

Factors Affecting Participation to Domestic Tourism as Perceived by Government Officials

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Abstract - *The factors affecting participation to domestic tourism creates an impact to each and every one in terms of hospitality industry. While this is the trends worldwide, the local tourism sector is still lagging behind in its number of tourist attractions and traffic of visitors compared to other countries. This paper aimed to assess the attitude of the government officials towards tourism within the three Cities in Batangas, Philippines: Batangas, Lipa and Tanauan and determine the factors affecting participation to domestic tourism. The study used descriptive method of research to show the connection on how the attitude of local leaders and constituents towards participating in tourism within their own environment and scenic spots affect the interest and attention of tourists in their area. The output of our study shows the majority profile of local government officials and their attitudes and constraints in terms of participating in Domestic Tourism, specifically in Batangas. The researchers have also suggested a travel safety recommendation to the involved people to hopefully realign existing practices that will help encourage local residents to participate in Batangas Province.*

Keywords: *Domestic Tourism, Factors Affecting Participation*

INTRODUCTION

Tourism has become one of the fastest growing industry and a popular leisure activity in the world. It is an act of travelling from one destination to another with the purpose of recreation, leisure, pilgrimage, family and business (Aguda et al., 2013; Buted, Menez, Baruc & Borbon, 2014; Buted, Ylagan & Mendoza, 2014). It can be domestic and international. Today, it is one of the most influenced economy of both source and host nations.

Domestic tourism is an activity wherein the residents are the tourists whom are travelling or staying within their country for the purpose of leisure and business for not more than twelve consecutive months (Tamayo, 2014; Ylagan & Laguador, 2014; Azote, 2013). According to World Tourism Organization, the number of domestic tourists is almost ten times larger than international tourist; as they spend seven times the quantity spent by the rearmost. This activity does not need any visa nor passport and changing of currency in visiting such places. Domestic tourism in geographical viewpoint, may distinguish from a local day tour, regional trip to national travel (Buted et al., 2014; Celis et al., 2013; Kalalo et al., 2014). Philippines is one of the perfect example in terms of how tourism industry place a vital role in our economic and social development.

Local tourism can be an inspiration for propelling national participation accordingly within and the state government should designate satisfactory resources towards guest workplaces (De Castro et al., 2014; Felicen et al., 2012; Miranda et al., 2013; Recio et al., 2014). There is a necessity for more noticeable joint effort between state specialists, open and private fragments and others to understand the basic result for the advancement of family unit tourism.

One of the top tourist destinations here in the Philippines is the Province of Batangas. It adds to further development the nearby business by facilitating different tourism occasions in the area. Batangas was established in 1581. Initially, Batangas was made out of the present areas of Batangas, Mindoro and Marinduque, including Southeast of Laguna until Camarines. The area was called Bonbon and later called Balayan, the primary capital of the region. Twice, the capital has been moved. In 1572, the capital was moved from Taal to Batangas where it has remained today. Batangas Province is a part of Southern Luzon and it's considered as a world class and eco friendly tourist destination. Its various natures from natural to man-made attraction was known as the premiere tourist destination, from preserved natural beauty from the past era to modern structures where tourists can seek sanctuary to the lavishing beauty of Batangas (Aguila et al., 2014; Atienza et al., 2014; Mejia et al., 2013).

The researchers go on with the research to give the strong establishment of information about the local or community tourism. This research helped rise up the level of attention of the tourist in regards to the only belittled local vacation spots. For the Local Government Officials, these propelled the comprehension of non-investment in local tourism, and are relied upon to help the business to build up its potential market and conceivably change inactive request into viable request. It is critical to the self-improvement of understudies and furthermore to the community, specifically in the province of Batangas, to accomplish the shared objective for supportable advancement.

For the students, this gave chances to them to advance their general intelligent capacities with regards to long lasting understanding or learning, for example, verbal, social, critical thinking, basic leadership, and data preparing aptitudes. For Department of Tourism it filled in as a premise of projects that actualized here in Batangas Province for future purposes. This research additionally uncovered the explanations for the non-investment of the nearby occupants. For the future researchers, the outcome of the review can be the premise of making new methods to create and assist the local tourism economy for their future studies. Moreover, the researchers trusted that any change or advancement will use the effects of local tourism to the area, condition, economy and socio - social. Having this research, it will bring means and courses on the best way to advance and energize the vacationer in disparaging the traveller spots and goal in the area of Batangas.

