

# Tourist Motivations and Expectations of the Historical Attractions in CALABARZON Region

Asia Pacific Journal  
of Management and  
Sustainable Development  
Vol. 9 No. 2, 22-30  
October 2021 Part II  
ISSN 2782-8557 (Print)

Jennie Margaret M. Apritado (PhD IHM)

Graduate School, Lyceum of the Philippines University Batangas  
jmapritado@lpubatangas.edu.ph

Date Received: August 29, 2021; Date Revised: October 2, 2021

**Abstract** – This research focused on assessing the tourists' motives, expectations, and experience of historical attractions in CALABARZON. Specifically, it sought to determine the tourists' motives in terms of travel motivation, attributes evaluation and emotional involvement to historical sites; assess the tourist expectation relating to elements of destination in terms of environment, range of attractions, tourism services, and transportation; determine the level of experience in terms of the learning experience, emotional experience, meaningful experience, and enjoyment; test the significant difference in motivation, expectation, and experience when grouped according to the profile variables; test the significant relationship among the three major variables, and propose a management and innovation plan of historical attractions based on the result of the study. Respondents were motivated to visit historical attractions; they have high expectations of its environment, range of attraction, tourism services, and transportation; There was a significant difference observed in motives and expectation when grouped according to profile variables. Finally, the significant difference in responses according to the location was noted almost on all given context of tourists' expectation while on tourists' motives, the difference appeared on travel motivation and attributes evaluation. The researcher has proposed management and innovation for historical attractions. This study is only limited to the CALABARZON region, and other researchers may explore other regions of the country for better generalizability of the findings of the study.

**Keywords:** CALABARZON, Expectations, Historical attractions, Tourists' motivations

## INTRODUCTION

Churches or cathedrals or temples, monuments, galleries, and museums or places with cultural values and historical memories are most likely considered as historical attractions. Its structural building designs and layouts are places where a heroic event happened. The memorabilia from the significant event of the past were compiled, collected, and preserved. They are important objects of history. Visiting such historical places is the subject of appreciation, nationalistic pride, and remembering the achievements of the Filipinos. World Tourism Organization (WTO) (2012) as cited by Montana-Divin-Dolj, [1], expounded cultural tourism with records and collection of objects and events with high historical value.

People are motivated to travel and visit different historical places for personal satisfaction, aiming to enhance their educational knowledge or to perform religious activities and to make relaxation [2]. Similarly, from the result of the study of Muka and Cina [3], tourists visit the historical places for having learning motivations, make a decision based on their perceptions, others would just have to simply explore, relax and have recreational experiences.

The motives of historical tourists are filled with so much curiosity about residents' culture and politics, historical collections, including the physical attributes of the place. This is an important factor, influences the decision-making of the

tourist to visit one place. Tourist motivation is tackled significantly in many leisure and tourism research agendas. Though motivation is not easy to deal with in various researches, it is very imperative for tourism development planning. Motivation is perceived as the mainspring behind all actions. Visiting a World Heritage attraction is generally assumed in most reasons included in tourists' motives [4].

Aside from assessing the tourists' motivations, tourists were also asked about the perceived attributes of the historical places in the provinces of CALABARZON on the level where their expectations and experience will be measured using the perceived elements of the destination. The study of Remoaldo, et al. [4] explained the relationship between tourists' expectations and satisfaction. The areas of improvement and development of the attraction focus on extents with low-satisfaction or, "high-satisfaction and high-expectation" to attributes such as historic buildings structures, cultural town and villages, museums/galleries/ancestral houses, and theme parks, and the like are envisioned to maintain.

The issue of heritage tourism in Nanjing, China, is endeavoring to understand the relationships among the "heritage motivation", "travel experience" and "overall satisfaction". The results found that the three most important dimensions of a tourist's interaction with heritage attractions were "heritage product presentation", "heritage product attractiveness" and "facilities and services" [5]. Thus, the

dimensions of attributes significantly contribute to the tourist's experience satisfaction; "heritage product attractiveness" is being the most substantial.

Many analogous studies are describing the relationship of tourists' motives, expectations, and experience towards visiting historical attractions. Oguz [6] showed similar results from his study measuring the heritage tourist motivations in Turkey. Tourists are highly captivated by the historical attractions in Turkey. It is also parallel to the results of the study conducted by Poria, et al. using three key areas or variables emerged: "heritage/emotional", "recreational", and "cultural/educational". The historical or heritage tourists are emotionally involved with the culture and heritage of the attractions.

