

Factors Influencing Tourist Attendance at Historical Attractions

**Regiena Mae D. Mindanao, Rammiel Christian M. Abarintos, Roda C. Briones, JC F. Espiritu,
Patricia Mae P. Vergara and Jennie Margaret Apritado**

College of International Tourism and Hospitality Management
Lyceum of the Philippines University, Batangas City, Philippines

ABSTRACT

The research study primarily focused on what factors influencing tourist attendance of the top 10 historical attractions in Batangas Province. The study made use of descriptive method and utilized an adapted and modified survey questionnaire which was distributed among 306 tourists from 10 historical sites. All data gathered were tallied, tabulated, and interpreted. Result showed that the respondents aged 18-26 years old are commonly students visited the historical attraction as part of their tour. The respondents evaluated that the historical attractions are rich culture, highly valued, very special destination, safety and security, old/historical visual, friendly and hospitable local people, variety of museums and galleries, various tourism information, and easy to use local transport factors. There was a significant difference between genders when grouped according to profile, while there in no significant differences when grouped according to age, frequency of visit and type of tourists. It is recommended that the historical attractions should improve their facilities by developing sports and recreation activities, providing outdoor/ indoor facilities and build a restaurant inside the attraction to increase tourist arrival. An action plan was proposed based on the result of the study to increase the tourist attendance of the historical attractions in Batangas Province.

Keywords: Cultural, Heritage, Tourist attendance, Historical Attractions

INTRODUCTION

The Historic Sites are recurrently visible as vacation destinations since the World Heritage status significantly affects visitors' visit choice to such localities. Historical destinations are place where you can find the marks of political, military, social, or history have been preserved for a long time. It is usually held by law and has been apparent with the national significant site status. Cases of documented vacation destinations include historical places, landmarks, old sanctuaries and living history galleries (Marques, 2017).

Most tourists are attracted in the physical component of a specific place. Such tourist attractions features may be nature like culture, scenery, or they may be specific to a location like historical places, monuments, ancient temples, museums and art galleries. Historical attraction is one of the segments of attractions. Batangas has maintained stunning historical attractions. It is a chance for everyone to find the hidden secrets from the past or history and opportunity for anyone who desires to learn something about heritage through visiting the historical attractions in Batangas Province.

The researchers assessed through the researched of the historical tourists' demographic profile. Tourists' motives that includes its travel motivation, attributes evaluation and emotional involvement. As

well as the tourists' satisfaction who visits historical attractions in terms of elements of tourist destination, city environment, city experience, the range of attractions, tourism services and transportation. This study also investigates the factors influencing tourist attendance at historical attractions in order to give the tourism planners an idea to give the tourism planners an idea to improve strategies to attract more tourists' in visiting historical attractions.

Based on 2017 tourists visit data gathered from PTCAO, the top 1 historical attraction in Batangas Province which is the Mabini Shrine got the highest frequency of visit. However, generally of the tourists are students that visited only because it is part of their education tour. The case of the Historical Attractions in Batangas Province is currently having less attention to the public. As time passes by, the tourist visit of the Historical Attractions decreases because nowadays, the public, local or foreign tourists would rather visit the beaches and resorts of Batangas Province than its Historical Attractions. The researchers conducted this study to assess what are the factors that influencing the tourist attendance and needs an improvement to attract more tourist.

As Cruise Line Operation and Hotel Services students, the researchers choose to assess the Historical Attractions in Batangas to promote the historical attractions in Batangas both locally and international also, to present the importance of preserving it.

For the management, this research will provide information that will help the management improve the factors that influence tourist attending the historical attractions. For the university, the result of the study may be a good reference for future researchers when promoting the historical attractions of Batangas and the great stories behind these places. For the community, this research will give guidance on many aspects of how a community improves when the historical places become known to the public as well as its contribution to economic growth.

OBJECTIVES OF THE STUDY

This research paper primarily aimed to assess the historical attraction in Batangas Province. Specifically, it aimed to presented the demographic profile of the respondents in terms of: age, gender, frequency of visit and type of tourist; determined tourist motives in terms of: travel motivation, attributes evaluation, emotional involvement; assessed tourist satisfaction in terms of: elements of tourist destination, city environment, city experience, range of attraction, tourist service, transportation; tested the significant different when grouped according to profile variables; and proposed an action plan based on the result of the study.

METHODS

Research Design

This study is about factors influencing tourists at historical attractions in Batangas Province based on the tourist arrival of 2017 gather data of PTCAO. This study presented the importance of historical attraction to the people inside and outside the tourism industry as well as the motives of the tourist to every historical attraction and their expectation and satisfaction into it.

This study used a descriptive method of research. Descriptive research is an essential research strategy that aspects at the circumstance, as it occurs in its current state. It consists of recognizable proof of

qualities of a specific phenomenon in view of observational premises or the study of the relationship between at least two phenomena. In engaging observational basis, correlational, developmental outline, observational studies, and study research are utilized (Hale, 2018)

Participants of the study

This research focused on the top 10 historical attractions in the province of Batangas given by the DOT Batangas branch based on the number of tourist arrival. The researchers considered the availability and willingness of the respondents to sincerely fill out the content of the given questionnaires. The researchers distributed 306 questionnaires to the respondents of the study which is the tourists who visited the top 10 historical sites in Batangas Province.

Instrument

A questionnaire used as a primary source of data in this investigation. It is adapted with modifications in the given indicators from the study of Yao (2013) and also from the research conducted by Quach (2013). The survey of this research is used to gather the tourists' demographic profile, determine the tourist motives in terms of; travel motivation, attributes evaluation, emotional involvement and to assess the tourists' satisfaction in terms of; elements of tourist destination, city environment, city experience, range of attractions, tourism services and transportation.

Data Gathering

In the approval of the title and research problem, the researchers immediately searched for literature and references to have a greater knowledge of the subject of the study. Upon acquiring sufficient information, the researchers prepared the first draft of the data as a gathering tool. It was submitted to the research adviser for further recommendations.

The researchers also gathered the data of the top 10 historical attractions in the province of Batangas and constructed a letter for the one who owns or who sentry of the corresponding historical sites. The questionnaires were given to tourist in each corresponding attraction and were immediately gathered the results. The overall result of the questionnaire will have tabulated by the statistician.

Data Analysis

To acquire sufficient data, the researchers applied the process of computing the mean. All data gathered were tallied, tabulated, and interpreted. Different statistical tools such as frequency distribution, weighted mean and analysis of variance (ANOVA) were used. Frequency distribution and percentage were used to identify the profile of the respondents while weighted mean was utilized to determine the contribution on economic and social aspect. To above mention statistical tools were used based on the objectives of the study. In addition, all data were treated using statistical software, PASW version 18 is to further analysis the result of the study.

Ethical Consideration

To observe the confidentiality of the nature of the study, no explicit names of the respondents were mentioned within the study. The identities of the respondents were not exposed. The information and results were generally based from the information gathered. Thus, all data and information were gathered for educational purposes only.

RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

| Profile Variables | Frequency | Percentage (%) |
|---------------------------|------------------|-----------------------|
| Age | | |
| 18-26 years old | 232 | 75.8 |
| 27-35 years old | 41 | 13.4 |
| 36-44 years old | 21 | 6.9 |
| 45 years old and above | 12 | 3.9 |
| Gender | | |
| Male | 134 | 43.8 |
| Female | 172 | 56.2 |
| Frequency of Visit | | |
| First time | 186 | 60.8 |
| Second time | 79 | 25.8 |
| Third time | 12 | 3.9 |
| Fourth time and above | 29 | 9.5 |
| Type of Tourist | | |
| Local tourist | 295 | 96.4 |
| Foreign tourist | 11 | 3.6 |

The Table 1 presents the percentage distribution of the respondents' profile. In terms of age, the respondents aged 18-26 years old got the highest frequency of 232 or 75.8 percent followed by 27-35 years old with 41 or 13.4 percent. The respondents at the age of 36-44 years old got 21 or 6.9 percent. While 45 years old and above has lowest frequency of 12 or 3.9 percentage.

The respondents aged 18-26 years old are commonly students visited the historical attraction as part of their tour. On the other hand, these 45 years old and above are tourists that belong to the middle aged. They are considered conservative, family-centered and busy with their work. They are more attracted to the scenic spots or somewhere with low cost and should be convenient.

Most of the visitors of heritage destination are students for the purpose of learning. However, there are some visitors with different reason for visiting. The group of older people are the people who are imminent to retirement yet mostly employed and has work every day. It basically means that their travel and recreation time declines. Nonetheless, the oldest respondents are more active in participating to the places where they can relate, the middle-aged counterparts (Basaric, 2016).

In terms of gender, the table reveals that most of them are female with 56.2 percent and 172 frequency, whereas, male got 43.8 percent with 134 frequencies.

Females are more interested to go to historical attractions than males. It is because females appreciate those places with sentimental value in the Philippines. While males appreciate it too but some of them are not into historical attractions because some of them thinks that historical attractions is a boring place to go to. But the result shows that there is small difference between the two genders. It is because male and females mostly have similar interest.

Base on a data, the two genders has the potential to have the same way of thinking. It is because of their age, their educational attainment, and by the technology (ZondoI & MakgobaII, 2013).

For frequency of visit, the first timer got 186 or 60.8 percent, second time with 79 or 25.8 percent, fourth time and above has 29 or 9.5 percent and third time with 12 or 3.9 percent.

As the table presented, first timer tourist has the highest percentage 60.8 among the variables. First timer tourist visits historical places for religious and education purposes. Tourist especially students are the one who are the first timer to visit historical attractions. They must have heard that historical attraction is one of the best sites to visit, so they initiate to go and visit the attraction.

Visiting historical places which your child has learnt about can be extremely useful. Such visits can help them expand on what they are learning in school. Many historical places have hands-on exhibits and tours which are sure to get the small one perked up. Trips to historical places will help your child get interested in exploring new things. Historical places are a treasure cove of information (Benefits of visiting historical places, 2016).

However, it also presented the two lowest among the variables which are the third timers with frequency of 12 and the fourth timer and above respondents has a frequency of 29.

The table presented the third time respondents and fourth time and above has the lowest percentage which is 3.9 and 9.5. It is because some of the visitors already know the attraction so that they want to visit it often and some of them wanted look for another attraction for self-satisfaction. But still there are this people who still visit the historical attractions.

The tourists are setting themselves up for disappointment if they are going to repeat their past experienced. It is much better to experience something new and make new learnings that are even better than the previous experience (Groundwater, 2018)

Lastly, for the type of tourist it presents that the local tourist got 295 respondents with a percentage of 96.4 while foreign tourists got 11 respondents only having a percentage of 3.6 percent.

There is a big difference between the percentages according to the type of tourist in the tourist attraction. Local tourist got the higher number of respondents, it is because in local tourist, some of them are having their fieldtrip and most of them are students, some are adults who want to visit a historical sites to get some knowledge and to be amazed in a preserved building or structures also some accumulation. Foreign tourist got the lower it is because some of them are just passing by and also some of them are just having a relatives or friends in one of the local tourist.

By observing historical buildings—whether identified with something well known or unmistakably dramatic—tourists and long-term residents can see the cultural and aesthetic history of a zone. Similarly, as banks want to construct stately, antiquated exteriors, even though it is situated in business shopping centers, a city needs old structures to keep up a feeling of permanency and legacy (Rocchi, 2015).

The purpose of demographic profile of the respondents is to segment the tourists' preference and what they look for from a tourist attraction. The segments are studied to analyze the significance of each profile. The results will provide information on where the tourists' attention is and what they are most interested (Cheung, 2014).

Table 2. Tourist Motives in in Visiting the Historical Attractions With Regards to Travel Motivation

| Indicators | WM | VI | Rank |
|--|-------------|-----------------------|------|
| 1. I wanted to experience the rich culture. | 3.67 | Strongly Agree | 1 |
| 2. I am curious about the famous historical sites. | 3.62 | Strongly Agree | 2.5 |
| 3. I am interested in this attraction as a heritage destination. | 3.62 | Strongly Agree | 2.5 |
| 4. I wanted to participate in the activities related to culture and heritage at the destination. | 3.47 | Agree | 9 |
| 5. I felt the attraction is part of my own heritage/history | 3.55 | Strongly Agree | 7 |
| 6. I wanted to learn the historical background of the attraction | 3.60 | Strongly Agree | 4 |
| 7. I wanted to enrich my knowledge and experience the current situation of the attraction | 3.60 | Strongly Agree | 5 |
| 8. I wanted to escape from stress in my daily life. | 3.51 | Strongly Agree | 8 |
| 9. I wanted to escape from the routines of my life | 3.39 | Agree | 10 |
| 10. I wanted to relax and make myself happy. | 3.59 | Strongly Agree | 6 |
| Composite Mean | 3.56 | Strongly 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 depicts the tourists motives visiting the historical attractions with regards to travel motivation got a composite mean of 3.56 verbally interpreted as strongly agree.

The indicators got the highest weighted mean are “wanted to experience the rich culture” with a weighted mean score of 3.67 followed by “I am curious about the famous historical sites” and “I am interested in this attraction as a heritage destination” with a weighted mean of 3.62 and strongly agreed by the respondents.

Based on the result, most of the tourist wanted to experience the rich culture on the historical sites that they visited maybe because most of them liked everything about the history or the past, they liked to experience of what was the life and culture in the past. Also, most of the tourist can be counted as part of those people who is interested to know what the history in those historical destinations was. The tourist liked to experience the culture, they are interested in the attractions so that they wanted to participate in the activities that are related to culture so that they can contribute a little thing to introduce and for the people to see why the culture does is important and not neglected for some people.