OBJECTIVES OF THE STUDY

This research paper intends to point the objective influencing the participation of domestic tourism in Batangas Province particularly it intends to, assess the profile of the respondents in terms of: gender, educational attainment, age and civil status; assess the attitude of the government officials towards tourism within the three (3) Cities: Batangas, Lipa and Tanauan of the Province of Batangas; determine the factors affecting participation to domestic tourism; and test the significant difference on the factors affecting participation to domestic tourism when grouped according to profile variable.

METHOD

Research Design

The researchers used the Descriptive Method. It is a fact-finding study that presents acceptable and precise interpretation of the findings. It shows what is and it presents emphasis on existing relationships between the existing conditions, situations practices or any phenomena. This method is the most applicable method to apply in assessing testing and evaluating all the gathered data (Hale, 2013). The researchers used questionnaires to survey the perceptions of different government officials in terms of their attitude and the factors affecting their participation towards tourism.

Participants

The researchers selected a total of 164 out of 265 government officials (Mayor, Vice Mayor, Councilors and Barangay Chairman) within the three cities; Batangas, Lipa and Tanauan in the Province of Batangas that serves as respondents in study using an

effect size of 0.40 and a power probability of 0.95 using G*Power 3.1.9. Respondents were chosen purposively.

Instrument

The researchers used an adopted questionnaire from the study of Li, Zhang and Goh (2015) as main instrument in the study. The questionnaire was constructed to get information from the respondents in order to meet the required objectives of the study. The questionnaire consists of three parts. The first part focuses on Demographic profile of the respondents. That part two is all about the tourism attitude of respondents. Lastly, the third part contains the constraints factors that hinder the tourist in domestic participation.

Procedures

The researchers came up with the topic entitled “Factors Affecting Participation to Domestic Tourism as Perceived by Government Officials”, because the researchers want to know the reasons why local residents are not participating into domestic tourism. In order to obtain the necessary data, the researchers used a questionnaire checked and validated by the Department Chairman, consulted to the school Statistician. The distribution of the questionnaire to the local residents of Batangas Province has been done after the approval of the questionnaire.

Data Analysis

The study utilized frequency distribution and percentage to present the profile of the respondents while, weighted mean was used to interpret the attitude of the government officials towards tourism and the factors affecting participation to domestic tourism. Moreover, ANOVA was used to test the significant difference on the factors affecting participation to domestic tourism when grouped according to profile.

RESULTS AND DISCUSSION

Table 1 presents the respondents’ demographic profile in terms of Gender, majority of the respondents’ shows that most of the government officials are Male with a percentage of 63.40 while, female has 36.60 percent. Most of the government officials in the three cities are male because they are the one who usually enter politics, while mostly female are the ones who are left at home for the household chores.

The study of Lovenduski in London (2012) states that in the event that talked about by any means, ladies had a tendency to be viewed as surrogates of men and

furthermore as their inferiors. Ladies were broadly accepted to be less politically intrigued, dynamic and capable than men.

Table 1. Percentage Distribution of the Respondents' Demographic Profile

	Profile Variables	f	%
Gender	Male	104	63.40
	Female	60	36.60
Age	12 – 20 years old	1	0.60
	21 – 30 years old	39	23.80
	31 – 64 years old	115	70.10
	65 yrs. old and above	9	5.50
Civil Status	Single	38	23.10
	Married	110	67.10
	Widowed	16	9.80
Educational Attainment	High School Graduate	51	31.10
	College Graduate	113	68.90

For the age of the respondents, majority of them shows that most of the government officials are 31-64 yrs. old with a percentage of 70.10, followed by 21-30 yrs. old of 23.80 percent, 65 yrs. old and above is 5.50 percent, and 12-20 years old of 0.60 percent. Age of the respondents stands out among the most critical attributes in understanding their perspectives about the specific issues; all around age demonstrated level of development of people in that sense ages turns out to be more essential to looks at the reaction. Ages 31-64 years old and above are the ones who are mature enough and veteran to govern our community, while the young adults tend to engage in politics to become a role model and voice of the youth.

According to the Constitution of the Philippines with the power of the Republic Act no. 6644 aspiring government officials should be at least eighteen years old and a real inhabitants in the barangay in which they should be chosen.

For the civil status of the respondents, majority of them shows that most of the government officials are married in status with 67.10 percent followed by single with 23.10 percent and widowed with 9.80 percent. There is a connection between the results of the age and civil status of the government officials as most of them are ages 31 – 64 years old who are mostly married at this point of age.

