

# Davao Life is here: Characterizing Inbound Tourists

**GYPSY MAE B. CASURAO, MBA**

University of Mindanao

Davao City, Philippines

E-mail: [gmbcasurao@gmail.com](mailto:gmbcasurao@gmail.com)

**HAZEL PRINCESS M. REBOLLO, MSHRM**

University of Mindanao

Davao City, Philippines

E-mail: [rebollohazelprincess@yahoo.com](mailto:rebollohazelprincess@yahoo.com)

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## **Abstract**

*The study determines tourists' satisfaction on the attributes of Davao City, specifically, on services, safety and security, festival, transportation and food. Moreover, the travelers' demography and their travel characteristics were also measured in this study using the regression analysis model to determine their likelihood to revisit the city. The researcher-made questionnaires were randomly distributed to 386 travellers, at Davao International Airport, as respondents. The data was tabulated and analyzed using the statistical tools namely: ANOVA, frequency, mean, and regression analysis to test the hypothesis of the study. It was found that tourists are moderately satisfied with the city's festival events and highly satisfied of the city's safety and security. This is consistent to their being feel safe and secured while they are in the city because of their trust to the current Mayor that resulted to their high likelihood of repeat visitation leading to an increased positive economic impact to all the city's tourism-service providers. In addition, tourists under middle life group have the highest likelihood of visiting Davao City again even with a moderate tourism experience compared to other age groups. But when the tourists are into a wonderful, fun-filled experience with festivals and had a first-hand experiences with the safety and security measures implemented in the City, even the busiest age are likely to revisit the place. Furthermore, this study recommended that tourism-service providers should establish measures to improve the quality of travellers' experiences, such as offering wider variety of food choices and activities, to entice more tourists.*

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**Key words:** *Tourism industry, Tourist Satisfaction, Safety and Security, Festival Events*

## INTRODUCTION

### Background of the Study

Tourism is regarded as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2010). Published in the United Nations Environment Programme (2012), tourism is considered as a leading global industry contributing to a significant proportion of world production, trade, investments and employment. In fact, a statistical survey on inbound tourists was conducted in Finland which revealed activities of non-residents travelling to a given destination that is outside their usual environment, and staying there no longer than 12 consecutive months for leisure, business or other corresponding purpose.

Globally, Petrick (2004) supported by Lai & Vinh (2013) said that tourist satisfaction is important in tourism industry in establishing destination image. Tourist satisfaction becomes the reason of many tourism providers in striving quality products and services (Esu & Arrey, 2009) that could establish competitive advantage (Shergill & Sun, 2005). It was even noted by Suebsamarn (2009) that identifying motivational factors of tourist described likelihood of revisit. Improving destination attributes through marketing and promotional activities will therefore make the travel destination competitive (Siri, Kennon, Josiam & Spears, 2012; Kozak & Rimmington, 1999). However, tourist satisfaction is unlikely to be achieved unless the tourism industry will understand the behavioural background of tourist (Truong & King, n.d.), which includes background knowledge, learning capabilities and travel experiences. Furthermore,

Nnanjar (2012) identified that satisfied tourists are more likely to recommend the destination to others. In support, Akama & Kieti (2003) noted that they will even do repurchase as paying compliments to the service and product providers for the development of long-term loyalty (Correia, Moital, De Costa & Peres, 2008; Sivalioglu & Berköz, 2012). Moreover, a satisfied tourist contributes to increased rates of the retention of tourists' patronage, loyalty and acquisition, which in turn helps in realizing economic goals like increased number of tourists and revenues (Sivalioglu & Berköz, 2012). Accordingly, tourist satisfaction plays an important role in destination loyalty. At all these point to the importance of knowing and developing tourism attributes (Som, Shirazi, Marzuki & Jusoh, 2011).

In the national setting, Chandra & Menezes, (2001) recommended that the National Tourism Organization and other participating tourism organizations should create operational plan and strategic marketing plan that could enhance the destination image. De Nisco (2013) mentioned that differentiating the destination attributes and categorizing the strength and weakness established competitiveness among destinations. Thus, tourist satisfaction is being used in marketing field in analysing and evaluating the tourist behaviour on tourist selections, tourist perception, tourist expectations, tourism attributes and tourist experiences (Albayrak, Caber & Aksoy, 2010); Hui, David & Ho , 2007), the marketing strategies retain tourist and lead to building tourist loyalty which would lead in increase revenues and profits for tourism service providers (Barutcu , Dogan & Unguren, 2011).

On the other hand, the tourism sector in Davao Region aimed to increase the productivity and competitiveness of tourist destinations (Davao Region Marketing Plan,

2011). As a result, the Department of Tourism Report indicated high tourist arrivals and was ranked as 6<sup>th</sup> tourist destination in 2010 (Davao City Tourism, 2011). The influx of tourist arrival was recorded at 744, 275 in 2011 reached 1.075 million in 2012 (Mayex, 2013). This increase, however, was more of external attributes, flight connections and convention volume that indicate quality tourism environment in Davao City (Alama, 2013).

Based on Lai & Vinh, (2013) who declared that there is a need to investigate the relationship between destination attributes and tourists' satisfaction from the tourist perspective in order to gain an in depth understanding of tourists' attitudes and behaviours after visiting the destinations, this study is proposed. Indeed, it becomes necessary to identify and analyse the characteristics of tourism attributes in relation to tourist satisfaction as well as future expectations of tourism firms.

### **Statement of the Problem**

This study is conducted to determine the Satisfaction and Attributes of Davao's In-bound tourists. Specifically, it is geared towards answering the following problems:

1. What is the profile of the respondents in terms of:
  - 1.1 Sex;
  - 1.2 Age;
  - 1.3 Marital Status;
  - 1.4 Country of Residence; and
  - 1.5 Social Status?

