

Destination Image Management of CALABARZON Region

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Abstract – *Destination image even became a point of concern after acquiring a great prominence in conventional tangible goods and services markets, and later it also became a focal point in location marketing, including marketing of tourist destinations. One of the most important sectors of the economy is tourism, which contributes to the development of a positive image of a given area. This study aimed to evaluate the Destination Image Management of the CALABARZON Region. Through quantitative descriptive methods, the researcher adopted a survey questionnaire among the 385 tourists and tourism officers. It was found out that personal safety and convenience were the main indicators for a destination image, hence shopping and food paradise was the least indicator as assessed by the tourists and tourism office. This reveals that tourists have a lot of choices in terms of travel experiences in the CALABARZON Region. With this, the researcher recommends the Department of Tourism to encourage tourism businesses to promote and boost social media marketing to establish a better Destination Image.*

Keywords: *Destination, Image management, Personal safety, Political stability, Shopping*

INTRODUCTION

Destination image, according to Pike [1], is the number of beliefs, ideas, and experiences that a person has of a destination. The definition of the destination image has also been studied by tourism researchers. The theoretical and functional value of the destination image has been shown by a variety of tourism surveys, but most tourism scholars still believe that the essence of the destination image is too elusive to be completely understood. Hultman, et al. [2] argued that the image of the destination encourages tour satisfaction, favorable satisfaction with the tour, favorable word-of-mouth, reputation, and desire to visit the tourist destination. Tourist satisfaction contributes to the recognition of destinations and ultimately facilitates favorable word-of-mouth, while destination identification promotes positive/negative word-of-mouth and the choice to visit the destination. Wu [3] agreed with this assertion that the key variables that contribute to destination loyalty are the overall destination image, satisfaction, and tourist experience. In addition, the image of the destination and the experience of tourists impact the destination's satisfaction.

Infrastructure and proximity to attractions add to the overall happiness of visitors. Tosun, et al. [4] argued that tourism destinations must accept lodging properties and hospitality facilities that directly impact the perceived reputation of the destination by returning

travelers, especially management organizations. The contact of workers, accommodation, events, and amenities of the hotel, all of which have a positive effect on the perceived effective image of the destination, should be given more consideration. While, in the research by Stylos, et al. [5] concluded that the overall appearance of the location has an impact on the tourist's decision to visit the destination. The effective image of the destination directly refers to whether visitors plan to visit the destination. The researchers illustrate from these findings that the determinant, which is the effective image, may be the basis for the creation of a marketing campaign primarily aimed at visiting visitors.

Natural attractions influence as well to the destination image approval, but it must be reinforced by its proximity and transportation services, safety and security, and availability of tourists' facilities. The study of Taher, et al. [6] stressed the motivating factors that attract the hikers to climb certain mountains, the efficiency of the organizing team, access to trails, safety, perceived risks, and the scenery of the mountain. The mountain scenery is the utmost key factor influencing hiker's decision to climb specific mountains, followed by the function of the organizing hiking team. The surrounding mountain attractions and landscape appear to be the most important predictor in the decision of the hiker to visit the destination.

Based on the three levels of tourism loyalty, destination image proves to have the highest effect on composite loyalty, it is followed by attitudinal loyalty then behavioral loyalty [7]. The influence of destination image on the satisfaction of tourists as well as the contentment of visitors on a short-term visit was found to be not less significant among adventure-seeking tourists unlike passive tourists [8]-[9].

In recent years, the notion of location connection has been one of the most engaging subjects for tourism marketing researchers, according to the Fan and Qiu [10] study. Despite researchers' increased interest, little attention has been paid to the relationship between the image of the destination and the connection to the location. Few studies have explored the impact of different destination image variables on location connection. These variables are critical because to attract prospective tourists, destination managers, and administrators need to make significant efforts to build a favorable image of their resort.