For the Educational Attainment, majority of them are College graduate with 68.90 percent while the High school graduate has 31.10 percent. Most of the respondents

are College graduate because having a high education can be an advantage of being knowledgeable enough to lead and influence its people. It proves that having a degree can create a successful leadership for its community, state and for the people.

As stated by Welford (2015) it is much more important to be a college graduate today than the past generations wherein they only use their experiences as they become a government official to lead a community or a state to govern their community.

Table 2. Attitude of the Government Officials Towards Tourism

	Indicators	WM	VI	Rank
1.	I often see tourism information or news about Batangas.	3.38	Agree	2
2.	I often talk about tourism-related topics with my friends or relatives about Batangas.	3.22	Agree	5
3.	I know a lot about domestic tourism here in Batangas.	3.25	Agree	4
4.	I like travelling very much in Batangas.	3.47	Agree	1
5.	I often travel on each and every new destination (tourist spots) in Batangas.	3.28	Agree	3
Composite Mean		3.32	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 2 shows the attitude of the Government Officials towards tourism with a composite mean of 3.32, verbally interpreted as agree. Based from the result, all items were rated agree and “I like travelling very much in Batangas” got the highest weighted mean score of 3.47. Followed by “often see tourism information or news about Batangas” with the weighted mean of 3.38 and “often travel on each and every new destination (tourist spots) in Batangas with the weighted mean of 3.28.

Therefore, the locals are very much into domestic participation here in Batangas, wherein they enjoy the scenic spots here and appreciate their own attraction within the Province. As perceived by the government officials, they are more on having a trip in Batangas for leisure. Also, local leaders and constituents mostly roam around the province for meetings, conference, seminars or what mostly called as a business travel.

However, items such as “I know a lot about domestic tourism here in Batangas” has the weighted mean of 3.25 followed by “I often talked about tourism related topics with my friends or relatives about Batangas” ranked as the least with the weighted mean of 3.22.

Which means that some of the residents are quite knowledgeable as they share some things or some attractions within Batangas Province? This shows that some local

leaders and constituents has a slight information on what is in Batangas. This leads to giving limited details of the province attractions, man-made and natural spots.

In addition with the study of Li, Zhang and Goh (2015) that some non-participatory sightseers are additionally depicted as the potential tourist who didn't partake in tourism exercises all through the most recent couple of years. This demonstrates the least statement of table 2 that some local residents can't utterly allocate the information of the attractions in their area or in the province.

Table 3. Factors Affecting Participation to Domestic Tourism

Indicators	WM	VI	Rank
1. I'm not interested in domestic tourism in Batangas.	1.68	Disagree	15
2. I think engaging in tourism is a tiring trip.	2.07	Disagree	11
3. I think tourism does more harm than good.	1.84	Disagree	14
4. I'm worried about travel safety.	2.77	Agree	1
5. I'm worried about acclimation (to adapt or adjust to a new climate).	2.59	Agree	2
6. I can't participate in domestic tourism because I am in a poor health.	2.13	Disagree	10
7. I don't participate in domestic tourism because I can't bear physical exertion during travel.	2.19	Disagree	8
8. I have no companion to go on a domestic tourism with.	2.04	Disagree	13
9. I don't participate in domestic tourism because I don't have enough money, and travel cost is too high.	2.52	Agree	4
10. I don't participate in domestic tourism because I still have other more important things to do.	2.48	Disagree	5
11. I don't participate in domestic tourism because I need to look after my family.	2.30	Disagree	7
12. I don't participate in domestic tourism because my family doesn't agree.	2.05	Disagree	12
13. I don't participate in domestic tourism because of the weather condition.	2.54	Agree	3
14. I don't participate in domestic tourism because of the bad accessibility.	2.40	Disagree	6
15. Other factors stop me from participating in domestic tourism	2.16	Disagree	9
Composite Mean	2.25	Disagree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 3 revealed the factors affecting participation to domestic tourism with a composite mean of 2.25, verbally interpreted as disagree. This shows the results of the statements that measure the government officials' perspectives regarding participation in domestic tourism in the province of Batangas. The results of each of these indications are positioned altogether of significance in view of mean scores of respondents' levels of consent to a particular statement. Based from the result, some items were rated agree and "I'm worried about travel safety" got the highest weighted mean score of 2.77. It was followed by "I'm worried about acclimation" with the weighted mean score of 2.59, "I don't participate in domestic tourism because of the weather condition" with the weighted mean score of 2.54, and lastly "I don't participate in domestic tourism because I don't have enough money, and travel cost is too high" with the weighted mean score of 2.52.