2. What is the travel characteristics of respondents in terms of:
  - 2.1 Number of day spent in Davao;
  - 2.2 Type of Tourist;
  - 2.3 Travel party;
  - 2.4 Means of knowing Davao;
  - 2.5 Travel arrangement;
  - 2.6 Transportation Vehicle;
    - 2.6.1 Public Transportation Vehicle;
    - 2.6.2 Transportation Fare;
    - 2.6.3 Transportation Services.
  - 2.7 Accommodation;
  - 2.8 Purpose of visiting Davao; and
  - 2.9 Davao tourism attraction visited?
3. What are the tourism attributes that make Davao a travel destination?
4. What is the level of tourist probability of revisit Davao City?

## **Significance of the Study**

The finding of this study provides valuable information to beneficiaries on the following contexts:

***Provincial Tourism Bureaus.*** The result of the study will aid them in implementing programs or any other related activities that would help in the development and improvement of Davao tourism attributes.

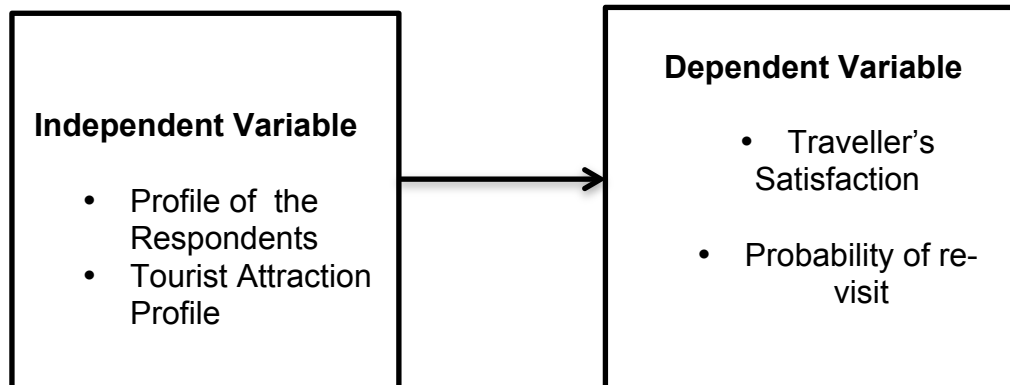
***Local Government.*** The result of the study provides inputs to local government for decision making as to how they can manage and develop sustainably the Davao tourism attributes.

***Managers/Operators.*** The result of this study identified the strongest and the weakest attribute of tourism in Davao. This gives them an opportunity to evaluate themselves as part of the tourism sector and formulate some strategies on how to improve their products and services to highly satisfy tourists and enjoy the result of the word-of-mouth recommendation.

***Local Community.*** The result of the study enhanced their awareness in their effort to continuously improve the Davao tourism attributes for travellers to come and experience. This way, they are benefited in terms of higher rate in tourist arrivals, which would also mean development of their area and improvement in their status of living.

***Future Researcher.*** The result of the study help future researcher by using the findings of the study as their references in their own study.

## Conceptual Paradigm



**Figure 1: Conceptual Framework**

## Hypothesis of the Study

The study is guided by the null hypothesis which will be tested at 0.05 level of significance:

HO1: There is no significant difference in the level of travellers' satisfaction when analysed according to profiles and tourist characteristic.

HO2: There are no factors found to influence tourists' revisit.

## METHOD

### Research Design

The study was quantitative in nature utilizing survey research design and purposive sampling technique in choosing the respondents. Purposive sampling was the method used by the researchers to guarantee a greater validity of the answers coming from the selected respondent. Using 5% margin of error, a total of 386 respondents were chosen to ensure greater accuracy in data and results interpretations. The research instrument was given to the in-bound tourist base on their availability and willingness to answer. The researcher ensured 100 percent retrieval of the data.

### Research Instruments

The study used structured questionnaire designed to obtain the satisfaction of tourist on the travel characteristics while exploring various tourism attributes. The questionnaire was divided into three sections: part 1- relevant demographic information of the respondent, part 2- travel characteristics of the respondents and part 3- travellers' satisfaction on manipulative tourism attributes. Travellers' satisfaction questionnaire was used to measure the importance of tourism attributes that will make the travellers satisfied. The research questionnaire was drafted according to the frame of the study and formulated based on several studies, textbook, references and related literature.

Respondents' satisfaction on tourism attributes will be measured using a Likert-type scale of 5 points, with 5 standing for **Generally Satisfied** , 4 for **Moderately Satisfied**, 3 for **Satisfied**, 2 for **Slightly Satisfied** and 1 for **Never Satisfied**. The



responses of the respondents will be categorized into five (5) different levels and criteria used were as follows:

<b>Scale</b>	<b>Verbal Description</b>	<b>Interpretation</b>
4.21- 5.00	Generally Satisfied	– It indicates that the attributes exceed of what is expected or outstanding.
3.41- 4.20	Moderately Satisfied	– It indicates that the attributes have revealed above average result.
2.61- 3.40	Satisfied	– It indicates that the attributes reached average or borderline of what is expected.
1.81 – 2.60	Slightly Satisfied	– It indicates that the attributes reached below average of what is expected
1.00- 1.80	Never Satisfied	– It indicates that the attributes is not satisfying at all.

### **Participant of the study**

The respondents of the study included 386 domestic and foreign, either first time or returning, inbound travellers of the city. Inbound tourist was chosen to examine their level of satisfaction to help the local tourism planners and tourism providers for the improvement of the city's tourism attributes and characteristics.

## **Design Procedures**

The following steps were undergone by the researchers in conducting the study:

**Letter of Permission.** The researchers sought help from tourism agencies and other related organizations to gather facts needed for the construction of the background and related literature. The researchers also asked permission from CAAP (Civil Aviation Authority of the Philippines) to conduct a study at the departure area of the Davao City International Airport. The letter was noted by the Research Director of the university and submitted to the management to seek for approval and confirmation.

**Administration of Questionnaires.** The researchers approached the inbound tourist to explain the purpose of the survey. The researchers proceed to distribution and administration of questionnaires to the 386 respondents using the convenient sampling to ensure 100 percent retrieval of the questionnaires.