The development of their good image in the eyes of the international community is arguably one of the core goals of any nation [11]. One of the most important sectors of the economy. By highlighting unique tourism items, it is used in the promotion of areas [12]. It may seem difficult to merge tourist and health / medical facilities, but it is a determinant of a creative strategy today [13].

The choices taken by tourists to choose their destinations are guided by their imagination of the deals available, rather than by the actual offers. The unique importance of the image of a tourist destination in the context of creating a competitive advantage is attributed, among other things, to the fact that the image is a competition consideration determined by the deliberate and unintended behavior of individuals working in each tourist destination, as well as by environmental aspects that are outside the control of those entities [14].

To draw tourists, different sites participate in the tourist industry [15]-[14]. Thus, the preferences of tourists to choose their destinations are guided more by their imagination of available deals than by actual offers [16]. For destinations vying to attract tourists [17]-[1]- and destination advertisers attempted to manipulate that image, creating a distinctive and competitive image became critical [18]-[14]. Informing the image of a location, geographical education plays an incredibly important part. Therefore, it is concerning that the way tourist destinations are portrayed in geographical textbooks and their effect on the

appearance of these destinations has so far not been the focus of rigorous empirical study.

One of the problems that are especially important for the use of the image in properly creating a strategic role of a tourist destination is to consider the existence of dependent and independent variables in the process of image creation of a tourist destination. In literature, the process of image forming of a tourist destination is characterized as the development of an image of mental ideas, the portrayal of a tourist destination based on knowledge given by image formation agents and chosen by a particular individual [19]-[14].

CALABARZON as a tourism destination is attractive and competitive, it has a lot of strengths and a fair share of weaknesses, but its effort is still not enough to be consistently considered as a travel destination. Indeed, CALABARZON is a beautiful tourist destination but why it is not the best / first choice of many tourists. Perhaps one of the most critical factors in forming a popular tourist destination is the visual appearance of a location, as visitors would judge a destination in a matter of seconds upon arrival.

OBJECTIVES OF THE STUDY

This study aimed to assess the image management of the tourist destination in terms of leisure and tourist amenities, shopping and food paradise, residents and nightlife, political stability, adventure and weather, local culture, cleanliness, and personal safety and convenience.

MATERIALS AND METHODS

Research Design

The study used a quantitative descriptive research method in gathering data, describing the essential components or variables to establish the relevant evidence and to validate the destination image management of the CALABARZON Region.

Participants

The respondents of the study were the tourists who visited the famous tourist destinations in CALABARZON, the local community, and the tourism officers. Selected tourists who are visiting the tourist destinations answered the questionnaire. There was a total sample of 385 respondents who answered the questionnaire. The number of respondents was computed using Raosoft based on the number of tourist arrival of 2018 based on the documents gathered from the DOT Region IV-A: CALABARZON. In addition, the respondents were stratified randomly allocated per

tourist destinations in CALABARZON. The researcher would like to ensure that groups of interest or subsections of the population considered important for the study are adequately represented. For this study, the statistician advised an equal and reasonably precise estimate for each province of the total population.

Data Gathering Instrument

The instrument used was an adapted questionnaire from a previous study with Cronbach Alpha Result. The researcher modified it to tailor fit based on the present time. The survey instrument aims to determine the image management of the tourist destination in terms of leisure and tourist amenities, shopping and food paradise, residents and nightlife, political stability, adventure and weather, local culture, cleanliness, and personal safety and convenience. The instrument from the study Singapore’s Image as a Tourist Destination. Items have been grouped into factors measured using Cronbach’s alpha tests. The results are as follows leisure and tourist amenities (0.828); shopping and food paradise (0.800); residents and nightlife (0.828); political stability (0.771); adventure and weather (0.516); local culture (0.857); cleanliness (0.646) and personal safety and convenience (0.500).

Data Gathering Procedure

The data gathered from five famous provinces in Region IV-A: CALABARZON were based on the tourist arrival of the year 2018 documented by DOT Region IV-A. After the collection of data, it was tallied, encoded, and analyzed using different statistical tools such as frequency distribution, weighted mean, and independent sample t-test and analysis of variance (ANOVA) and Pearson-r.