Meanwhile, Wang and Leou [7] also conducted their research about tourist motivations aiming to gain a greater understanding of cultural and heritage tourism in Macao. One important factor based on the result of his study is the "perceived value". Furthermore, they recognized another three dimensions: the "scenic value", "knowledge value" and "social value". The tourists highly appreciate the historical value deep-seated in the events and artifacts.

Moreover, similar research was conducted investigating and analyzing the relationship among these "attributes and tourists' experience" and "understand the tourist motives in terms of their demographic or travel behavior characteristics". Several studies are investigating the tourist satisfaction and destination image revealed by Bui and Le [8], the international visitors have higher "service image expectations" and "standards" compared to domestic visitors. Moreover, the common factor to determine the level of satisfaction is the destination image of the heritage sites.

The tourists' expectations and experience preferences determined the contents and activities in the destination. As much as possible, these activities must encourage maximum participation of the tourists [9].

The context of innovation is to introduce new things and develop a process to become competitive in the marketplace. Historical attractions accustomed to the innovative initiative are an indication of interest to move fast and adopt changes to the existing organization and business venue at large. In other words, innovation of the attraction is all about exceeding tourists' expectations and go beyond the current limitations.

Today, in the international venue the innovative management of historical attractions is observed to be more active in participating in new ventures or projects. Having a partnership with the tourism industry stakeholders is a good idea of emerging in different sectors, getting involved in a larger scope, and making a significant relationship to most multifaceted of the business world. The additional features created in the museums, shrines, ancestral houses, and other heritage attractions must be relevant to their potential capacity so that the current audiences will certainly act of innovation.

The researcher as a tourism educator is motivated to conduct a pragmatic study on factors that influence the

decision-making of the tourists visiting historical attractions. Thus, this study will emphasize the identification of tourists' demographic profiles and characteristics to understand personal preferences and motives. It is hoped that such an investigation contributes to the theoretical understanding of heritage tourism of the entire region of CALABARZON. In addition, this also investigated the attributes of historical attractions, which may satisfy tourists' perception and experience, as it will benefit the planners and marketers of historical attractions in formulating, creating, and generating strategies to maintain or enhance or sustain the competitiveness of the tourist destinations.

### **OBJECTIVES OF THE STUDY**

This research focused on assessing the tourists' motives, expectations, and experience of historical attractions in CALABARZON. Specifically, it aimed to determine the tourists' motives in terms of travel motivation, attributes evaluation and emotional involvement to historical sites; assess the tourist expectation relating to elements of destination in terms of environment, range of attractions, tourism services, and transportation; determine the level of experience in terms of the learning experience, emotional experience, meaningful experience, and enjoyment; test the significant difference in motivation, expectation, and experience when grouped according to the profile variables; test the significant relationship among the three major variables; and propose a management and innovation plan of historical attractions based on the result of the study.

### **MATERIALS AND METHODS**

#### **Research Design**

The study used descriptive and based on quantitative analysis to investigate the relationship of tourists' expectations and experiences to historical sites in CALABARZON and the underpinning attributes of the attractions that satisfy the tourists. The empirical study determined the relationship of the perceived elements to tourists' expectations and experience.

#### **Participants of the Research**

The respondents were the tourists who visited the identified historical sites in CALABARZON. The total number of respondents, 344, came from numerous cultural properties of the region. Sites were categorized as National Cultural Treasures, National Shrine or National Historic Landmarks, or National Historical Markers. These sites were identified based on the number of tourist arrivals from the data of DOT such as: Cavite (Aguinaldo Park, Casa Hacienda, Corregidor); Laguna (Museo ni Jose Rizal, Museo ng San Pablo, Underground Cemetery); Batangas (Leon & Galicano Apacible Museum, Mabini Shrine, Malvar Shrine, Marcella Agoncillo and Punta Verde Museum); Quezon (Claro M. Recto Shine and Malagundong Bridge) and Rizal (Angono Petroglyphs and Angono Street Murals).

The samples of the study were based on the effective size of 0.25, a power probability of 0.95, and an alpha level of

0.05 using G\* power 3.1.9. During the conduct of research, research was selected at random and allocated proportionally.