**Gathering of Questionnaires.** After the participants answered the questionnaires, the researchers retrieved the mentioned questionnaires for tabulation, analysis and interpretation. They were also given durian tart as gratuity for completing the survey.

## **Statistical Treatment of Data**

To give meaning to the data gathered, statistical treatments are done to be able to analyse and interpret data are as follows:

**Mean.** This was used to determine the level of the travellers' satisfaction on the tourism attributes.

**Frequency.** This was used to determine the total number of respondents favoring an item from the questionnaire.

**ANOVA (Analysis of Variance).** This was used to determine the significant differences in the level of travellers' satisfaction when analysed according to profile and tourism characteristics.

**Regression Analysis.** This was used to test what tourism attributes has significant for tourist in revisiting the city.

## **RESULTS AND FINDINGS**

This section presents the interpretation and analysis of the findings of the study. Discussions of the topics are arranged according to the following subheadings: Profile of the Respondents and Level of Tourists Satisfaction.

### **Profile of the Inbound Travellers as Respondents**

There were 385 total respondents of the study. The administration of questionnaires started from 4:00 am to 10:00 pm of August 19, 2013 to August 25, 2013 at Davao City International Airport. The Inbound travellers were the respondents of the study to determine the significant difference in the level of tourist satisfaction when analyzed according to profile.

Presented in Table 1 is the demographic profile of the respondents. In terms of gender, the number was not evenly distributed, as observed the 205 (53.25%) were female while 180 (46.75%) were male. In terms of social status, majority of the respondents were part of lower middle class, 118 (30.65%). These are those who

handle supervisory, clerical, junior managerial and professional positions or careers. This is followed by those who belong to middle class at 113 (29.35%). They are those who occupy middle administrative position. And pensioner got the lowest number at 2.60%.

When tested according to age, there were 148 (38.44%) respondents with age ranges from 21-30 years old, there were also 116 (30.13%) with ages 31–40 years old and 7 (1.81%) with ages 61 and above.

The distribution of respondents revealed that there were more single than married inbound travellers in Davao City at 221 (57.40%) and 164 (42.60%) respectively. The result may imply that the city has more single female inbound travellers with an age bracket of 21 – 30 who are into supervisory, clerical, junior managerial or professional positions or careers.

In other studies conducted, many researchers found that demographic profile of the respondents varies on the purpose of the study. In terms of sex, the highest sample traits in the study of Prebensen, Skallerud & Chen, (2010); Chen, (2003); Shoval & Raveh,(2003) and Pizam & Milman, (1993) were female. In China, majority of the participants in a study were young aged (Song & Cheung, 2010). Youth aged were also the dominant respondents in the individual researches of Sridhar, Ravindranath & Murth (2010); Hui, Wan & Ho (2006) and Boonsirichai (2002). This may conclude that young professionals or middle aged individuals were the dominant traveller.

**Table 1**  
**Profile of the Respondents**

<b>Sex</b>	<b>f</b>	<b>%</b>
Male	180	46.75
Female	205	53.25
<b>Age</b>		
	<b>f</b>	<b>%</b>
Below 20	22	5.71
21-30	148	38.44
31-40	116	30.13
41-50	66	17.14
51-60	26	6.75
60- Above	7	1.82
<b>Social Status</b>		
	<b>f</b>	<b>%</b>
Upper Middle Class	69	17.92
Middle Class	113	29.35
Lower Middle Class	118	30.65
Skilled Working Class	17	4.42
Working Class	14	3.64
Pensioner	10	2.60
Student	44	11.43
<b>Marital Status</b>		
	<b>f</b>	<b>%</b>
Single	221	57.40
Married	164	42.60

### **Analysis of Respondents Nationality**

Table 1.1 presented the various ethnic groups of respondents in the study. There were fourteen (14) different nationalities recognized in the study. Surprisingly, the dominated foreign travellers were Americans which obtain 2.86%, followed by Chinese and Australian 2.08%, and the least foreign travellers were the Vietnamese and Korean which obtain a mean score of 0.26%. But the figure does not represent the overall percentage of foreign visitor because there were plenty of foreign tourists when the

study was conducted. Unfortunately, questions written in English caused refusal of some foreign tourist to answer the questionnaire. Communicating with them in English as well or not using their own language, made us difficult to request them to answer the research questionnaire.

Conversely, the highest respondents were dominated by the domestic tourists that obtain 83.90%. This shows that Filipinos from other parts of the country were also enthusiastic and interested to visit the city which helps in maximizing the income of local economy. This is also true in other parts of the world, like in China, domestic tourist was become their major driving force in their tourism activities that helped in the development and expansion of their economic growth (Lu & Feng , 2010).

**Table 1.1**  
**Respondents Nationality**

<b><i>Type</i></b>	<b><i>f</i></b>	<b><i>%</i></b>
Filipino	323	83.90
American	11	2.86
Chinese	8	2.08
Australian	8	2.08
Indian	6	1.56
British	5	1.30
African	5	1.30
Italian	5	1.30
Japanese	4	1.04
Belgians	3	0.78
Irish	3	0.78
Canadian	2	0.52
Vietnamese	1	0.26
Korean	1	0.26
<b><i>Total</i></b>	<b>385</b>	<b>100.00</b>

## Analysis of Inbound Tourist Spending Days

Table 2 shows the travel characteristics of the respondents in terms of the number of days spent in Davao. The longest stay of an inbound tourist is one full year and the average stay of 11 days. In spite of the issues and concerns raised during Kadayawan Festival, tourists still stayed longer. Maybe one of the contributing factors is the returnee tourists and most of the tourist were single, in young age and have a work profession. That helps the tourists to stay longer because of their individual status and they do have the capacity in staying longer because they have money and time to explore the city.

Do Valle, Silva, Mendes & Guerreiro (2006) supported by Kozak & Rimmington (1999) recorded that the average stay of tourist in a destination is at least two weeks. While, in Scotland, tourist stayed more than one week during holidays and less than one week in regular days. But when the tourist is satisfied on the destination, this will make the tourists extend the visit and/ or length of stay and more probably will have a repeat visitation as elaborated by Nnanjar, (2012).