Data Analysis

This study used different statistical tools such as frequency distribution, weighted mean, and independent sample t-test and analysis of variance (ANOVA) and Pearson-r. The answers were determined by obtaining the general average as shown by the weighted mean, while the distribution of frequency is a measure of a certain portion of the total number of visitors. The data were analyzed using the Statistical Package for Social Sciences (SPSS).

Ethical Consideration

The researcher prioritized and assured the welfare of the participants. Before the study, full approval was received from the participants. All gathered data were treated with the utmost confidentiality. The results were utilized for academic purposes only. In compliance with the Data Privacy Act

of 2012 and to ensure full confidentiality, the research provided a consent form before the respondents accomplished the survey questionnaire voluntarily and no personal opinion was solicited, while all the results were treated and analyzed with full protection and confidentiality.

RESULTS AND DISCUSSION

Table 1. Image management of the tourist destination in terms of Leisure and Tourist Amenities

Leisure and Tourist Amenities	WM	VI	R
1. There are many interesting and relaxing places within the tourist destination.	3.53	SA	2
2. There is a lot of natural scenic beauty within the tourist destination.	3.64	SA	1
3. There are many packaged tours available.	3.29	A	4
4. Good tourist facilities and services are available within the tourist destination.	3.32	A	3
Composite Mean	3.45	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 1 presents the image management of the tourist destination in terms of leisure and tourist amenities. The composite mean score of 3.45 depicts that the respondent positively agreed on leisure and tourist amenities.

As observed in the table, there is a lot of natural scenic beauty within the tourist destination (3.64), ranked first verbally interpreted as strongly agree. Tourists have lots of choices in terms of travel experiences in the regions, including extreme nature adventure in Rizal and Laguna, water sports in Cavite, beach-hopping in the Quezon province, and visiting pilgrimage and historical sites in Rizal and Batangas. Cavite also boasts of leisure estates and golf courses. For their historical assets, Corregidor Island and Aguinaldo Shrine remain popular landmarks among war veterans, students, and local tourists. Agri-tourism is fast becoming an endeavor in the province. Laguna Province is endowed with numerous hot springs, waterfalls, and forest areas mostly found in Calamba City, Los Baños, and Pagsanjan, Majayjay, Nagcarlan, and Pangil. Moreover, Mt. Makiling Forest Reserve located in the province is identified as the key ecotourism site in CALABARZON.

Another eco-tourism site in the province is the Tayak Hill located in the municipality of Rizal. Taal Volcano and Protected Landscape (TVPL) is an icon of the Batangas Province, which is usually clustered with the neighbor Tagaytay City. The Bird Sanctuary in San Nicolas is one of the attractions around Taal Lake and Volcano Island, aside from mountain trekking and horseback riding in the area. Lobo, Batangas is also identified as an ecotourism site in Batangas. This complements the nearby town of San Juan, which presents various water activities. Nasugbu, Mabini, and Calatagan towns are also endowed with scuba diving sites and swimming areas. National shrines and landmarks also abound in the province of Batangas.

The natural scenery is ranked second most important in explained variance. A growing trend in the tourism sector and tourism development has spawned the concept of right and actively help sustain the use of culture and nature sustainably by considering the so-called pillars of sustainable tourism, namely the local economy, environment, and social culture [20].

Last in the rank is that there are many packaged tours available with the weighted mean of 3.29 verbally interpreted as agreeing. With the emerging online travel websites, it is very convenient for people to book on their own instead of purchasing a package tour from a travel agency. There is also an online travel agency offering tour packages available to tourists year-round.

For decades, the package tour sector has dominated the international travel industry and remains one of the largest travel agencies worldwide today. Thus, tourism attraction operators must prepare and introduce creative approaches to draw consumers. They are starting to deliver previously inaccessible experiences, including imaginative services and goods that compel visitors to (co) imaginatively produce experiences. In terms of arranging and performing package tours, expected growth in the sector also provides significant opportunities for travel agencies [21].