**Table 1**  
**Percentage Distribution of the Respondents' Profile**

Profile Variables	Frequency	Percentage (%)
<b>Age</b>		
18-26 years old	297	86.3
27-35 years old	33	9.6
36-44 years old	13	3.8
45 years old and above	1	.3
<b>Gender</b>		
Male	110	32.0
Female	234	68.0
<b>Employment Status</b>		
Employed	98	28.5
Unemployed	12	3.5
Student	234	68.0
<b>Frequency of Visit</b>		
Once	301	87.5
Twice	33	9.6
Thrice	5	1.5
More than thrice	5	1.5
<b>Type of Tourist</b>		
Local	334	97.1
Foreign	10	2.9
<b>Travel Party</b>		
Family	81	23.5
Friends	74	21.5
Organized Group	189	54.9
<b>Visited Site</b>		
<b>Batangas</b>		
Leon & Galicano Apacible Museum	14	13.2
Mabini Shrine	50	47.2
Malvar Shrine	16	15.1
Marcella Agoncillo	20	18.9
Punta Verde Museum	6	5.7
<b>Cavite</b>		
Gen. Emilio Aguinaldo Shrine	100	69.4
Casa Hacienda	20	13.9
Corregidor	24	16.7
<b>Laguna</b>		
Museo ni Rizal	44	68.8
Museo ng San Pablo	8	12.5
Underground Cemetery	12	18.8
<b>Rizal</b>		
Angono Petroglyphs	6	42.9
Angono Street Murals	8	57.1
<b>Quezon</b>		
Claro M. Recto Shrine	12	75.0
Malagundong Bridge	4	25.0

### Data Gathering Instrument

The survey was distributed to different historical sites in CALABARZON Region. In the first part of the questionnaire, the tourists were asked for their demographic profile such as age, sex, and employment status, frequencies of visit, type of tourist, travel party, and historical sites visited. Secondly, the tourists' motives in visiting the historical sites which relate to travel motivation, attributes evaluation, and emotional involvement; were assessed; thirdly, the tourist' expectation in terms of environment, range of attractions, tourism services and transportation and lastly, demined the level of experience in historical sites about the learning experience, emotional experience, meaningful experience, and enjoyment. The second part of this instrument is adapted from the study of Yao [5] in Assessing Tourist Experience with a Heritage Destination. The 34 questions went through the reliability test with Cronbach's alpha value of .835. Meanwhile, the third part was adopted from Examining International Tourists' Satisfaction with Hanoi Tourism [10] With the large number of tourists visiting these attractions; there were 258 responses collected by the researcher.

The last part of the questionnaire was based on the Museum Experience Scale (MES) from the study of Othman, et al [11], "An Empirical Study of Visitors' Experience at Kuching Orchid Garden with Mobile Guide Application". The questionnaire was developed by Othman, with the Cronbach alpha for both instruments MES and Multimedia Guide Scale (MMGS) was 0.94 used as considered highly reliable.

### Data Gathering Procedure and Analysis

The researcher administered the questionnaires on-site of where the identified historical sites in CALABARZON. The respondents were given ample time to answer the questionnaire. The researcher retrieved the questionnaire immediately after completion.

After validating the questionnaires, gathered data were encoded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS). The statistical analyses such as Frequency, Percentage, Ranking, and Weighted Mean were used according to the respective objectives of the study. Analysis of Variance (ANOVA) analyzed the significant difference among motivation, expectation, and experience when grouped according to the profile variables and the significant relationship among the three given major variables.

The tested variables on "tourist travel motivation", "evaluation of destination attribute performance", "tourist involvement with the destination", and "overall satisfaction", along with the "basic travel activities" that tourists participated in and the demographic information of the tourists.

### Ethical Considerations

The research data were kept confidential for educational purposes only. The researcher got full consent from the respondents before administering the research instrument. All types of communication were done with full honesty and transparency. Moreover, participants were freely given decisions about whether or not to participate, without any pressure or coercion afflicted upon them.

## RESULTS AND DISCUSSION

**Table 2. Summary Table of Tourists' Motives in Visiting the Historical Attractions**

Tourists' Motives	Composite Mean	VI	Rank
Travel Motivation	3.66	SA	2
Attributes Evaluation	3.70	SA	1
Emotional Involvement	3.56	SA	3

*Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)*

Table 2 presents the tourists' motives in visiting the historical sites as to travel motivation with a composite mean of 3.66 verbally interpreted as strongly agree.

The respondents strongly agreed that they wanted to enrich their knowledge and experience with the current situation of the attraction (3.84), followed by that they wanted to learn the historical background of the attraction (3.82) and they strongly agreed that they wanted to escape from stress in their daily life (3.76).

The respondents showed interest and intention to gather new information and have experiences in the historical environment. The respondents who visited the museums found confirmation of knowledge from what they have read in the books or heard and watched from some documentary films. They got a chance to see the actual place or ancestral house of where the exact event happened. Like for instance, the old houses of Dr. Jose Rizal, Mabini, Galicano Apacible, Agoncillo and Aguinaldo turned as museums.