**Table 2**  
**Number of days spent in Davao City**

<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>StdDev</i>
1	336	11.16	26.03

## Analysis on the Type of Tourist

Presented in Table 3 is the travel characteristic of the respondents in terms of the nature of trip. Majority of the tourists are returnees which covers more than three fourth

or 76.62% mean score while the rest are belong to first time tourist at 23.38% mean score. The other data may serve as the support why returnees obtained the high mean score.

Since, the leading respondents of this study belong to returnees, this is an indication that these tourists have visited the city before and were satisfied during their stay, experiencing leisure and recreation as well as the products and services delivered by different components of tourism sectors.

Moreover, if these tourists were satisfied on the services and products they previously experienced, a big contributing factor for the sustainability of the tourism industry and other indirectly benefited industries is being assured. Because repeat visitors play a key role in transmitting positive word-of-mouth recommendations as stated by Lee (2009).

In the study conducted by Marino (n.d.), result shows that the dominant respondents were belong to returnees. Tourists visited the destination for at least three times. Kruger, Saayman & Ellis (n.d.) also emphasized that returning tourists help to diversify the standard of accommodation, safety and security, hospitality and cleanliness of the destination and overall value of money than those of first-time tourist.

**Table 3**  
**Type of Tourist**

<b><i>Type</i></b>	<b><i>f</i></b>	<b><i>%</i></b>
First Time	90	23.38
Returning Visit	295	76.62
<b><i>Total</i></b>	<b><i>385</i></b>	<b><i>100.00</i></b>



## Analysis of Inbound Travellers Party

The table 4 presented the travel party of the respondents. Most of the respondents were travelling with their friends, which accounted to 37.66% (145 respondents) and 26.75% (103 respondents) of them were with their family. The least among travellers party belong to the organized group with 10.91%.

The findings are similar to the study conducted in Samui Island, Thailand, where travellers are being influenced by their friends and relatives in creating decision and also travelled with them as stated by Boonsirichai (2002). Friends or relatives was also the second highest of the companion of tourist in the result of the study conducted by Aksu, Icigen & Rhtiyar (2010).

**Table 4**  
**Travel party of respondents**

<i>Type</i>	<i>f</i>	<i>%</i>
with Friends/Relatives	145	37.66
with Family members	103	26.75
Alone	48	12.47
with Partners	47	12.21
in organized group	42	10.91
<b>Total</b>	<b>385</b>	<b>100.00</b>

## Analysis of Travellers in Knowing Davao City

Presented in Table 5 is the travel characteristic of the respondents in terms of knowing Davao. In this question, respondents were given the freedom to answer more than one choices. As observed, there were 784 answers given. Most of the respondents learned about Davao through Word of Mouth at 26.40%, through Internet at 20.79%,

through Television at 15.43%, through Magazine at 13.65%, through Newspaper at 12.24% and by others 11.48 %. Most of the respondents answered more than one on this question. It shows that the respondents explored the city through different channels to diversify their knowledge and idea about Davao City. Therefore, it might help them in creating a decision in visiting and exploring the majesty and grandeur of Davao City.

Marino (n.d.), revealed that word of mouth is one of the main factors in the destination image formation and in the motivation to travel. The disparity between the influence of internet and the traditional advertisings is also evident. In addition, travel agencies and tour operators still represent a good source of information in visiting the attraction. Alipour, Abbasi & Ghavidel (2012), supported that word of mouth, guide books, online advertising, television, brochures and newspaper are the most effective promotional tool in attracting tourists to visit the destination. Stepchenkova, (2005) emphasized that among informational sources, word of mouth is considered to be the most influential with regard to destination image promotion. Furthermore, Jensen, Lindborg, English & Menard (2006), give emphasis that newspapers were ranked fourth as a source of tourist attractions.

Ng, Cassidy & Brown (2006) also suggested that consumers have traditionally used non-directed public information sources such as newspapers, magazines, television, radio and yellow pages, to obtain travel related information. This was further supported by the actual study of the same author that revealed television, newspapers, magazines and radio as the top media ad spending in Australia. Therefore, word of mouth, internet, television, brochures and others are only part of the destination marketing. The criterion most commonly used in order to determine whether one type of

information source is more important than others is the fact that a great percentage of consumers may have access to the marketing channels.

**Table 5**  
**Mode of learning about Davao**

<i>Type</i>	<i>f</i>	<i>%</i>
Word of Mouth	207	26.40
Internet	163	20.79
Television	121	15.43
Magazine	107	13.65
Newspaper	96	12.24
Others (Since Birth)	90	11.48
<b>Total</b>	<b>784</b>	<b>100.00</b>

### **Analysis of Travel Mode of Inbound Tourist**

Presented in Table 6 is the travel characteristic of the respondents in terms of travel arrangement. The result showed that significant number of them did not avail or used the services of travel/tour agents with 92.99%. This is probably because domestic tourists arranged their own itineraries, accommodation, and food at their own initiative without asking any assistance from travel agency and tour guides. Hence, there was a very low result of 7.01% showing that tourists used the services offered by travel agents and tour guides during their visit in the city. The data also shows that the 27 respondents who availed the services offered by travel agency and tour guide were foreign tourists. Some foreigners explored the city in the same manner as of domestic tourist.

These results explain that the respondents opted to prepare their own travel itinerary rather than buying a package tour. Since majority of the respondents were single with age bracket of 21 – 30 years old, they are adventurous in nature. They are those who like flexibility of going to whatever places their feet will take them, according to their own time preferences and doesn't need to follow certain itinerary or schedule.

In Hongkong, the same result came out in a study conducted by Song, Veen, Li & Chen (2011) stating that many tourists travelled in Hongkong alone and without the guidance or services of travel agencies and/or tour guides. This can be concluded that dominant of the travellers were exploratory in nature which means they can arrange their travel activities at their own initiatives and risk.

