for vacation.	4.66	0.59	Very High
I would visit the same attractions (which I've visited) if I was on vacation back to Mati City.	4.42	0.76	Very High
Mati is the City of my primary choice for a vacation in the future.	4.12	0.94	High
I would rather visit Mati City compared to other cities in the Philippines.	3.67	1.10	High
I would recommend Mati City to my friends as a destination for a vacation.	4.46	0.72	Very High
I would tell positive things about my experience during my vacation in Mati City.	4.49	0.68	Very High
I would recommend Mati City to my relatives as a destination for a vacation.	4.47	0.74	Very High
Overall	4.32	0.79	Very High

Correlation between Destination Attributes and Revisit Intention in Mati City

This table presents the significant relationship between destination attributes and revisits intention in Mati City. It shows an overall result of 0.597, meaning the relationship between destination attributes and revisits intention is moderately correlated. In terms of local hospitality, it shows a result of 0.509 which means the relationship between destination attributes and revisits intention is moderately correlated. Furthermore, in terms of local culture, it shows a result of 0.491 which means the relationship between destination attributes and revisits intention has a low correlation. Moreover, destination management and quality of service have the same outcome that shows a result of 0.485 which means the relationship between destination attributes and revisits intention has a low correlation. Also, in infrastructure,

it shows a result of 0.467 which means the relationship between destination attributes and revisits intention has a low correlation. In terms of accessibility, it shows a result of 0.459 which means the relationship between destination attributes and revisits intention has a low correlation.

Additionally, physiography shows a result of 0.458 which means the relationship between destination attributes and revisit intention has a low correlation. Besides, activities and special events show a result of 0.453 which means the relationship between destination attributes and revisit intention has a low correlation. Further, in quality of shopping shows a result of 0.421 which means the relationship between destination attributes and revisit intention has a low correlation. Lastly, the superstructure shows a result of 0.400 which means the relationship between destination attributes and revisits intention has a low correlation.

Table 4: Correlation Matrix of the destination attributes and revisit intention of tourist

	Destination Attributes					
	Local Culture	Activities & Special Events	Local Hospitality	Infrastructure	Destination Management	Overall
Revisit Intention	0.491*	0.453*	0.509*	0.467*	0.485*	0.597*
	Access-ability	Quality of Service	Physiography	Superstructure	Quality of Shopping	
	0.459*	0.485*	0.458*	0.400*	0.421*	

Table 4 contains the bivariate correlation data between Destination Attributes and Revisit Intention. When the indicators of Destination Attributes were correlated with the indicators of Revisit Intention, it yielded an overall coefficient of .597 with a p-value of .000, which is significant at .05. This means that destination attributes are significantly correlated with revisit intention.

Looking closely, revisit intention correlated with local culture, activities & special events, local hospitality, infrastructure, destination management, accessibility, quality of service, physiography, superstructure, and shopping quality obtained .597 with a p-value of .000.

CONCLUSION

The following conclusions are taken from the study's findings: There was a significant difference in the level of destination attributes and revisit intention when analyzed to sex, age, monthly income, occupation, travel purpose, and tour type in Mati City studied according to the profile of the respondents. Determining the level of destination attributes in Mati City was very high because they meet the tourist's wants, needs, and expectations. This suggests maintaining the destination attributes since it has all the elements that the tourist is looking for. A destination attribute's main implication is a focus on providing customer needs, which leads to a higher number of revisit intentions. The degree of revisit intention in Mati City shows a general mean score of 4.33, which implies that the destination attributes are very high because the destinations provide astonishing physiography and always measure the quality of service of their staff regularly. This implies an increase in customer loyalty and retention. Also, from the standpoint of the tourist, it increases revisit intention. Revisit intention should be regarded as a critical component of every destination since it offers marketers and business owners a metric to measure and enhance destination attributes and management.

The significant relationship between destination attributes and revisit intention in Mati City showed the impact of destination attributes on revisit intention. Thus, revisiting intention demonstrates the importance of destination attributes in achieving success. Tourists will intend to revisit if they perceive better destination attributes (such as local culture, activities & special events, local hospitality, infrastructure, destination management, accessibility, quality of service, physiography, superstructure, and shopping quality). It implies that the better the destination attributes experience and its proper management, the more tourists will intend to revisit, and success will be attained. This also provided the best profit for the resort and growth for Mati City tourism.

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