Tourists that is interested with cultural heritage typically need to find out one something or to learn something regarding the struggles, beliefs, practices and victories—that molded the common character of a people. Few of the tourist can share a degree of ancestry to individuals whose history they're fascinated by. To the extent its scale, there is most likely that enthusiasm for social legacy tourism is now solid and becoming more grounded (McNulty & Koff, 2015). Philippines is wealthy in history from the earliest starting point of its reality. While some people make their best to enjoy an exciting vacation on visiting the

different tourist spots or places, a few people likewise love to find a historical origin that can helped the Philippines to a beautiful today (Island of the Philippines, 2017).

On the other hand, items such as, “wanted to escape from stress in my daily life”, “wanted to participate in the activities related to culture and heritage at the destination” and “wanted to escape from the routines of my life” got the lowest mean values of 3.39, 3.47 and 3.51 and are all rated agree only.

Some of the tourist didn’t come up to the reason that they want to escape from the routines of their lives in visiting the historical attractions. It is because some of them not really like the historical attractions, they just visit for some reason, like their relatives bring them to there, or just having fun time and etc.

Tourists are motivated by using a desire to beautify ones on cultural self, to research something new, to fulfil one’s curiosity, or to use up extra time. To put it plainly, legacy tourism incorporates a large number of intentions, resources and encounters and is unmistakable for every individual and every last area visited. The most successive motivations to go to a legacy site online articulated in the writing are willingness and relaxation (Muka & Cinaj, 2015).

Table 3. Tourist Motives in Visiting the Historical Attractions With Regards to Attributes Evaluation

| Indicators | WM | VI | Rank |
|--|-------------|-----------------------|------|
| 1. The historical site is highly valued. | 3.66 | Strongly Agree | 1 |
| 2. The cultural environment is well conserved. | 3.59 | Strongly Agree | 2.5 |
| 3. The historical site is unique compared to others | 3.54 | Strongly Agree | 5.5 |
| 4. The historical architecture is highly valued | 3.59 | Strongly Agree | 2.5 |
| 5. The cultural historical site is attractive to me | 3.54 | Strongly Agree | 7 |
| 6. The cultural activities are very interesting to me | 3.52 | Strongly Agree | 9 |
| 7. The cultural heritage is well interpreted | 3.54 | Strongly Agree | 5.5 |
| 8. I felt safe when I visited the historical attraction | 3.57 | Strongly Agree | 4 |
| 9. The historical attraction is easily accessible to me. | 3.53 | Strongly Agree | 8 |
| 10. The transportation is convenient within the site. | 3.52 | Strongly Agree | 10 |
| Composite Mean | 3.56 | Strongly 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 3 shows the tourists’ motives visiting the historical attractions with regards to attributes evaluation. The over-all composite mean of 3.56 indicates that the respondents strongly agree on the indicators under attributes evaluation.

The result reveals that “the historical sites are highly valued “is estimated as the highest attributes with a weighted mean score of 3.66 and verbally assessed as strongly agree. “The cultural environment is well conserved” and “the historical architecture is highly valued” are also estimated as the highest attributes with a weighted mean score of 3.59. Lastly, is that “I felt safe when I visited the historical attraction” also estimated as the highest attributes with a weighted mean score of 3.57 and verbally assessed also as strongly agree.

The result shows that the tourists are strongly agreed with that attribute, because they get knowledge and they saw how the attraction does is highly valued. All the historical sites are highly valued for this reason

that that historical attraction has a great history or maybe the attraction shows the persons or the things that has a big contribution from the past up to now.

The historical environment is one of our most valuable resources. It contributes to the sense of place, to the cultural identity and to the economy. Many tourists who come to historical places wants to learn more about the history and heritage, the historic environment is what defines the nation that’s why every historical site must be highly valued. And it also contributes to our own cultural identity and sense of place. This pursuit expects distinguishing proof of objects of the past, acknowledgment of objects of the present and displaying of objects of the verifiable future (Ismagilova et al., 2015).

On the other hand, attributes such as “the transportation is convenient within the site”, “the cultural activities are very interesting to me” and “historical attraction is easily accessible to me” got the lowest mean values of 3.52 and 3.54 also all rated as strongly agree.

Some of the tourist believes that the transportation is convenient within the site, and this item got the lowest weighted. It was the lowest for some reason, either some of the attraction is along the highway or in a secluded place. But, still it is verbally assessed as strongly agree.

Transportation needs for tourism promotion and tourism development among others, to repair the existing roads, construction of more roads, sea and air transportation, and building of local airports and enhancement of local flight operations. And established that the level of security and safety in transportation systems is not bad however transportation charges are considered high by tourists. Tourism progress could be even greater if more could be done in different features of transportation systems (Mammadov, 2013).

To create transportation rules for the tourism business, nearby governments, should have an activity and unite all partners to take care of the issue. Likewise, a city transport framework should be created promptly, and a public transportation that connects to tourist destinations is also needed because it is hard for the tourist to get to the attraction if they don’t have private transportation (Asian Social Science, 2015).

Table 4. Tourist Motives in Visiting the Historical Attractions with Regards to Emotional Involvement

| | Indicators | WM | VI | Rank |
|-----------------------|--|-------------|--------------|-------------|
| 1. | The historical attraction is a very special destination to me. | 3.44 | Agree | 1 |
| 2. | I am very attached to this attraction. | 3.31 | Agree | 5 |
| 3. | I have a lot of interest in this attraction as one of the historical tourist destination. | 3.42 | Agree | 2 |
| 4. | I gave myself pleasure by getting involved in the various things/activities to do in this historical site. | 3.40 | Agree | 3 |
| 5. | I would not substitute any other historical destination for the types of things that I did at this province. | 3.35 | Agree | 4 |
| Composite Mean | | 3.38 | 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 4 shows the tourists tourist motives visiting the historical attractions with regards to emotional involvement. The over-all composite mean of 3.38 indicates that the respondents agree on the indicators under emotional involvement.

Based from the result, “the historical attraction is very special destination” obtained the highest weighted mean score of 3.44. It was followed by “interest in this attraction as one of the tourist destination” which is 3.42 All were verbally assessed as agree.

Tourist may have a special interest especially in terms of history and cultures because it is part of their education. And some are for religious purposes. They think that visiting historical places can open their mind to the truth which was happened long time ago. People of many countries, the western countries in particular, have influenced enormously in tourism over the few years. Personal, religious, and educational are the important factors for motivating these people to visit the historical place (“Discuss the reasons why”, 2015).

On the other hand, items such as and “getting involved in various things to do in this historical site” with 3.40 weighted mean “substituting any other historical destination for the types of things that I did at this province” and “very attached to this attraction” got the lowest mean values of 3.35 and 3.31, but both verbally assessed as agree also.

Tourist may have had a bad experience or bad perception for them to be slightly attached on that historical site. They also consider the surroundings and the environment of the historical attraction. They are looking for a place which are connected to their expectation. Factors contributing to form place attachment can be both from people and places. This study, Hashem, Abbas, Akbar and Nazgo (2013) indicated that factors of attachment are related to physical factors, social factors, cultural factors, personal factors, memories and experiences, place satisfaction, interaction and activity factors, and the time factor.