Many respondents admire attractions when they observed that the place is highly preserved, conserved, and sustained through each day by the destination management. With the new kind of life, they find themselves immersed in the past of many historical heroes of Filipinos, old or vintage structures, and creative arts as well. Assessing the attributes of the identified historical sites strongly motivates the tourists to explore and understand the exhibited historical evidence.

For museums, ancestral houses, galleries relating to how artifacts are presented and restored their antiquity were appreciated by the tourists. Meanwhile, historical ruins and nature-based historical sites stimulate curiosity among the tourists as the actual environment adds exciting tasks/activities and adventures. The scope of attractions and activities are varied and distinctive to each other. Thus, they offer the tourists diverse feelings and experiences to visited places. The tourists would have unlimited stories to tell in every place where they stayed [9].

The emotional involvement variable got the lowest mean, still strongly agreed by the respondents. They are emotionally motivated to come and visit historical destinations. It only means that the tourists got the chance to relate and enjoy as they are emotionally absorbed as how they interpreted their experiences from the historical attractions. The historical evidence captures the attention and interest of many visitors. The moment that the respondents can understand the historical value of the places and events, they got to appreciate the art of the past and how the destination

management at present time protects and maintains the historical materials.

Emotions are a very important feature of travelers as more often, the factors to conclude their experiences. Tourists' decisions are greatly affected as it turns out to customer loyalty or retention or turnover. Tourists' emotion is a lot of experiences and given such big important consideration for tourism planning [12].

**Table 3. Summary Table of Tourists' Expectation to Historical Attractions**

Tourists' Expectation	Composite Mean	VI	Rank
Environment	3.68	HE	3
Range of Attractions	3.78	HE	1
Tourism Services	3.71	HE	2
Transportation	3.54	HE	4

*Legend: 3.50 – 4.00 = Highly Expected (HE); 2.50 – 3.49 = Expected (E); 1.50 – 2.49 = Less Expected (LE); 1.00 – 1.49 = Not Expected (NE)*

Table 3 presents the summary table of tourist's expectations to historical sites of which the following variables; "range of attractions" obtained its composite mean of (3.78); "tourist services" (3.71); "environment" (3.68) and "transportation" with (3.54). All of them have a verbal interpretation highly expected.

The tourists in CALABARZON have high expectations of the range of attractions. The respondents are expecting that they could find uniqueness in every detail of the representation of historical facts, to its antiquity and restoration of the artifacts. The respondents from Corregidor Island in Cavite have high expectations that their curiosity about the place will certainly be satisfied. The respondents wanted to see and explore many things on the island since this place-based on history sheltered many Filipinos and Japanese shouldered as prisoners of war.

Meanwhile, in Angono Petroglyphs, the respondents expect to see nature-based attractions since the historical facts were contained and found attached to the natural environment. They knew that the early settlers used the place for their daily way of life. As the petroglyphs in the rock walls are representations of their rituals and beliefs. [13]

The historical sites encompass historical landmarks, natural heritage with important artifacts and also includes, the ancestral house turned museums, galleries, and art museum shared great works of famous art personalities. The heritage sites are associated with historical symbolism and aesthetics, with ethnological or anthropological, scientific, and social significance [14].

Based on the results, among the variables, transportation got the lowest mean; however, tourists have a higher expectation that is going to and from the historical site they have better transportation system and management. They expect that this transportation can render satisfying services throughout the journey of the tour including the infrastructures such as roads, roads signs, modes of transportations and its availability are impressive.

This also explains that the majority of the respondents who travelled to different historical attractions in CALABARZON belong to an organized group that their transportation expenses are included in the total fee of their tour. Some of them were not able to experience the given indicators since they have service vehicles. They just based their responses on their observation and assumptions.

The transportation sector is essential in the tourism industry. Its functions and operation system plays a major role. The transportation services are pronounced as foremost components of the industry delivering and bridging the tourists to tourism service providers [9]

**Table 4 Difference in Responses on Motives and Expectations when Grouped according to Age**

Variables	F-value	p-value	Interpretation
<b>Motives</b>			
Travel Motivation	0.352	0.788	Not Significant
Attributes Evaluation	0.309	0.819	Not Significant
Emotional Involvement	0.362	0.780	Not Significant
<b>Expectation</b>			
Environment	2.464	0.062	Not Significant
Range of Attractions	0.395	0.757	Not Significant
Tourism Services	0.621	0.602	Not Significant
Transportation	0.158	0.925	Not Significant

*Legend: Significant at p-value < 0.05*

Table 4 presents the comparison of responses on motivation, expectation, and experience in visiting historical attractions when grouped according to age. It was observed that all computed p-values were greater than 0.05 alpha levels, thus the researcher failed to reject the null hypothesis. This means that no significant difference exists and implies that the responses do not vary across the respondents' age group.