This result is very significant for the local travel agency operators. In today's time, consumers in travel can access to numerous travel information, particularly at their fingertips via web portals that they themselves become "generalist agents" in travel and tourism. In order to adapt to and thrive in today's game, in which travellers want personalized attention, good value and the convenience of the internet, travel agencies should be more enthusiastic and creative in giving highly personalize service, offering more unique packages, building good relationship and trust, having a good and compelling website and most importantly, doing some self-check constantly to know if you are delivering the best value that today's travel consumers are looking for.

**Table 6**  
**Travel arrangement of tourist**

<i>Types</i>	<i>f</i>	<i>%</i>
None	358	92.99
Used Travel Agency	27	7.01
<b><i>Total</i></b>	<b>385</b>	<b>100.00</b>

### **Analysis of Transportation Services**

The table 7 presented the transportation services used by the respondents during their exploration in the city. As observed, there were 408 answers given, hence, some tourists used both private and public transportation services. Public transportation becomes the prime vehicle at 69.36% while private vehicle only at 30.64%. Public transportation was most utilized than private probably because any part of the city can be easily accessed with any mode of public transportation. Furthermore, public transportation requires cheaper cost, no need for parking and you can just sit back and rest while letting someone else do the driving. In addition, researchers found that the tourists of Davao city were satisfied of the public transportation service they experienced, in terms of comfortability, safety and cleanliness.

Tourists who travel by land may use public transport or by a private car to experience a variety of destinations (Further Web Reading, n.d.). Manasan & Mercado (1999) elaborated that there is an increase of utilization of public transportation services that mainly provided by buses, jeepneys, taxis and tricycles. These various public transport is much easier to use and more accessible for travellers (Mezghani, 2008). Unfortunately, there are instances that these transportation modes decrease the quality of services in terms of travel speed, comfortable riding and in-vehicle air-quality.

Although there are few air conditioned buses and taxicab units available, that provide comfortable experience to the riding public as cited by Manasan & Mercado, (1999).

Conversely, in places like Australia, Brazil and USA, most of the tourists used private cars in visiting the attractions as stated by Lohmann & Duval, (2011). They added, private door to door transportation is more convenient because you don't need to stick with and consider the timetable plan or itinerary wherein the driver has the control over the time, route and destination travelled to.

**Table 7**  
**Transportation Vehicle used by Tourist**

<b><i>Type</i></b>	<b><i>F</i></b>	<b><i>%</i></b>
Private	125	30.64
Public	283	69.36
<b><i>Total</i></b>	<b><i>408</i></b>	<b><i>100.00</i></b>

### **Analysis of Public Transportation Vehicles**

The table 7.1 presented the different public transportation vehicle. Some of the respondents used two to three types of vehicle during their stay. The highest utilization was of a Taxi at 45.29%, followed by Jeep at 35.62 % and rented small bus was the least among all public transportation vehicles with a 4.83%.

The data shows that most of the respondents used taxi and jeepneys. These vehicles are the most accessible among all other public vehicles in the city and offers reasonable price. Majority of these group travellers were not totally huge in number that they do not rent a van or a small bus during sightseeing of the city.

Conversely, in Canada, most of the international tourists used automobile, commercial plane, commercial bus or commercial boat in visiting different attractions (WTO Department of Statistics and Economic Measurement of Tourism, 2005). Weiller & Neely (n.d.) also emphasized that the lowest utilization among transportation vehicles in Japan used by a tourist is a rented car because of the its cost.

**Table 7.1**  
**Public Transportation Vehicle used by Tourist**

<b><i>Type</i></b>	<b><i>f</i></b>	<b><i>%</i></b>
Taxi	178	45.29
Jeep	140	35.62
Rented Van	56	14.25
Rented Small Bus	19	4.83
<b><i>Total</i></b>	<b>393</b>	<b>100.00</b>

### **Analysis of Transportation Fare**

Table 7.2 presented the transportation fare assessment of tourists. 312 respondents or 81.46% answered that the transportation fare in the city was affordable, 43 of them or 11.23% mentioned that the fare was actually cheap while the other 28 respondents or 7.31% expressed that the fare was expensive. In spite of the varying answers, the data shows a bigger difference on affordability from cheap and expensive. This means that the city offers reasonable cost of fare. However, there were 2 respondents who did not answer this particular question. This is considered a missing data.

Zegras & Litmant (1997) emphasized that the cost of fare is a main factor of tourists in a trip decision-making. However, Mezghani (2008) defended that there were

also some tourists who do not care of the fare structure as long as the travel will ensure friendliness, comfortability and safety. Sorupia, (2005) contended that the improvement in transportation modes plus low fares has increased the accessibility of areas once considered off-the-beaten-path. Access to tourism sites vary according to the nature of the site, the state of infrastructure and the efficiency of the public transportation. Therefore, the transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they chose different forms of holiday, destination, and transport.

**Table 7.2**  
**Mode of Transportation Fare**

<i>Type</i>	<i>f</i>	<i>%</i>
Cheap	43	11.23
Expensive	28	7.31
Affordable	312	81.46
<b>Total</b>	<b>383</b>	<b>100.00</b>

### **Analysis of Tourist Impression on Transportation Facilities and Services**

Table 7.3 presents the tourist impression on the transportation facilities, services and transport system of Davao City. Majority or 71.50% of the respondents find Davao City's transportation system as clean and safe. Other respondents said that the city has to look into expanding parking spaces (17.29%), needs to have better transport system to minimize transfers (10.28%) and must regulate the parking fees (.93%).

As observed, there were 438 answers gathered. This is because respondents were allowed to answer more than one selection. The data has impressive result in the



sense that tourists select the transportation vehicle because of its cleanliness and safety. But other selection shows negative impression that need to be addressed by the regulating body to improve the transportation services. After all, tourists has be to be assured with better transport system that makes their travel experience easier, faster, safer and cheaper.