Table 2 presents the image management of the tourist destination in terms of shopping and food paradise. The composite mean score of 3.22, signifies that the respondents positively agreed on shopping and food paradise. As shown in the table, there are a wide variety of good quality products available within the tourist destination (3.41) ranked first and verbally interpreted as agree. The tourism sector is one of the most important sectors in many local economies as it provides a variety of good quality products available within the tourist destination.

Table 2. Image management of the tourist destination in terms of Shopping and Food Paradise

Shopping and Food Paradise	WM	VI	R
1. The tourist destination has a cosmopolitan city for shopping and food store	3.23	A	2
2. There are a wide variety of good quality products available within the tourist destination	3.41	A	1
3. Availability of exotic food within the tourist destination	3.01	A	3
Composite Mean	3.22	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Cavite's pride is the artisanal wines and heady brews; Laguna is immersed with cultural attractions such as embroidery, woodcarving, footwear making, and paper mache; Batangas basics include tapang taal, barong, and the iconic knife called balisong; Rizal has suman, rice cakes, and cashew nuts; and Quezon has lambanog, kiping, and longganisang Lucban. Leading provinces in agribusiness are Bulacan, Laguna, Batangas, and Pampanga. CALABARZON together with central Luzon supplies food to over 12 million people living in Metro Manila as reported based on the Philippine Statistical Authority. The region is even considered as the top supplier of food before Central Visayas and Davao.

With the exponential development of the global tourism sector, shopping has been a major economic contributor to the tourism and retail sectors as one of the favorite habits of visitors. It is necessary to recognize the expenditure habits of tourists for tourist destinations, especially those where tourism revenues are a major contributor to the local economy, to increase overall revenue.

Last in the rank is that there is an availability of exotic food within the tourist destination with the weighted mean of 3.01, which is verbally interpreted as agree. Food is a central part of our history, culture, and daily life. And referring to exotic food, this may have ranked last since most of the tourists may not that be adventurous to try exotic food. Food is a central part of the region's history, culture, and daily life. And referring to exotic food, this may have ranked last since most of the tourists may not be adventurous to try exotic food. But if the tourist is in for exotic food and if they are feeling adventurous, dine at this famed exotic restaurant at Balaw Restaurant in Angono, Rizal. A must-try is the crocodile meat, they even serve bayawak and frog dishes to name a few.

Access to and ingestion of food by customers can reshape identity and cultural class. Showing culinary prowess will bring honor and appreciation. With pricey, unusual, and exotic foods advertised for their authenticity, local character, and cultural identification, food could become a luxury. For all countries targeting high-value tourism, affluence is a core component of destination policies [22]. Long [23] has reported that suppliers in the industry prefer to endorse luxury, gourmet, and "memorable" dining experiences—qualities that appear the reverse of comfort food.

Table 3. Image management of the tourist destination in terms of Local Residents and Nightlife

Local Residents and Nightlife	WM	VI	R
1. Tourist destination has a good nightlife	3.04	A	5
2. The local people are friendly	3.57	SA	2
3. The local people are courteous	3.47	A	3.5
4. The local people are hardworking	3.65	SA	1
5. The local people are honest	3.47	A	3.5
Composite Mean	3.44	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 3 shows the Image management of the tourist destination in terms of residents and nightlife. The composite mean score of 3.44 depicts that the respondent positively agreed on shopping and food paradise.

As shown in the table, the local people are hardworking (3.65) ranked first and verbally interpreted as strongly agree. Being hardworking is one of the Filipino traits that anyone can be proud of. The residents, amidst hardships and challenges, are trying their best to get a living through their jobs and small business as it is not only their responsibility, but it is also what they are passionate about. Even though numerous respondents in the study of Jamal and Camargo [24] mentioned residents were “hospitable”, “hardworking”, “noble”, “honest” and “respectful”, also there was additionally common opinion that residents were uneducated, unqualified, and unable to make informed decisions. Furthermore, having this trait will also reflect on the physical environment in the tourist destination, which is very evident in the image management in the CALABARZON Region.