Based on value judgment regardless of their age, the way how the respondents define, understand and experiences are similar in all cases on motivation, expectation, and experience as they visit the historical sites.

Tourists' motivation and perceptions in historic attractions, monuments or buildings, museums, and galleries are the interest in experiencing the culture of the destination. They search for exposure to local behaviors and traditions, to different ways of life, or vestiges of a vanishing lifestyle.

Based on some characteristics, tourists can be classified into relative groups that differ from others in purchasing behavior. Tourists' profiles relevant to characteristics emphasize the differences between the given groups. Meanwhile, other variables, apart from motivation, use the profile of consumers to assess the performance of the tourism industry. The demographics, activities, and attitude variables are imperative to understand the distinct characteristics of the tourists. These tourists' profiles are essential to include in the conduct of the study [15].

**Table 5. Difference in Responses on Motives and Expectations when Grouped according to Gender**

Variables	t-value	p-value	Interpretation
<b>Motives</b>			
Travel Motivation	2.687	0.008	Significant
Attributes Evaluation	2.581	0.010	Significant
Emotional Involvement	1.742	0.082	Not Significant
<b>Expectation</b>			
Environment	1.451	0.148	Not Significant
Range of Attractions	0.766	0.444	Not Significant
Tourism Services	1.397	0.163	Not Significant
Transportation	0.821	0.412	Not Significant

*Legend: Significant at p-value < 0.05*

As seen from the result of Table 5, only travel motivation (p-value = 0.008) and attributes evaluation (p-value = 0.010) showed a significant difference in tourists' motives when grouped according to sex. This was observed since the obtained p-values were less than 0.05 alpha levels, thus a significant difference exists, and it was found out that female respondents have significantly higher positive motives on historical sites compared to males on the said component.

Visiting historical sites, most women are more attracted than men. They can also easily find time to travel and join in historical tours, unlike men, who would do a second thought of joining the said tour. In addition, men intend to have an active activity rather than sightseeing.

Gender plays a significant role in travel motivation. This is due to role conflict. Men have to allocate time between family and business, work and leisure. This is not the case with most women. However, when children are involved, they normally influence the parent's motivations and choices. In addition, gender will also determine the scope of leisure activities be made available at the destination [9].

**Table 6. Difference in Responses on Motives and Expectations when Grouped according to Employment Status**

Variables	F-value	p-value	Interpretation
<b>Motives</b>			
Travel Motivation	2.095	0.125	Not Significant
Attributes Evaluation	0.314	0.731	Not Significant
Emotional Involvement	1.841	0.160	Not Significant
<b>Expectation</b>			
Environment	0.198	0.820	Not Significant
Range of Attractions	0.423	0.655	Not Significant
Tourism Services	4.186	0.016	Significant
Transportation	4.229	0.015	Significant

*Legend: Significant at p-value < 0.05*

Table 6 reveals that there was a significant difference observed in tourists' expectations on tourism services and transportation and level of experience with regards to learning and meaningful experience because the obtained p-values were less than 0.05 alpha levels. This means that the responses vary significantly and based on the post hoc test conducted, it was found out that employed respondents have a higher expectation

as well as a positive experience in visiting historical sites compared to the others.

Those employed respondents have a higher expectation because of their money for joining the historical tour. They are willing to spend their money but they will make sure that their money will not be wasted and returned home frustrated from the tour. Moreover, those employed respondents have a positive experience as they were able to engage in the activities included in their historical tour. Travel is dependent on disposable income. An individual with no disposable income cannot afford to travel. Income will determine to spend for available leisure travel [9].

**Table 7. Difference in Responses on Motives and Expectations when Grouped according to Frequency of Visit**

Variables	F-value	p-value	Interpretation
<b>Motives</b>			
Travel Motivation	2.032	0.109	Not Significant
Attributes Evaluation	1.589	0.192	Not Significant
Emotional Involvement	0.541	0.654	Not Significant
<b>Expectation</b>			
Environment	5.380	0.001	Significant
Range of Attractions	2.340	0.073	Not Significant
Tourism Services	2.451	0.063	Not Significant
Transportation	1.524	0.208	Not Significant

*Legend: Significant at p-value < 0.05*

Table 7 indicates that there was significant difference observed on tourists' expectation with regards to environment (p-value = 0.001); level of experience as to learning (p-value = 0.041), meaningful experience (p-value = 0.026) and enjoyment (p-value = 0.005) since the resulted p-values were less than 0.05 alpha levels. The result indicates that the responses differ significantly and from the post hoc test, it was concluded that those who visited the site more than 3 times have a significantly higher expectation and experienced more on the above components.