Table 5. Tourist’s Satisfaction to Historical Attractions as to Element of Tourists Destination

| Indicators | WM | VI | Rank |
|---|-------------|-------------------------|------|
| 1. Personal safety and security | 3.67 | Highly Satisfied | 1 |
| 2. Easily reached destination | 3.56 | Highly Satisfied | 6 |
| 3. Cleanliness of the destination | 3.66 | Highly Satisfied | 2 |
| 4. Climate conditions | 3.47 | Satisfied | 9 |
| 5. Diversity of cultural/historical attractions | 3.63 | Highly Satisfied | 3.5 |
| 6. The quality of the accommodation | 3.56 | Highly Satisfied | 6 |
| 7. The variety of local cuisine | 3.47 | Satisfied | 8 |
| 8. Friendliness and hospitality of the local people. | 3.63 | Highly Satisfied | 3.5 |
| 9. Convenience of the local transportation services | 3.56 | Highly Satisfied | 6 |
| 10. Availability of sport and recreational activities | 3.38 | Satisfied | 10 |
| Composite Mean | 3.56 | Highly Satisfied | |

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

Table 5 signifies the result of tourist satisfaction visiting the historical attractions with regards to elements of tourist destination has a composite mean of 3.56 and highly satisfied.

The result reveals that “personal safety and security” is estimated as the important element of tourist destination with a mean of 3.67. The second element that the respondents strongly agree is “cleanliness of the destination” with a mean score of 3.66. The “diversity of cultural/historical attractions” and “friendliness and hospitality of the local people” are both ranked as third highly satisfied with a weighted mean of 3.63.

Safety and security can be assumed to be the most important matter for tourists. Numerous possibilities of incidents can happen. There are different forms of incidents, there are crime-related and wars. The worst example of tragedy was the terror attack of 9/11. What happened on 11th of September year 2003 affected the mass withdrawal and a big loss according to Air Transport Association. They have concluded that the tourists are now frightened to fly, worse is they lost their integrity when it comes to safety and security system. They contend that the wars further have had a damaging effect on tourism flows.

Security represents important issues for tourists. According to Amir, See and Smail (2018) one of the factors of tourism industry that must be assured is the safe and secure environment. Personal safety and security are fundamental aspects for all the tourist destinations and for its development. It is normal for tourist to be concern about safety and security. Several people, particularly tourists are having anxiety of the possible harm or injury they might have. The thought of becoming a possible victim to any crime, accidents or terrorism is the tourists’ nightmare. The image of the tourist destination may become unpleasant if the perception of the tourist about that place is dangerous. Tourism destination may be successful or failed depends on how it can provide the safety and security of the visitors or tourist.

Meanwhile, the factors in elements of tourist destination with low mean values are “variety of local cuisine” with 3.47 weighted mean, “climate conditions” got 3.47 as well and “availability of sport and recreational activities” with a lowest mean of 3.38. The purposes of the historical attractions are for learning, showing of the importance of the historical attractions and present the cultural values of those historic sites. The “availability of sport and recreational activities” do not need to consider when visiting historical attraction. Most of the respondents are students who visit the historical attraction for education. It is the reason why this factor has the least mean score.

According to Gozalova, Shchikanov & Vernigor (2014) there are tourists that travel to visit sports attraction and observe it. Tourist experience travel while engaging in sport-related activities. Sports attractions take place accordingly to the type of tourist destination. To compete in the rising tourism market of sport, it is necessary for communities to make a deep understanding of the advantages and influence of sports in tourism. Tourism industry recognizes it as sport tourism (Alshafiee et. al, 2017.)

Recreational area or space is a part of facilities of the tourist destination. It is for the people who visit the place, where they can leisurely spend their time. Regularly, it is a public place for people to use many times. Typically, it is related with the activities outdoors and sports. Sometimes, recreational spaces have a primary purpose more likely a recreational activity for the attentiveness of the group. It is also an area or space that is able to provide the quality of the physical of the area and place (Indugeetha, 2014).

Table 6. Tourist’s Satisfaction to Historical Attractions as to City Environment

| Indicators | WM | VI | Rank |
|-----------------------------------|-------------|-------------------------|------|
| 1. Cleanliness | 3.67 | Highly Satisfied | 2 |
| 2. Good weather | 3.56 | Highly Satisfied | 5 |
| 3. Old/historic visual appeal | 3.71 | Highly Satisfied | 1 |
| 4. Variety of recreational spaces | 3.61 | Highly Satisfied | 3.5 |
| 5. Dense built environment | 3.61 | Highly Satisfied | 3.5 |
| Composite Mean | 3.63 | Highly Satisfied | |

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

Table 6 reflects the different tourist’s satisfaction indicators to historical attractions as to City Environment. The over-all composite mean of 3.63 indicates that the respondents are highly satisfied on the indicators presented. “Old/historic visual appeal” got the highest frequency of 3.71. “Cleanliness” ranked second with a weighted mean of 3.67.

The table proves that “historic visual appeal” with a mean of 3.71 is one of the top indicators that can highly satisfy the tourist. The tourists expect to see the historic appeal when they visit the historical attraction. The visitors were highly satisfied on their travel or visit because the historic appeal on an attraction gives the spirit of history and a good reflection of the past.

According to Rocchi (2015), old structures help to remember a city's way of life and quality. By observing notable buildings—whether identified with something celebrated or unmistakably dramatic—tourists and long-lasting inhabitants can witness the tasteful and cultural history of a zone. The preservation of historic buildings could make certain places what's going to be valued within the future. This reality brings to light the importance of locating and saving buildings of historic significance—because once a piece of history is destroyed, it's lost forever.

Among the indicators regarding the tourist’s satisfaction regarding the city environment “variety of recreational spaces” and “dense built environment” both have the weighted mean of 3.61 and interpreted as highly satisfied. “Good weather” ranked the lowest mean value with a weighted of 3.56 and interpreted as highly satisfied.

As the table reveals the tourists’ satisfaction as to city environment, the weighted mean of each indicator does not differ with each other. It has small difference only between each other. All the indicators under city environment are necessary it’s just that “good weather” is the least important to the visitors among the factors.

Weather influences the tourist experience that affects various factors such as the factors linked to the destination and even the type of trip that the tourist is on. It influences the pleasure of the experience the tourist can have. However, several studies of tourists’ satisfaction stated that tourists focuses on the tourism and hospitality services and pay less attention to the weather. The results of the surveys concerning the tourists’ satisfaction show that tourists’ has highest ratings on the destinations attributes. The attention on positive attributes of the destination misses determining the weather impact to the travel experience of the tourist (Becken, 2013).