**Table 7.3**  
**Impression on Transportation Facilities and services**

<i><b>Types</b></i>	<i><b>f</b></i>	<i><b>%</b></i>
Clean and safe	306	71.50
Lack of Parking	74	17.29
Too many Transfer	44	10.28
Parking Cost to expensive	4	0.93
Others	0	0.00
<b>Total</b>	<b>428</b>	<b>100.00</b>

### **Analysis of Inbound Tourist Accommodation**

Presented in Table 8 is the travel characteristic of the respondents in terms of accommodation. The results showed that there were more than half (51.95%) of the total respondents stayed in the hotel or similar accommodation. Other stayed with their relatives and friend (32.21%) and the least number of respondents stayed in their second home (15.84). The researchers define “second home” here as the tourists’ property in Davao where they stay every time they are in the city for vacation. The result may imply that majority are non-residents of the city, who did not stay in a friend or relative’s house.

In a study conducted in Scotland, most of the travellers stayed in a hotel, specifically, in hostels, independent backpacker hostel and bed and breakfast

accommodation (Nash, Thyne & Davies, 2006). This is a good implication that in tourism, there is a good business in backpackers and budget accommodations.

**Table 8**  
**Accommodation afforded by tourist respondents**

<i>Type</i>	<i>f</i>	<i>%</i>
Hotel and other lodging services	200	51.95
Stayed with friends/relatives	124	32.21
Second Home	61	15.84
<b>Total</b>	<b>385</b>	<b>100.00</b>

### **Analysis of the purpose of Inbound Tourist in visiting Davao City**

Presented in Table 9 is the travel characteristic of the respondents in terms of the purpose in visiting Davao City. The result shows that the primary reason of respondents in visiting the city were leisure, recreation and holidays at 36.72%. This is followed by visiting friends and relatives at 25.99%, work/business and professional activities at 25.99%. The least reasons are the health treatment at 0.94% and as a “Jump-off” point going to nearby place at 1.88%.

This may imply that the city is known for its tourist attractions for leisure, recreation and holidays. The presence of many crystalline beaches in the nearby Island Garden City of Samal, the peak of the country’s tallest Mt. Apo, a serene mountain resorts, relaxing parks and the growing metropolis that offers good food and experience make the place more attractive for travellers from other places.

According to Ritchie, Mules & Uzabeaga, (2008) the dominant reason of the tourists in travelling were to visit specific attractions, followed by visiting family, next is to attend an event or exhibition and exploring the selected attraction for recreation purposes. Mao (2008) added that people are motivated to seek leisure activities in

order to leave behind the personal and/or interpersonal problems of everyday life and to obtain personal and/ or interpersonal rewards from participation in leisure activities concerned.

**Table 9**  
**Reason for Visiting Davao City**

<i>Type</i>	<i>f</i>	<i>%</i>
Leisure, recreation, and holiday	195	36.72
Work/Business/Professional Activities	138	25.99
Visiting Friends or Relatives	138	25.99
Culture/Religion/Pilgrimage	32	6.03
Others	13	2.45
Jump off point going to other nearby place	10	1.88
Health treatment	5	0.94
<b>Total</b>	<b>531</b>	<b>100.00</b>

### **Analysis of Davao City Attraction**

Presented in Table 10 is the travel characteristic of the respondents in terms of the Davao City tourism attractions visited. The result shows that the three (3) most preferred tourist destinations were Samal Island Resort, followed by Jack's Ridge and Matina Town Square. The three (3) least priority destinations were the Outland Adventure, Lon Wa Temple and Deca Wakeboard Park.

This can be explained that attractions in Samal Island, Jack's Ridge and Matina Town Square were able to establish positive image, hence, these attractions are among the most-highlighted destination in Davao City. Cui (2005) pointed out that destinations with positive images are expected to prosper while those with less favourable images may never achieve their fullest tourism potential. However, tourist images of a destination are built by variety of influences. Some tourists can be directly or indirectly

attributes to national/local tourism promotional activities and destination marketing companies.

Deca Wakeboard, a newly introduced destination in the public, is the 3<sup>rd</sup> least visited place. The lack in establishing branding and/or name plus its unfriendly location, can probably explain why this place is least visited.

Lon Wa temple, a place built by Buddhist people, is the second of the least visited destination. Probably because majority of the respondents are not Buddhist although this cannot be validated in this study since religion was not part of the questionnaire.

Lastly, the least visited of them all is the Outland Adventure. Its continuous construction for renovation and having specific feature or services being the place for team building, might be the cause why travellers became uninterested in the destination.

This result is consistent to the result found in the previous table showing that tourists explored the most visited destinations of the city for the purpose of leisure and recreation during holidays. Samal Island, Jacks Ridge, Matina Town Square, Crocodile Park and Eden Nature Park are among those destinations that offer leisure and recreation.

On the other hand, data reveals that most of the tourists are engaged in multiple travels in not less than ten (10) destinations because there were only small gaps of frequency observed. Probably this is because the study was conducted a week after the Kadayawan Festival. The festival helps other attractions to be visited and explored by the tourist. Matos, Mendes & Valle, (n.d.) elaborated in their study that, event tourists

often engage with multiple leisure attractions during tourist trip. Casino gambling, sightseeing, dining, and nightlife entertainment have been documented as pull factors that help tourists to fulfil multiple travel needs. Therefore, it is reasonable to believe that destinations' specific attributes serve as complementary or even principal factors of event tourism. In addition, Wong (2011) stated that event tourism helped the destination to gain, establish image and become a competitive destination. Above all, it brings a stream of economic opportunities such as business development and job creation.