Those who visited the attraction more than three times are more observant of some details within the site. They are looking for some improvement or expecting that there are some modifications made every time they return. The quality of their visit turned unsatisfying as they saw the site just the same from the first time, they visited the place.

Travellers' expectations and experience preferences will determine the content and activities while at the destination. As much as possible, these activities must encourage maximum participation of the travelers and as much as possible that these activities are unique and distinct from the previous one [9].

Table 8 presents the comparison of responses on motivation, expectation, and experience in visiting historical sites when grouped according to the type of tourist. It was observed that all computed p-values were greater than 0.05 alpha levels, thus, the researcher failed to reject the null hypothesis. This means that there was no significant difference and implies that the responses do not vary across the respondents' type of tourist group.

**Table 8 Difference in Responses on Motives and Expectation when Grouped according to Type of Tourist**

Variables	t-value	p-value	Interpretation
<b>Motives</b>			
Travel Motivation	1.037	0.301	Not Significant
Attributes Evaluation	0.148	0.883	Not Significant
Emotional Involvement	0.681	0.496	Not Significant
<b>Expectation</b>			
Environment	0.205	0.838	Not Significant
Range of Attractions	0.757	0.450	Not Significant
Tourism Services	0.742	0.459	Not Significant
Transportation	0.953	0.341	Not Significant

*Legend: Significant at p-value < 0.05*

The local and foreign tourists have similar value judgments to the historical attractions. They both obtained the same knowledge and experience; this includes the place's history or life story, or maybe experiencing the local food and drink and even buying of the native / local product. People travel for different motives on different occasions, and that several world and Philippine destinations provide a variety of travel experiences that suits a wide range of travelers. It is best to consider each trip motivator individually and seek a link with a suitable destination that best meets the traveller's motivator/s [9].

**Table 9. Difference in Responses on Motives, Expectation, and Experience when Grouped according to Travel Party**

Variables	F-value	p-value	Interpretation
<b>Motives</b>			
Travel Motivation	6.908	0.001	Significant
Attributes Evaluation	0.011	0.990	Not Significant
Emotional Involvement	2.383	0.094	Not Significant
<b>Expectation</b>			
Environment	0.502	0.606	Not Significant
Range of Attractions	0.510	0.601	Not Significant
Tourism Services	1.239	0.291	Not Significant
Transportation	4.899	0.008	Significant

*Legend: Significant at p-value < 0.05*

As seen from the table, 9 the responses vary significantly on travel motivation (0.001); transportation (0.008), and enjoyment (0.012) because the computed p-values were less than the alpha level. Based on the post hoc test, it was revealed that those who joined an organized group have higher motivation on travel motivation; while those who travelled with family have a higher expectation and at the same time have greater experience in visiting historical sites.

Before the tour, the participants are already set that they will have a meaningful experience. Also, added to their excitement they will travel together with their friends. Therefore, the motivation it will be to join the tour is heightened. The potential travel motivations are long ones and include a diversity of needs from enthusiasm and drive to self-development and personal growth [16].

Respondents who travelled together with their families have a higher expectation about transportation. Meanwhile, on their way to the historical attraction, family

bonding starts already inside the car. They sing and laugh together, share so much talk with the whole family until they reach the site and finish the tour. Those connections obtain so much enjoyment. Family travel arrangements are associated with the life stages of the family. The presence of young children tends to reduce the number of trips taken, as the children mature; however, families increase their travel activities [16].

**Table 10. Difference in Responses on Motives and Expectation when Grouped according to Location**

Variables	F-value	p-value	I
<b>Motives</b>			
Travel Motivation	10.973	0.000	Highly Significant
Attributes Evaluation	4.137	0.003	Significant
Emotional Involvement	2.005	0.093	Not Significant
<b>Expectation</b>			
Environment	10.020	0.000	Highly Significant
Range of Attractions	8.999	0.000	Highly Significant
Tourism Services	11.447	0.000	Highly Significant
Transportation	18.991	0.000	Highly Significant

*Legend: Significant at p-value < 0.05*

It can be gleaned from Table 10 that all computed p-values were less than 0.05 alpha levels, thus the null hypothesis is rejected. This means that the responses vary statistically and based on the post hoc test conducted, tourists from Batangas have greater motives on travel motivation, while Cavite tourists have greater motives on attributes evaluation and emotional involvement; Cavite tourists have greater expectations with regard to the environment and transportation while Rizal is on a range of attractions and tourism services; and on level of experience, Cavite tourists have greater experience on learning, Laguna on emotional experience and Rizal on meaningful experience and enjoyment.