Table 7. Tourist’s Satisfaction to Historical Attractions as to City Experience

| Indicators | WM | VI | Rank |
|---|-------------|-------------------------|------|
| 1. No language barriers | 3.62 | Highly Satisfied | 5 |
| 2. Opportunity to experience local life | 3.63 | Highly Satisfied | 4 |
| 3. Friendly and Hospitable local people | 3.71 | Highly Satisfied | 1 |
| 4. Easy to walk around | 3.68 | Highly Satisfied | 3 |
| 5. Easy to follow the directional signs | 3.70 | Highly Satisfied | 2 |
| Composite Mean | 3.67 | Highly Satisfied | |

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

Table 7 presents the tourists experience visiting the historical attractions with about to city experience. The general composite means of 3.67 shows that the respondents were highly satisfied based on the indicators under the variable city experience.

Based on the result, the highest weighted mean result of 3.71 is “friendly and hospitable local people”. And it was followed by “easy to follow the directional signs” with a weighted mean of 3.70 and all having the verbal interpretation of highly satisfied.

Aside from the services that the attraction can provide, most of the tourists like it better to visit an attraction with a friendly and hospitable neighborhood. It is because, having welcoming people around could feel more comfortable and different for the tourists.

The most important and valuable experience that the tourists experienced in an attraction is how the people there are very friendly and hospitable and treat them the way they deserve to be treated. Because of that, the tourist continually going back to that attraction because they were highly satisfied (Ezeuduji, 2016).

The least indicators are “easy to walk around” with a weighted mean of 3.68. “Opportunity to experience local life” with the weighted mean 3.63 and “no language barriers” got the lowest result with 3.62 score and the verbal interpretation of highly satisfied.

Tourists have their own perception or understanding about experiencing local life. And some of the tourist was come from different places with different ways of speaking or dialects.

There are a lot of different languages and dialects that are not helpful when travelling. It is because of the culture, tourists don’t want to worry or misunderstood people around them when they are travelling, because everyone has their own different perception when receiving information or words that coming from different people with different culture (Andrew, 2017).

Table 8. Tourist’s Satisfaction to Historical Attractions as to Range of Attractions

| | Indicators | WM | VI | Rank |
|----|--|-------------|-------------------------|-------------|
| 1. | Variety of museums and galleries | 3.71 | Highly Satisfied | 1 |
| 2. | Variety of music and performance | 3.55 | Highly Satisfied | 5 |
| 3. | Unique history | 3.63 | Highly Satisfied | 3 |
| 4. | Variety of historical sites and cultural attractions | 3.65 | Highly Satisfied | 2 |
| 5. | Variety of special events and festivals | 3.58 | Highly Satisfied | 4 |
| | Composite Mean | 3.62 | Highly Satisfied | |

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

The Table 8 presents the tourists’ satisfaction to historical attractions as to range of attraction and has a composite mean of 3.62.

It reveals that the indicator with highly satisfied and highest means score of 3.71 is “variety of museums and galleries”. The “variety of historical sites and cultural attractions” obtained the mean scores of 3.65 and 3.63 which are also both important factors when visiting historical attraction.

Variety of museums and galleries has the highest rank among the factors regarding range of attractions. Museums and galleries are unique learning attraction. It is both considered as tourist destinations because it always attracts the public attention. Most of the respondents are students and the tourist that visits the historical attraction is for education purposes. For that reason, it is likely that museums and galleries

impressed them more than other tourist attraction. Also according to PTCAO, the top ten historical attractions in the Province of Batangas are mostly museums.

Museums are considered as cultural destinations; they are also related to tourist destinations that has a huge impact on economy. It is scientifically the gathering of material connected to cultural and historical arts. Museums are the best representation for understanding of the human culture that has passed from generation to generation. It has a great advantage for tourist involvement. Monuments represent the human culture, its cultural and historical value. Museums are important for social groups mostly for children. It provides the awareness of the cultural and historical value of their homeland (Ismagilova, Safiullin & Gafurov, 2015).

As shown in the table above, “unique history” with a weighted mean of 3.63, “variety of special events and festivals” has 3.58 weighted mean and also “variety of music and performance” with 3.55 weighted mean and is the lowest indicator with regards to tourist’s satisfaction as to range of attractions. Music and performance mostly occur for some purpose only where massive people gathers together to enjoy music exclusively. And historical attractions offer the representation of the history and cultural value of the place or significant person only. That is why, their satisfaction is low and that these factors do not achieve the tourist’s satisfaction.

According to Bhusal (2015) Music brings people together as one. Music is one way that puts every piece combine. It has a great impact in tourism. The influence of music on tourism is visible through how the musical show is set. Some musical shows’ purpose is not for politics or contentious so massive people bond together to enjoy music.

Table 9. Tourist’s Satisfaction to Historical Attractions as to Tourism Services

| Indicators | WM | VI | Rank |
|---|-------------|-------------------------|------|
| 1. Various tourism information | 3.65 | Highly Satisfied | 1.5 |
| 2. Convenient opening hours | 3.65 | Highly Satisfied | 1.5 |
| 3. Availability of service signs | 3.63 | Highly Satisfied | 3.5 |
| 4. Reasonable price of local services | 3.59 | Highly Satisfied | 5 |
| 5. Various types of local products and services | 3.63 | Highly Satisfied | 3.5 |
| Composite Mean | 3.63 | Highly Satisfied | |

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

Table 9 reflects the over-all composite mean of 3.63 indicates that the respondent is highly satisfied on the indicators presented. “Various tourism information” and “convenient opening hours” are both got the highest weighted mean of 3.65 and verbally interpreted as highly satisfied.

As shown in the table, “various tourism information” and “convenient opening hours” both interpreted as highly satisfied. As stated by Tourism Information Center in 2014, a tourism information center is often the main contact partner of visitors from a specific tourist destination. When tourists get the data and information about their destination, they learned from it and became satisfied on their travel experience. “Convenient opening hours” affects the tourists flow. Tourists are highly satisfied on their visit when their destination are open and has longer opening hours to enjoy more.

The tourists are offered new thoughts of recreation, suggestions for convenience or dinner, and other critical data. Likewise, when they touch base in a new city, TIC is, for some travelers, the primary spot that they bring keeping in mind the end goal to get data about the vacationer offer (Tourism Information Center, 2014). The “always on” principle means customers expect longer service. Tourists don’t expect to have disruption in this industry. Tourists assume longer opening hours and weekend support (Pickard, 2015).

On the other hand, the lowest indicators are, “availability of service signs” with a weighted mean of 3.63. “Various types of local products” with a weighted mean of 3.63. “Reasonable price of local services” got the least score of 3.59 and all are verbally interpreted as highly satisfied. Thus, the service and price is highly being observed by the tourists. The price should be worth the travel and experience of the tourist destination. The price of services, the quality of the products and the quality of the local services had the highest impact on the over-all satisfaction of the tourists. Customers are usually sensitive when it comes to the prices. Yet the result of the study shows that customers are expected to be loyal if the service provides improvement and continues. A customer wants the quality of service as well as the service provider with reasonable prices (Rasheed & Abadi, 2014).