It was followed by local people being friendly (3.57) verbally interpreted as strongly agree. Hospitality Industry has this symbol pineapple, which

represents warmth, generosity, and friendliness. Residents that are characterized being friendly is one important factor for tourists and visitors to return to a destination. It is also the campaign of the Department of Tourism that is more fun in the Philippines mainly because the residents are friendly and fun to be with. The seven key drivers of tourism are nature and landscape, traditional regional dishes, regional wines, hotel and restaurant staff friendliness, winery staff friendliness, hotel and restaurant staff skills, and winery staff skills [25].

Last in the rank is that the tourist destination has a good nightlife, with the weighted mean of 3.04 and verbally interpreted as agree. CALABARZON may be classified as a provincial type of location that does not normally offer nightlife as compared to Metro Manila and other places. Families and other residents are more conservative and, in some places, there are individually imposed curfews for the sake of their safety. This may also affect the tourism activity and most of the activities are done during the day and not at night. However, there are just a few places in the region that offer night activities, especially those of coastal areas and cities. It is evident in the study of Wu, et al. [26] that night markets have attracted the interest of several tourists.

Table 4. Image management of the tourist destination in terms of Political Stability

Political Stability	WM	VI	R
1. The tourist destination is a politically stable province.	3.42	A	2
2. The tourist destination is a progressive province.	3.01	A	3
3. The tourist destination is an orderly province.	3.55	SA	1
Composite Mean	3.32	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 4 portrays the image management of the tourist destination in terms of political stability. The composite mean score of 3.32 implies that the respondent positively agreed on political stability. As presented in the table, tourist destination is an orderly province (3.55) ranked first verbally interpreted as strongly agree. Discipline is one of the traits that each tourist destination is portraying. Following the set of rules and regulations is continuously monitored and evaluated by the local government unit and even the residents and the tourist to ensure that the region may be considered as an orderly province.

Saarinen [27] affirms that part of the tourism planning is to 'anticipate and regulate change in a tourist destination to promote orderly development to increase various benefits of the development process may it be socially, economically and most importantly, environmentally. Being home to many tourist spots is one of the reasons that carries the region to be diverse. Known for its white beaches, cultural legacy sites dating back to the Spanish era, marine sanctuary, majestic mountains, among others, the region is a popular spot to many local and international travellers.

Last in the rank is that the tourist destination is a progressive province with the weighted mean of 3.01, which is verbally interpreted as agree. The CALABARZON region includes Cavite, Laguna, Batangas, Rizal, and Quezon. It is considered as one of the most inhabited regions of the country after Metro Manila. Also, in agriculture, CALABARZON is known for its wide contribution with at least 40% of the country's total production of the food supply. Leading provinces in agribusiness are Batangas, Laguna, Bulacan, and Pampanga. CALABARZON together with central Luzon provides food to over 12 million people living in Metro Manila as reported based on the Philippine Statistical Authority. The region is even recognized as the top supplier of food before Central Visayas, and Davao. Militating against improvement and development in the tourism sector is very evident as a new industrial sector, constantly striving to maintain its significance and to be well known and recognized as a significant industry through a progressive development plan [28].

Table 5. Image management of the tourist destination in terms of Adventure and Weather

Adventure and Weather	WM	VI	R
1. The holiday in the tourist destination is a real adventure.	3.41	A	2
2. Tourist destination has pleasant weather.	3.51	SA	1
Composite Mean	3.46	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 5 presents the image management of the tourist destination in terms of adventure and weather. The composite mean score of 3.46, depicts that the respondent positively agreed on adventure and weather. As shown in the table, the tourist destination has pleasant weather (3.51) verbally interpreted agree,

ranked first. Strategically located in the south of Metro Manila, resting on the southwestern part of Luzon, CALABARZON offers a perfect combination of conveniences of living in a green urban setting with friendly access to the metropolitan and the same time in the business hubs. One of the main determinants of whether visitors opt to visit the destination is the weather pattern. Temperature, average sunny hours, the volume of precipitation are possible variables impacting the market or supply-side elements of leisure industries such as the choice of tourist destination, the ability of visitors to visit, frequencies of engagement, infrastructure, and facilities [29]. Weather and atmosphere are also heavily affected by visitors, as these affect destination choices, travel schedule, and satisfaction with trips [30].