The respondents from Batangas have higher travel motivation traveling the historical attractions. The historical sites are museums/shrines and ancestral houses of prominent leaders of the past. The beautiful sceneries of the province are a motivator; sightseeing with spots is considered a tourist activity. Whereas the respondents from Cavite focus their

motivation on the attributes of the historical site so, with that, they are emotionally involved as well. They expect that historical sites are highly valued and well interpreted.

The motivation to travel comes from the need to know, experience, and participate in the activities of tourism. The more these experiences satisfy tourists, the more the tourist industry's productivity, quality, and services will improve [17].

The respondents from Cavite have significantly higher expectations of the environment and transportation. Many of the respondents knew about the traffic congestion in every street of Cavite. Meanwhile, the respondents from Rizal have expectations on the range of attractions that there will be a variety of historical and cultural attractions and other cultural events.

The management of the cultural attractions based on their viewpoint and objectives may agree to satisfy the expectations of some particular categories of visitors. The expectations on tourists' services, products, transportation system, safety, and security measures; including the environmental scope and the general content of the attractions are often related to the reputation of the destination; several widely relevant factors are generic or common to all cultural attraction [16].

Based on the results, the respondents from Cavite obtained higher experienced exploring and have in-depth learning about the historical sites. Meanwhile, the respondents in Laguna were able to connect themselves to the historical sites. The respondents can easily relate themselves to the attraction since this is a well-known and National Hero of the country Dr. Jose P. Rizal. Lastly, the respondents from Rizal have obtained learning and understand the significance of the place since this is the famous and one rare historical site of petroglyphs in the country.

On every travel, tourists intend to collect beautiful memories. This meaning experience allows it to happen. The historical heritage provides an authentic experience which may relate to appreciating the way of life of the part and how it is being valued today; admire the uniqueness of human creations in arts, architecture and experience aspirations from the heroes who serve the country and die for the country [12].

**Table 11. Proposed Management and Innovations of Historical Attractions**

KRA/Objectives	Strategies	Outcome
<b>Tourists' Motives</b>		
<ul style="list-style-type: none"> <li>➤ <b>Travel Motivation</b></li> <li>• to integrate family-oriented activities</li> </ul>	<p><b>Management:</b></p> <ul style="list-style-type: none"> <li>• Add family recreational learning facilities</li> <li>• Collect more relevant artifacts</li> <li>• Improve exhibit area by sectioning depending on the types of collections</li> </ul>	<ul style="list-style-type: none"> <li>• The historical place became a family-oriented environment</li> <li>• The activity gets higher interest among family and younger age</li> </ul>

	<p><b>Innovation:</b></p> <ul style="list-style-type: none"> <li>• Incorporate activities using technologies</li> <li>• Come up with virtual exhibit of their gadget</li> </ul>	<ul style="list-style-type: none"> <li>• The historical attraction gets an impression of being the technologically innovative historical attraction</li> </ul>
<p>➤ <b>Emotional Involvement</b></p> <ul style="list-style-type: none"> <li>• to have a photo studio or provide photographic view for photo opportunity being with the historical items</li> </ul>	<p><b>Management:</b></p> <ul style="list-style-type: none"> <li>• Activate social media accounts for taking massive marketing opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• The attraction has a farther and larger scope of audiences via social media</li> <li>• Data back information of the attractions became researchable</li> </ul>
	<p><b>Innovation:</b></p> <ul style="list-style-type: none"> <li>• This offers a selfie/groupie solution to museums and tourist attractions wanting to offer panoramic selfie images to their visitors.</li> </ul>	<ul style="list-style-type: none"> <li>• The visitors posted their photos on his/her social media account sharing</li> </ul>
<p><b>Tourists' Expectation</b></p> <p>➤ Transportation</p> <ul style="list-style-type: none"> <li>• to conceptualize local transport at a reasonable price</li> </ul>	<p><b>Management:</b></p> <ul style="list-style-type: none"> <li>• Adopt personalized transportation for destination branding e.g. colorful with decorative minibus</li> <li>• Collaborate with the travel operators and local municipality for the improvement to transportation system and facilities</li> </ul> <p><b>Innovation:</b></p> <ul style="list-style-type: none"> <li>• Let the tourist use local transport within the site as the additional highlight of their historical tour</li> </ul>	<ul style="list-style-type: none"> <li>• The attractions obtained greater appreciation from the tourists</li> <li>• The historical attractions established collaborative effort among the stakeholders</li> <li>• The attractions contributed to the improvement of local transport</li> <li>• The attractions generated additional revenue</li> <li>• The attractions generated jobs for the locals</li> </ul>