**Table 10**  
**Popular Tourist Attraction of Davao City**

<i><b>Visited Destination</b></i>	<i><b>f</b></i>	<i><b>Rank</b></i>
Samal Island Resort	208	1 <sup>st</sup>
Jack's Ridge	186	2 <sup>nd</sup>
Matina Town Square	182	3 <sup>rd</sup>
Crocodile Park	176	4 <sup>th</sup>
San Pedro Church	172	5 <sup>th</sup>
Eden Nature Park	154	6 <sup>th</sup>
People's Park	149	7 <sup>th</sup>
Philippine Eagle Nature Center	142	8 <sup>th</sup>
Malagos Garden Resort	133	9 <sup>th</sup>
Shrine of the Holy Infant Jesus of Prague	102	10 <sup>th</sup>
D'leonor Park and Resort	83	11 <sup>th</sup>
Museo Dabawenyo	58	12 <sup>th</sup>
Gap Farm	50	13 <sup>th</sup>
Other Spots	46	14 <sup>th</sup>
Mt. Apo	35	15 <sup>th</sup>
Deca Wakeboard Park	30	16 <sup>th</sup>
Lon Wa Temple	15	17 <sup>th</sup>
Outland Adventure	13	18 <sup>th</sup>

## **Level of Tourist Satisfaction in terms of Festival, Transportation, Food and Safety and Security Attributes**

Table 11 shows the level of tourist satisfaction in terms of the city's Festival attributes. Result shows that most of the respondents were satisfied in all indicators that ranges from 2.51- 3.32. This is probably because most of the respondents have not actually experienced all activities, from the beauty pageant, parades and street dancing, since the study was conducted a week after the festival event.

Furthermore, few weeks before the Kadayawan festival, there were rumors of the postponement of the events due to bomb threats. The mayor himself, Rodrigo Duterte of Davao City, considered the cancellation or at least postponement of some events in celebration of the Kadayawan Festival to ensure public, local and foreign tourists' safety (GMA News, 2013). This fact probably contributed to the low involvement of tourists to celebrate the event. Indeed, safety and security is a big factor, as tourism attributes, to attract more tourist arrivals.

In a study conducted by Lee, (2009), emphasized that having an atmospheric environment helps in the increase of tourists' interest and arousal. Atmospheric environment is often used to describe the quality of the surroundings and is apprehended through the main sensory channels such as sight, sound, scent, and touch. He added that having a safe environment is actually more influential than the product itself which contributes to the purchasing decision of the tourist.

In terms of transportation, respondents were also satisfied, at a mean score of 3.00- 3.46, in all the attributes stated. Among the said attributes, respondents were moderately satisfied that public drivers are familiar with the city's roads and are good in

communication. In addition, respondents also agreed that public transportation drivers in the city possess good qualities such as being obedient in traffic rules, neat and clean, responsible and courteous.

In terms of Food, the study obtained a moderate satisfaction from the respondents, with a mean score of 3.60-3.91. Respondents were satisfied in terms of the quality of foods they tried during their visit and find it affordable when it comes to cost. Furthermore, they also agreed that food attendants who served them during their visit were well groomed, attentive and sensitive to their needs and knowledgeable of the products they offer plus the food establishments they visited offered good ambiance that made their experience worth to be tried. This may be concluded that the food establishments of the city offer good quality food products, served with quality service at a reasonable cost. This is an edge of the local tourism industry that is on Food Tourism.

Mak, Lumbers, Eves & Chang (n.d.) contended that tourist food demand tends to be inelastic. In a study they conducted, they stated that Japanese, French, and Italian tourists avoid local food in the host destination and would always prefer to eat their own cuisine. In addition, American tourists were perceived to have a slight preference for local food in the host destination. One of the behavioural differences is food consumption pattern, which was found to be influenced by cultural or religious factors. Hence, the economic benefits brought by tourists' food consumption can significantly affect the economic viability and sustainable competitiveness of a destination and the hospitality businesses operating in the locality.

In terms of safety and security, the respondents were moderately satisfied about the safety and security of the community and its visitors with a mean range score of

3.89-4.25. Having Rodrigo Duterte as the city mayor made the tourists feel safe and secure at a mean score of 4.25, which made the respondents comfortable in flying in even if bomb and other chaotic threats in the city were all over national news portals. In addition, tourists are also confident to the city's safety and security because of the visibility of policemen, having the city's Central 911, availability of CCTV cameras all throughout the city, presence of traffic enforcers on the roads and lastly, the security procedure being done in the airport.

This result is not unique because it has a similarity in the study of Enright and Newton (2005) conducted in other countries. They stated that safety was the first consideration of the tourists coming from Hongkong and Singapore in exploring the attraction besides other attributes such as food, attractions, landmarks, nightlife and other activities. Even political stability has been the major consideration of tourists from Hong Kong, Singapore and Bangkok. According to Kalifungwa (n.d.) government and private sectors have a big role in ensuring safe, secure and healthy environments for all visitors. Maintaining and projecting an attractive tourism destination is largely dependent on three factors: positive destination image and experience, safety and security, and, fundamentally, the overall environmental quality. On these bases, the role of local government has profound influence to the success of its local tourism industry, and plays a vital part in conserving the very asset on which its future depends.



**Table 11**  
**Festival, Transportation, Food and Safety and Security Attributes**

Indicators	Mean	Descriptive Level
<b>FESTIVALS</b>		
1. Davao's colourful parade is a remarkable event.	3.03	Satisfied
2. Davao's search for Mutya is very interesting and worth coming.	2.51	Satisfied
3. Festival's "Floats of fresh Flowers" is a remarkable event.	3.32	Satisfied
4. Festival's "Street Dancing" in colourful costumes is an enriching experience.	3.13	Satisfied
<b>TRANSPORTATION</b>		
1. Public drivers have good communication skills.	3.31	Satisfied
2. Public drivers are familiar with the city's roads.	3.46	Moderately Satisfied
3. Public drivers are courteous.	3.00	Satisfied
4. Public drivers drive responsible.	3.10	Satisfied
5. Public drivers follow traffic rules	3.19	Satisfied
6. Public drivers are neat and clean.	3.15	Satisfied
<b>FOOD</b>		
1. Food establishments offer quality services with good ambiance.	3.79	Moderately Satisfied
2. Food establishment offer cheap but high food quality.	3.91	Moderately Satisfied
3. Food establishment is very clean.	3.80	Moderately Satisfied
4. Food establishment staffs are attentive, helpful and sensitive to the needs of the guest.	3.89	Moderately Satisfied
5. Food establishment staffs are well-groomed and well- presented.	3.84	Moderately Satisfied
6. Selected Attractions staffs are attentive, helpful and sensitive to the needs of the tourist.	3.72	Moderately Satisfied
7. Selected Attractions staffs are knowledgeable on their service and products offered.	3.60	Moderately Satisfied
<b>SAFETY &amp; SECURITY</b>		
1. I feel safe and secure because of the city's Central 911.	4.19	Generally Satisfied
2. I feel safe and secure because of the visibility of Police all throughout the City.	4.24	Generally Satisfied
3. I feel safe and secure because of the availability of CCTV all throughout the City.	4.08	Moderately Satisfied
4. I feel safe and secure because airport personnel ensure that all passengers passed through security check.	3.89	Moderately Satisfied
5. I feel safe and secure because of the presence of traffic enforcers along the roads of the city.	3.97	Moderately Satisfied
6. I feel safe and secure because the Mayor is Rodrigo Duterte.	4.25	Generally Satisfied