It was followed by an indicator, the holiday in the tourist destination is a real adventure (3.41) verbally interpreted as agree. When it comes to the hospitality industry, the increasing demand for developments and rapid urbanization are even noted in the region. Named as the "new jewel of the Philippine real estate industry", CALABARZON is eyed by many developers and investors for their real estate developments and businesses. Adventure tourism at present is one of the progressive areas of the tourism industry. It tends to give priority and focus on the probable risk element, and the other hand, in terms of the environment that is rarely considered. This concern has a massive implication not only for the tourism sector but more so with the image management of the destination [31].

Table 6. Image management of the tourist destination in terms of Local Culture

Local Culture	WM	VI	R
1. The architectural styles of the buildings are like those in your place.	3.38	A	2
2. The lifestyle and customs are like those in your place.	3.52	SA	1
Composite Mean	3.45	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 6 presents the image management of the tourist destination in terms of local culture. The composite mean score of 3.45, depicts that the respondent positively agreed on local culture.

As revealed in the table, the lifestyle and customs are similar to those in your place (3.52) ranked first and verbally interpreted as agree. Cavite province

is considered the "Historical Capital of the Philippines" as it played a crucial role in the Philippine Revolution in 1898. Whereas in Batangas, the Cultural Heritage Town is Taal; and Rizal, which is named after the national hero Jose Rizal, also has a long historical root. This only proves that in terms of local culture, the region truly has a good image in terms of lifestyle and customs. The lifestyles of consumers underlie their actions in international and domestic travel, and this information should be used instead of demographic information for a market segmentation strategy in tourism [32].

It was followed by the architectural styles of the buildings, which are like those in your place with the weighted mean of 3.38 verbally interpreted as agree. With that of the architectural styles of the buildings and fascinating infrastructure, genuinely the destination image of CALABARZON is highly prominent. To name a few of the most prominent designs in the region are its famous churches such as the Minor Basilica of Saint Martin de Tours and Saint John the Baptist Parish. With the wealth of tourism, agriculture, and trading, it is no surprise that CALABARZON plays a very important contribution to the Philippine economy then is dependably regarded as well as the top wealthiest provinces in the country. With that of the architectural styles of the buildings and fascinating infrastructure, genuinely the destination image of CALABARZON is highly prominent. Strong architecture is crucial to economic development and tends to drive tourism and spending on tourism [33]. Furthermore, the fact that ancient theatres have been designed in places of excellent beauty enriches the visitor's view of nature and scenery [34].

Table 7. Image management of the tourist destination in terms of Cleanliness

Cleanliness	WM	VI	R
1. The tourist destination is clean and green.	3.48	A	1
2. There are many gardens and parks in the tourist destination.	3.41	A	2
Composite Mean	3.44	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 7 presents the image management of the tourist destination in terms of cleanliness. The composite mean score of 3.44, denotes that the respondent positively agreed on cleanliness. As seen in

the table, tourist destination is clean and green (3.48) ranked first and verbally interpreted as agree.

With the priority directives of DENR Secretary Roy Cimatu to stay focused on implementing DENR laws to ensure "clean air, clean water, and clean beaches" anywhere in the region where they are assigned. By practicing cleanliness and efficient waste disposal at visitor attractions, City Ordinances No. 163-91 and 640 have enriched the lives of communities. The passage of City Ordinances on the quest for cleanliness has played an important part in successfully handling waste. For two decades until the present, the main position of having a good political will in the local government has firmly preserved its best practices [35]. In addition, the rising number of environmental issues of tourists, such as orderliness and cleanliness, can also be included in the collection of rules in every tourist destination [36].