Table 10. Tourist’s Satisfaction to Historical Attractions as to Transportation

| Indicators | WM | VI | Rank |
|--|-------------|-------------------------|------|
| 1. Easy to understand and use local transport | 3.69 | Highly Satisfied | 1 |
| 2. Safe transportation to and from places | 3.66 | Highly Satisfied | 2 |
| 3. Accurate timetables | 3.63 | Highly Satisfied | 3 |
| 4. Good condition of transportation technology | 3.58 | Highly Satisfied | 4 |
| 5. Reasonable prices | 3.56 | Highly Satisfied | 5 |
| Composite Mean | 3.62 | Highly Satisfied | |

Legend: 3.50 – 4.00 = Highly Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

Table 10 the table above shows the tourist’s transportation in visiting historical attractions regards to transportation variable. The overall composite mean of 3.62 shows that the respondents feel highly satisfied. “Easy to understand and use of the local transport” got the mean of 3.69 is the highest weighted mean. Followed by “Safe transportation to and from places” with 3.66, both are verbally interpreted as highly satisfied.

Transportation has a big factor in tourism industry and to the tourists. Some tourists prefer to use local transportation because by using it, the tourists can experience different moments going to an attraction. And in Batangas, local transportation is very easy to use because it has a specific signage where it will be going to, so tourists will not be lost in going to the attraction. Local transportation has a great impact on the tourist’s satisfaction. Importance of transportation is that it is ease-of-use. And sometimes, transportation influences the attractions or destinations to the tourist’s perceptions (Diem-Trinh Le-Klähn, 2014).

The least indicators are “accurate timetables” with a weighted mean of 3.63. “Good condition of transportation technology” got the weighted mean 3.58 and “Reasonable prices” which got the lowest weighted mean 3.56. All are verbally interpreted as highly satisfied.

Tourists prefer that the local transportation have a reasonable price. A tourist is very practical regards with their reserved money when they’re travelling. And by the result of the study, the local

transportation prices are not what they expected. And it may cause a huge effect on them. Based on the data, all the expenses should have a great value. Every tourist considers the prices of the transportation when going to an attraction or destination. From the beginning of their travel, transportation has a big role in reaching the attractions. Also, it can be said that the transportation has an important impact on tourist experience (Yukseka, 2016).

Table 11. Difference of Responses on Tourist Motives Visiting the Historical Attractions When Grouped According to Profile

| | Travel Motivation | | | Attributes Evaluation | | | Emotional Involvement | | |
|--------------------|-------------------|---------|----|-----------------------|---------|----|-----------------------|---------|----|
| | F-vaue | p-value | I | F-vaue | p-value | I | F-vaue | p-value | I |
| Age | 0.711 | 0.546 | NS | 0.078 | 0.972 | NS | 1.564 | 0.198 | NS |
| Frequency of Visit | 0.553 | 0.581 | NS | 0.799 | 0.425 | NS | 0.654 | 0.514 | NS |
| Gender | 3.037 | 0.029 | S | 4.642 | 0.003 | S | 1.592 | 0.191 | NS |
| Type of Tourist | -0.606 | 0.545 | NS | -0.020 | 0.984 | NS | -0.688 | 0.492 | NS |

Legend: Significant at p-value < 0.05: HS = Highly Significant; S = Significant; NS = Not Significant

Table 11 presents the comparison of responses on tourist motives visiting the historical attractions when grouped according to profile variables. It was observed that there was a significant difference on travel motivation ($p = 0.029$) and attributes evaluation ($p = 0.003$) because the obtained p-values were less than 0.05 alpha level. This means that the responses vary significantly and based from test conducted, male have higher assessment on travel motivation and attributes evaluation.

This means that the male respondents visited historical attraction to experience rich culture with regards to travel motivation. They are curious about the heritage sites so they find it interesting. Male tourists visited to enrich and expand their knowledge. In terms of attributes evaluation, male tourists consider the historical sites as highly valued and the cultural environment is well conserved. These are the male top tourists' motives when visiting historical attractions. Male tourists are generally confident and calm when traveling. Female or women tourists are more likely stressed and nervous when they are traveling. Regarding the travel motivations, there was a significant difference between genders. Male tourists prefer recreational activities and adventure in a tourist destination (Jain, 2015).

Table 12. Difference of Responses on Tourist's Satisfaction to Historical Attractions When Grouped According to Age

| | F-value | p-value | Interpretation |
|---------------------------------|---------|---------|-----------------|
| Element of Tourists Destination | 0.581 | 0.628 | Not Significant |
| City Environment | 0.868 | 0.458 | Not Significant |
| City Experience | 0.240 | 0.868 | Not Significant |
| Range of Attractions | 0.547 | 0.650 | Not Significant |
| Tourism Services | 0.003 | 1.000 | Not Significant |
| Transportation | 0.617 | 0.604 | Not Significant |

Legend: Significant at p-value < 0.05: HS = Highly Significant; S = Significant; NS = Not Significant

As seen from the result, all computed p-values were greater than 0.05 alpha levels, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses on tourist's satisfaction to historical attractions do not differ statistically.

Based on the table above, there was no significant difference among the responses on tourist's satisfaction when grouped according to age. It only implies that male and female different age groups have the equal level of assessment. Their assessment does not vary when grouped according to age. Regardless of the age or level of maturity, there is no significant difference concerning the response of the tourist's satisfaction to historical attraction. According to Nicolau (2017), the study had proven that there were no significant differences in terms of age when it comes to the motivational factor when visiting a tourist attraction. Regardless of the age, tourists' satisfaction does not vary with each other. Young or old, both have the equal level of valuation and level of satisfaction when visiting historical attractions. The study discovered that the tourists' stages do not have any significant influence. The tourist satisfaction states to the feeling of pleasure gained after experiencing and visiting historical attractions.

Table 13. Difference of Responses on Tourist's Satisfaction to Historical Attractions When Grouped According to Gender

| | t-value | p-value | Interpretation |
|---------------------------------|----------------|----------------|-----------------------|
| Element of Tourists Destination | 0.150 | 0.881 | Not Significant |
| City Environment | 0.111 | 0.911 | Not Significant |
| City Experience | 0.459 | 0.647 | Not Significant |
| Range of Attractions | 0.833 | 0.406 | Not Significant |
| Tourism Services | 0.972 | 0.332 | Not Significant |
| Transportation | 0.496 | 0.620 | Not Significant |

Legend: Significant at p-value < 0.05: HS = Highly Significant; S = Significant; NS = Not Significant

As seen from the table above, all p-values computed were higher than 0.5 alpha level, so the researchers fail to consider the statistical hypothesis. It means that there are no significant differences observed and indicate the answers to tourists' satisfaction in historical attraction are no different statistics. Gender is such a big part of our identity that is always defined by everyone's psychological differences as male and female. Not shockingly, these differences are seen in numerous gender stereotypes - male once in a while share their feelings, whereas female are more emotional - but an Iowa State University researcher tells the truth of male and female are more alike than everyone thinks (Ames, 2015).