**CONCLUSIONS AND RECOMMENDATIONS**

The majority of the respondents were at the age of 18-26 years old, female students who visited once the historical site; they are local tourists and part of the organized group. Respondents were motivated to visit historical attractions; they have high expectations of its environment, range of attraction, tourism services, and transportation; There was a significant difference observed in motives and expectation when grouped according to profile variables. Finally, the significant difference in responses according to the location was noted almost on all given context of tourists'

expectation while on tourists' motives, the difference appeared on travel motivation and attributes evaluation. The researcher was able to propose management and innovation of historical attractions.

This study is only limited to the CALABARZON region, and other researchers may explore other regions of the country for better generalizability of the findings of the study. Future researcher/s may conduct similar studies focusing on museums' innovation using different variables, such as open innovation, social enterprise, and social innovation perspectives.



**REFERENCES**

- [1] Dolj, M.D. (2013). Nature and Characteristics of Cultural Tourism. Retrieved from: <http://www.montana-vidin-dolj.com>
- [2] Jahangir, N. (2015). Discuss the Reasons Why Some People Like to Visit Historical Places. Retrieved from: <https://www.testbig.com>
- [3] Muka, M., & Cina, N. (2015). Motivation, Perception, and Expectation of Visitors in Heritage Sites. *Academic Journal of Interdisciplinary Studies* 4 (3) S1.
- [4] Remoaldo, P. Ribeiro, J. Vareiro, L. & Marquez, V. (2018). Tourists' motivation toward visiting a World Heritage Site: the case of Guimarães. *CICS-Publicações/eBooks*, 99-121.
- [5] Yao, Y. (2013). Assessing Tourist Experience Satisfaction with a Heritage Destination. Open Access Theses. 107. [http://docs.lib.purdue.edu/open\\_access\\_theses/107](http://docs.lib.purdue.edu/open_access_theses/107)
- [6] Oguz, K.U. (2014) Heritage Tourists' Motivation: The Case of Hagia Sophia. Unpublished Manuscript, School of Hospitality and Tourism Management, University of Surrey, United Kingdom.
- [7] Wang, X. & Leou, C.H. (2015) 'A study of tourism motivation, perceived and destination loyalty for Macao cultural and heritage tourists', *International Journal of Marketing Studies*, 7, (6).83–91, 10.5539/ijms.v7n6p83.
- [8] Bui, H. & Le, T. (2018). Tourist Satisfaction and Destination Image of Vietnam's Ha Long bay. *Asia Pacific Journal of Tourism Research*. DOI: 10.1080/10941665.2015.1075564.
- [9] Claravall, B. G. (2013). Travel and Tour Operations in the Philippines. 3<sup>rd</sup>. Ed. Manila Philippines.
- [10] Quach, P. G. (2013). Examining International Tourists' Satisfaction with Hanoi Tourism. Retrieved from: <https://lauda.ulapland.fi>
- [11] Othman, M.K., Idris, K.I., Aman, S., and Talwar, P., (2018). An Empirical Study of Visitors' Experience at Kuching Orchid Garden with Mobile Guide Application. *Advances in Human-Computer Interaction*. doi.org/10.1155/2018/5740520
- [12] Cruz, R. (2017). Ecotourism. 1<sup>st</sup> ed. Rex Bookstore. Philippines
- [13] Angono Rizal Petroglyphs: New Stone Age. (n.d.). Retrieved from: <http://www.nationalmuseum.gov.ph>
- [14] Cruz, R. (2016). Tourism Impacts and Sustainability. 1<sup>st</sup> ed. Rex Bookstore. Philippines
- [15] Korotayev, D. & Kosma, C. (2015). Tourism and Hotel Development. New York, 10017
- [16] Goeldner, C. & Ritchie, B. (2012). Tourism Principles, Practices Philosophies. 12<sup>th</sup>. Ed. John Wiley & Sons. Inc. New Jersey.
- [17] Kastarlak, B. & Barber, B. (2012). Fundamentals of planning & Development Tourism. Singapore

**COPYRIGHTS**

Copyright of this article is retained by the author/s, with first publication rights granted to APJMSD. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4>).