These results uncovered that the respondents consider the location of the cities. The three cities are accessible through major roads and highways but it was also observed that the other tourist destinations can't avoid having a lack of security for the safety of the locals. The latest issues about the incident in Tanay, Rizal were also considered as one of the problems that hinder the tourists to travel, this reflects to the statement that got the highest weighted mean.

After prior ailments, accidents and harm contribute incredibly to the morbidity and mortality of tourists around the world. Most mischance includes street injury and suffocating. Venture out wellbeing guides need to embrace an individual hazard evaluation of tourists' exercises abroad and give proper pre-travel wellbeing and security counsel and create alternate courses of action, specifically exhorting on critical wellbeing nets, for example, travel protection with a crisis help benefit. Those explorers with genuine ailment and damage may require particular restorative departure administrations, which may include an air rescue vehicle and a specific medicinal group (Leggat, Wilks, 2013).

Most the respondents disagreed on the indications "I think engaging in tourism is a tiring trip" weighting 2.07; "I don't participate in domestic tourism because my family doesn't agree" weighting 2.05; "I have no companion to go on a domestic tourism with" weighting 2.04; "I think tourism does more harm than good" weighting 1.84; and "I'm not interested in domestic tourism in Batangas" weighting 1.68, which became the lowest rank on Factors affecting participation to domestic tourism.

This means that residents are interested in domestic tourism in the Province of Batangas. The resident tends to go to their destinations where they are satisfied on the scenic spots that they're experiencing and they encourage themselves to go back.

Likewise in the study of Thrane and Farstad, (2011) The number of tourists that are staying and the relationship of the people on how they will treat the tourist. Because some people are staying longer and make fun if the people have a good attitude. It shows that staying within their desired place was based on attitude of what reflects on how the facilitators do.

Table 4. Difference of Responses on the Factors Affecting Participation to Domestic Tourism When Grouped According to Profile of the Respondents

Profile Variables	F-value	p-value
Gender	0.182	0.856
Age	1.085	0.357
Civil Status	2.824	0.062
Educational Attainment	4.392**	0.000

*Legend: **Significant at p-value < 0.01*

As seen from the Table 4, only educational attainment shows significant difference on the factors affecting the participation to domestic tourism since the obtained p-value of 0.000 is less than 0.05 alpha level. Therefore, the null hypothesis of no significant difference on the factors affecting the participation to domestic tourism when grouped according to educational attainment is rejected. This means that a difference exists and implies that those who are high school graduates have different assessment with those who finished a degree.

Wherein the government officials that gained high educational attainment are the ones who can accomplish manageable improvement of its community because they have more experience or knowledge on traveling on each destination that they went through.

As stated by Welford (2015) it is much more important to be a college graduate today than the past generations wherein they only use their experiences as they become a government official to lead a community or a state to govern their community. Because having a high education can be an advantage of being knowledgeable enough to lead and influence its people. It proves that having a degree can create a successful leadership for its community, state and for the people.

CONCLUSION AND RECOMMENDATION

The majority of the respondents were male, aged from 31 – 64 years old, married and college graduate. The locals liked travelling very much in Batangas where it became the major factor and attitude for the government officials on being aware about domestic tourism in the Province of Batangas, Philippines. The major problem on the factors

affecting participation in domestic tourism is that they are worried about their safety as they participate within Batangas. There is a significant difference of the responds on the factors affecting participation to domestic tourism when grouped according to educational attainment.

It is recommended that the local government in cooperation with Provincial Tourism office, may facilitate a meeting in order to develop strategies about specific travel safety concerns and help hand in hand to promote the attractions and may come up with different promotional strategies to the local residents. The provincial tourism, may create an official facebook page that will feature different budget friendly video blogs (vlogs) about tourist attractions or destinations in the province of Batangas. In this way, some of the unknown or hidden attraction will be noticed specifically by the locals or more so by the tourists. The government officials of Batangas province may create a audio visual advertisement of the tourist destinations and attractions in the province of Batangas through social media and televisions to make the locals well informed and aware. The community and schools may organize a Provincial Tourism Exposition event that will gather representatives of different municipalities to share and promote their own products, festivals and attractions every year. Future studies may also be conducted using different set of variables, specifically the demographic profile, attitude towards tourism and factors affecting tourism.

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