Table 14. Difference of Responses on Tourist's Satisfaction to Historical Attractions When Grouped According to Frequency of Visit

| | F-value | p-value | Interpretation |
|---------------------------------|----------------|----------------|-----------------------|
| Element of Tourists Destination | 2.661 | 0.048 | Significant |
| City Environment | 2.733 | 0.044 | Significant |
| City Experience | 3.787 | 0.011 | Significant |
| Range of Attractions | 1.221 | 0.302 | Not Significant |
| Tourism Services | 5.322 | 0.001 | Significant |
| Transportation | 1.674 | 0.173 | Not Significant |

Legend: Significant at p-value < 0.05: HS = Highly Significant; S = Significant; NS = Not Significant

Table 14 specify that there was significant difference observed on element of tourists' destination ($p = 0.048$), city environment ($p = 0.044$), city experience ($p = 0.011$) and tourism services (0.001) because the resulted p-values were less than the alpha level of 0.05. This indicates that the responses vary significantly and based from the post hoc test conducted, those who visit the place for the first time have higher assessment compared to the others.

First timer tourist visits historical places for religious and education purposes. Tourist especially students are the one who are the first time to visit historical attractions. There is someone who told them that that historical attraction is one of the best sites to visit, so that they will initiate to go and visit the attraction.

Visiting historical places which your child has learnt about can be extremely useful. Such visits can help them expand on what they are learning in school. Many historical places have hands-on exhibits and tours which are sure to get your small one perked up. Trips to historical places will help your child get interested in exploring new things. Historical places are a treasure cove of information (Benefits of visiting historical places, 2016).

In this table, it shows that element of tourist destination is one of the highest F-value which is 2.661 and p-value of 0.048 that has interpretation of significant.

This is the core reason why tourists, in the first place, visits the historical attraction, and can also be the reason why they keep coming back. It really matters because this is how they are engaged to visit an attraction. These factors contribute to how a historical attraction affects the overall satisfaction of tourists. Given some of the factors above, it will be a challenge to the hosts on how they will keep the interests of their visitors and make them come back. That is why it is important that historical attractions should be preserved and maintains to make it look authentic, at the same time making it modern to serve its purpose of telling its story to the visitors.

In the tourists' decision-making and their experience in travel, the element of the destination plays a vital role. From where the tourists came from to the destination they chose, the climatic and atmospheric conditions are the essential motivational elements. It is taken carefully during the planning of the tour or trip. Climate condition and weather affect the whole tourism experience as well as the tourists' satisfaction. These are the factors that made the climate as an important aspect of the image of tourist destination because of the massive impact of attraction to the tourist (Martin, Lopez & Ibarra, 2017).

City Environment is the third highest with f-value 2.733 and p-value 0.044. It is also interpreted as significant. Because cleanliness and good condition of the environment makes the tourist go back to the attraction. Attraction must have an improvement every quarter or every year so that the number of tourist will predictably increase.

Part of the overall satisfaction of tourists is the city environment where the attraction resides. Geographical location is an element of this, as well as political and economic status of the city. Its level of urbanity or rurality may or may not affect the impressions of the visitors towards the attraction. No matter how the attraction is feasible when the location's environment doesn't conform to its feasibility, it will not guarantee visitors.

Urban areas are important are important tourist destination and major recipients of both citizen's activity and tourism just like Kumamoto. They provide places for people to do daily activity, interact socially and have a recreational space (Homma, Giriwati & Iki, 2013).

City experience is the second highest f value which is 3.787 and p-value 0.011. It is also interpreted as significant.

The visitor's experience on the city may affect the rate of them coming back to the attraction. Example is road traffic, cellular reception, safety and order of the place, likewise anything that affects visitor's convenience. In order to make visitors enjoy their stay, these factors should be given priority by the tourism as well as city got in conjunction to the city environment. This will boost the confidence and trust of visitors to the place even more.

Tourists have different perceptions in traveling. Some are going for recreation, unwinding, dreams, involvement and to associate with other individuals. Prior to the voyagers go to a visitor goal, it needs some exploration about the goal sightseers were intending to go to. In that exploration, vacationers will pick up learning about it. They will see a few surveys of other individuals about that place, that audits discuss the experience other individuals experienced in that place. Also, by recognizing what others post-fulfilment about that place, different sightseers will clearly be intrigued. Along these lines, travelers will go there to encounter how it feels to be there. Not many tourists are getting the chance to discover them. There is not enough time to discover everything within the short term you spend at your destination. And as you continue traveling, it is simple to fall into the trap of dealing with the same things over and over with minimal variations. The feeling of nature can be a huge success in filing when facing the unknown. With flipside, doing of the same hinders to you from encountering new things (BonAppetour, 2016).

Tourism service has the highest F-value which is 5.322 and p-value 0.173 that leads to the interpretation of significant. It also affects the overall satisfaction rate of visitors on the elements of tourism services like maps, food availability, souvenirs, lodging, even the getting visas and tourist status for foreigners. This partnership of the tourist attraction to different establishments and other got offices helps in maintaining the quality of visits of their visitors. In order to stay at par, tourism services should be always there to support these visitors whenever they need one.

The tourism business in general survives due to different tourism items and administrations. Tourism industry is adaptable. The results of tourism can't be effortlessly institutionalized as they are made for the clients of shifted interests and requests. As the tourism items are for the most part of the visitors' involvement, they can be put away just in the voyagers' recollections. These are the items and administrations made fundamentally for the sightseers and furthermore for local people. These items require an incredible offer of interests in private division. A couple of them are Transportation, Accommodation, Tourism Information centers, Tour Operators, Retail Travel Agents, Restaurants for Food and Beverages (Products & Services, 2018).

As seen from the result of Table 15 with regards in type of tourists, all computed p-values were greater than 0.05 alpha levels, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses on tourist's satisfaction to historical attractions do not differ statistically.

Table 15. Difference of Responses on Tourist's Satisfaction to Historical Attractions When Grouped According to Type of Tourists

| | t-value | p-value | Interpretation |
|---------------------------------|----------------|----------------|-----------------------|
| Element of Tourists Destination | 1.935 | 0.054 | Not Significant |
| City Environment | -0.452 | 0.652 | Not Significant |
| City Experience | 1.065 | 0.288 | Not Significant |
| Range of Attractions | 1.738 | 0.083 | Not Significant |
| Tourism Services | 0.083 | 0.934 | Not Significant |
| Transportation | -1.335 | 0.183 | Not Significant |

Legend: Significant at p-value < 0.05: HS = Highly Significant; S = Significant; NS = Not Significant

As the table presents, it means that the respondents is not significantly differed when grouped according to type of tourist because the motives and satisfaction of the respondents will be based on the extent services provided to them.

Historical sites had a lot of accumulations of antiques; they enable you to meet with neighbours, talk about opinions and thoughts, and turned into an active piece of the community. Galleries give an extraordinary reason to invest energy with loved ones in a very positive way. Personal connections can be made with historical sites and furthermore with relatives amid visits. A day at the historical site regularly means multi day went through with friends and family as mother and father change into visit guides, and nature gives a mutual learning background. Numerous museums are non-profit substances with missions to inspire and educate the tourists– and that implies that they require the help of guests, individuals, and contributors so as to continue satisfying those missions (Dilenschneider, 2018).