Last in the rank is that there are many gardens and parks in the tourist destination with the weighted mean of 3.41 verbally interpreted as agree. CALABARZON may be considered as one of the highly renowned and truly interesting regions in the country, with an amazing diversity of geography, history, culture, and lifestyles.

The plants have an opportunity to function as botanical tourism in which, by preserving the gardens and parks in the destination, many various types of tourism activities can be carried out [7]. Having these parks and garden may attract nature lover tourists at it brings freshness and calmness to one's soul. Park tourism may provide natural, cultural, and social values develops in a clean environment, and provides economic benefits to any tourist destination [37].

Table 8. Image management of the tourist destination in terms of Personal Safety and Convenience

Personal Safety and Convenience	WM	VI	R
1. The tourist destination is a safe place to visit.	3.58	SA	1
2. Tourist destination has a well-developed transport system.	3.39	A	2
Composite Mean	3.49	A	

Scale: 3.50-4.00: Strongly Agree (SA); 2.50-3.49: Agree (A); 1.50-2.49: Disagree (DA); 1.00-1.49: Strongly Disagree (SD)

Table 8 presents the image management of the tourist destination in terms of personal safety and convenience. The composite mean score of 3.49 depicts that the respondents positively agreed on personal safety and convenience.

As shown in the table, tourist destination is a safe place to visit (3.58) ranked first and verbally interpreted as strongly agree. Traveling through the CALABARZON region is a unique, once-in-a-lifetime experience. The amazing blend of cultural, natural, culinary, artistic, and adventurous encounters you are bound to have will create everlasting memories. However, there are genuine concerns about safety and security in some parts of the region and visitors should ensure that they take all the necessary precautions. There is a Tourism Police program to ensure the safety of the destination and ensure security among the tourists.

Visitor risk management poses major obstacles for administrators of protected areas when they need to reconcile the usability of tourists' nature-based interactions with their ethical risk management obligations [38]. Then, as a result, tourism destination management needs to view the safety and security from the perspective of the visitor, which may be emphasized through the approaches the risks and hazards, including creating assumptions on visitors' skills, experience, and behavior.

Last in the rank is that tourist destination has a well-developed transport system with the weighted mean of 3.39 verbally interpreted as agree. Because of its proximity to the national capital, CALABARZON has seen steady industrial growth and urbanization in recent years. But the local culture is still very much alive. Historical landmarks, monuments, old churches, and shrines dot the region's landscape. The local culture is still very much alive, though. The region's landscape is dotted with ancient buildings, temples, old churches, and shrines. Through the transportation infrastructure, having the South Luzon Express Way, it is truly convenient to visit the place.

Tourists are dependent on the transport infrastructure available at the destination because of the features of tourism operations at the destination (e.g., long-distance travel, remote locations, difficult roads, access limits, and point-to-point distances) and personal limitations (e.g., physical capabilities and safety). In addition, it was also observed that proximity to tourist attractions and transportation services were significant factors affecting hotel locations. These qualities and resources are also assumed to affect all the utility roles of the visitors on the demand side [39].

CONCLUSIONS AND RECOMMENDATIONS

It was found out that personal safety and convenience were the main indicators for a destination

image, hence shopping and food paradise was the least indicator as assessed by the tourists and the tourism office. This reveals that tourists have a lot of choices in terms of travel experiences in the CALABARZON Region.

With this, the researcher recommends the Department of Tourism to encourage tourism businesses to promote and boost social media marketing to establish a better Destination Image. Also, for each province in the CALABARZON Region, (Cavite, Laguna, Batangas, Rizal, and Quezon) to prioritize having a variety of options for tourists such as shopping and food Paradise, as well as the nightlife. Hence, future researchers may consider continuing the study considering other regions using the same variable since the study is limited only to the tourism destination that is accredited by the Department of Tourism.

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