Table 16. Proposed action plan based on the result of the study

| KRA/ Objectives | Strategies | Outcomes |
|--|---|---|
| A. To develop sports and recreation activities | D. The tourist would have additional option to visit. | G. The destination would have other attraction to add aside from historical site. |
| B. To increase tourist arrival regardless of climate condition | E. Provide outdoor/ indoor facilities | H. The tourist will be able to choose between outdoor and indoor facilities |
| C. To increase tourist satisfaction | F. Build a restaurant inside the attraction | I. The tourist will have worthy experience |

Note: Person involves are Managers, Government, and staffs.

CONCLUSIONS

Majority of the respondents visited the historical attraction are at the age of 18 to 26 years old, majority are female, first time visitors and are local tourist. The respondents strongly agree that they wanted to experience the rich culture the historical site, the place, is highly valued and very special destination for

them. There was a significant difference found on travel motivation and attributes evaluation when grouped according to profile in terms of gender. When grouped according to frequency of visit there was a significant difference observed on the elements of tourists' destination, city environment, and city experience and tourism services. The researchers able to propose an action plan based on the result of the study.

RECOMMENDATION

The attraction management/DOT may increase marketing promotions, through social media, posters and flyers to promote the historical attractions in Batangas Province. The management will provide professional curator and audio visual room with virtual reality for the convenience of people with disabilities. The future researchers may use similar study using different variables such as Culture and History, Heritage Attractiveness, Facilities and Service and Satisfaction.

REFERENCES

- Alshafiee M., Alshayeb H. & Ojilat J., (2017). The Effect of Sport Tourism Management on Support for Tourism Development. Retrieved from: <https://www.researchgate.net>
- Ames L. (2015). Gender roles: Men and women are not so different after all. Retrieved from: <https://www.news.iastate.edu>
- Amir, See & Smail. (2018). Sustainable Tourist Environment Perception of International Women Travelers on Safety and Security in Kuala Lumpur. Retrieved from: <https://www.researchgate.net>
- Andrew (2017). Avoids foreign travel 'because of language barrier'. Retrieved from: <https://www.aol.co.uk>
- Asian Social Science, (2015). Tourist Transportation Problems and Guidelines for Developing the Tourism Industry in Khon Kaen, Thailand. Retrieved from: <https://www.researchgate.net>
- Basaric V., (2016). Gender and age differences in the travel behavior. Retrieved from: <https://core.ac.uk>
- Becken P., (2013). The impacts of weather on tourist travel. Retrieved from: <https://www.tandfonline.com>
- Benefits of visiting historical places with young kids (2016) <https://www.mykidsway.com>
- Bhusal, (2015). Importance and impact of international music in tourism. Retrieved from: <https://www.theseus.fi>
- BonAppetour (2016). Ways to enhance your vacation. Retrieved from: <https://www.bonappetour.com>
- Cheung, (2014). The classification of heritage tourists: a case of Hue City, Vietnam. Retrieved from: <https://www.tandfonline.com>
- Diem-Trinh Le-Klähn (2014) .Analysis of Visitor Satisfaction with Public Transport in Munich. Retrieved from: <https://www.nctr.usf.edu.com>
- Dilenschneider C., (2018). Why is the historic environment important. Retrieved from: <https://www.historicenvironment.scot>
- Discuss the reasons why some people like to visit historical places, (2015). Retrieved from: <https://www.testbig.com>

- Ezeuduji I., (2016) .Tourist Profile and Destination Brand Perception: The case of cape town, south africa. Retrieved from: <http://journals.univ-danubius.ro/index.php>
- GroundWater, B. (2018) Why you should always go back: Returning to your favorite destination. <http://www.traveller.com>
- Gozalova M., Shchikanov A. & Vernigor A. (2014). Sports Tourism. Retrieved from: file:///E:/PDF/Pol_J_Sport_Tourism_21_pp92-96.pdf
- Hale J. (2018). The 3 basic types of descriptive research method. Retrieved from: <http://psychcentral.com>
- Hashem H., Abbas Y., Akbar H., Nazgo N. (2013) Comparison the concepts of sense of place and attachment to place in architectural studies Malaysia Journal of Society and Space
- Homma. R., Giriwati N. & Iki K., (2013). Urban tourism: Designing a tourism space in a city context for social sustainability.. Retrieved from: <https://www.researchgate.net>
- Indugeetha, (2014). Need for more public recreation places in thiruvananthapuram city. Retrieved from: <https://www.ijser.org>
- Island of the Philippines, (2017). Discover top 10 historical sites in the Philippines. Retrieved from: <http://www.islandsofthephilippines.com>
- Ismagilova, G., Safiullin, L. & Gafurov, I. (2015). Using historical heritage as a factor in tourism development. Procedia - Social and Behavioral Sciences. Retrieved from: <https://www.sciencedirect.com>
- Jain S., (2015). Gender as a Determinant of Perception of Customers towards Stur Category Hotels of Mudhya Pradesh. Retrieved from: <https://scholar.google.com>.
- Mammadov, R. (2013). The importance of transportation in tourism sector. Retrieved from: <https://papers.ssrn.com>
- Martin, Lopez & Ibarra, (2017). Tourists, weather and climate. official tourism promotion website as a source of information. Retrieved from: <http://www.mdpi.com>
- Marques, V. (2017). Tourists' motivation toward visiting world heritage site: the case of guimares. Retrieved from: <http://www.academia.edu>
- McNulty R. & Koff R., (2015). Cultural heritage tourism. Retrieved from: <http://www.livable.org>
- Muka M. & Cinaj N., (2015). Motivation, perception and expectation of visitors in heritage sites, case: bunk' art. Retrieved from: www.mcser.org
- Nicolau J., (2017). Travel frequency of seniors tourists. Retrieved from: <https://www.researchgate.net>
- Pickard T. (2015). 10 Trends Changing Customer Expectations. Retrieved from: <https://www.icmi.com>
- Products & Services. (2018). Retrieved from: <https://www.tutorialspoint.com>
- Quach G., (2013). Examining international tourists' satisfaction with hanoi tourism Retrieved from: <http://lauda.ulapland.fi>
- Rasheed F. & Abadi M., (2014). Impact of service quality, trust and perceived value on customer loyalty in Malaysia services industries Retrieved from: <https://ac.els-cdn.com>
- Rocchi J., (2015). Six Practical Reasons to Save Old Buildings. Retrieved from: <https://savingplaces.org>

- Tourism Information Center, (2014). Retrieved from: <https://www.solimarinternational.com>
- Yao Y., (2013) Assessing Tourist Experience Satisfaction with a Heritage Destination Retrieved from: <https://pdfs.semanticscholar.org>
- Yukseka, G. (2016). The Effects of Public Transport Performance on Destination Satisfaction. Retrieved from: <http://www.ajhtl.com>
- ZondoI N. & MakgobaII M., (2013) .A new look at demographic transformation for universities in South Africa. Retrieved from: <http://www.scielo.org>