## **Level of Tourist Satisfaction in terms of Tour Guides, Hotel, Attraction and City Attributes**

Table 12 shows the level of tourist satisfaction on the attributes of city's tour guides, hotel, attraction and the city itself. In terms of the attributes under tour guides and tour packages, respondents raised a never satisfied on each item or statement. This is because they travelled in going to the city's attractions by booking and arranging everything on their own. For the sake of consistency of the result, questions under this section should have not been answered by the 92.99% of the respondents (please see table 6) since they have not availed of any tour packages nor the services of the travel agency. This explains why each item got a strong disagreement result. This result can also be explained by the demography of the respondents. Since most of them are single, aged of 21 – 30years old and belong to lower middle class, it may imply that they are adventurous in nature to travel on their own pace and schedule and may not be financially capable in availing the services of a travel agency and/or tour operators. As observed there were only 27 respondents who availed of the services of travel agencies and tour operators during their travel in the city. Furthermore, some tourist give comment that there were unfair treatment between the local tourist and foreign tourist in delivering of services by tour guides. Local tourist believed that the quality of services they receive is not the same with what the foreign tourist had because of tipping issues. Thus, derived them to rate the tour guide services "never satisfied".

Despite of low utilization of tour guides from tourist. Spenceley (2003) emphasized that tour guides have a big role in delivering quality service because they

provide the true perspective of the destination. Mediratta (n.d.) supported the idea in the sense that tour guides assist on information dissemination of the attractions. In addition, tour guides know how to successfully sell holidays and tour packages. This would be a great avenue for travel providers to look into the importance of tour guides to achieve high tourist satisfaction and the increase of tourist arrivals.

Table 12 also shows that respondents rated satisfied about the city's airport services and facilities specifically in providing clear and accurate information, as well as, for having signage's that are relatively good and easy to understand.

In terms of lodging services, respondents rated satisfied as well on each statement with a mean ranges from 2.82 - 2.96. This result explains that respondents received fair experience on the lodging services and facilities during their stay. These establishments were evaluated as to how they provided the respondents with a clean and comfortable guestrooms, how they treated their guests, how they provided their guests with clear, accurate and reliable information, how they put the idea of "guests first" and if these establishments offer other features such as food, beverage, facilities, excursions, souvenirs and entertainments at a reasonable price.

However, there were respondents who raised their concern on the safety and security issue in some budget lodging establishments. Compared with mid-cost and high-cost establishments, some budget lodging establishments have some issues in terms of safety and security and the laxity of their staff in performing their duties and responsibilities that caused uncomfotability to the respondents.

Campos and Marodin (2012) believed that the hotel market is considered as the 'back bone' of the tourism system. Therefore, hotel managers should pay particular

attention to the delivery of their services to better realize and articulate tourists' needs making their stay pleasurable and creates happy feelings to them that will actually cause ambivalence for better hotel productivity. Indeed, tourists will always look for a sincere delivery of quality service and personalized attention and will look for the best as stated by Suki, (2013). He further added that hotel providers can now effectively position and distinguish their hotel services than their nearest competitors competitively. The hotel staff and management can continuously keep its promises to deliver a wholesome quality service to clients.

In addition, Campos and Marodin (2012) revealed that tourist were preferable on the attributes that will make them comfortable and satisfied. Especially on the billing presentation, cleanliness of rooms, accessibility of infrastructure, waste reduction and the safety of the hotel and in surrounding areas. In addition, delivering customer care service activities such as hotel guides, security, customer attention, efficient and timely delivery of services, parking space, 24 hours front desk services, sensitivity and attention to customer needs could lead to customer satisfaction and loyalty (Natuhwera, 2011).

In terms of the features and attributes of Davao City itself, respondents rated the city with a mean ranges from 3.35 to 3.72. Among all other features that a city can offer to tourists, respondents have reservations to agree that the city offers the most exciting nightlife. Probably this is because of the city ordinances implemented such as curfew at 10pm to minors, liquor ban which prohibits the serving, selling and drinking of intoxicating beverages from 1am to 8am, and videoke sounds ban from 9pm to 6am.

However, even if the city is implementing a lot of ordinances which in a way prohibits the tourist to do things that would create pleasure and complete experience to them, tourists were very understanding and actually commended the city government for the strict implementation of these ordinances.

In some other features and attributes, respondents are consistent on having a moderate satisfaction on the city is a place for value shopping that offers energizing shopping experience. This is probably because the city is surrounded with 7 big malls which strategically located on the city proper. And at the same time, these malls offer variety of products and services to the customers and tourists which make their shopping experience enjoyable. Furthermore, *pasalubong center* are easily accessible all throughout the city.

In terms of the city's tourist attractions, respondents are moderately satisfied on each statement with mean range of 3.63 to 3.72. This result implies that the respondents agree that the well-groomed and presentable staff of the tourist attractions they visited were attentive, helpful and sensitive to their needs and are knowledgeable of the products and services they offered. They also agree that the city offer reasonable fees when it comes to admission, facilities, recreational and drinks/beverages.

However, in terms of the uniqueness and popularity of the city's tourist attractions, respondents rated with a mean of 3.46 or moderately satisfied. This result may imply that there is a need for the city government to improve and intensity the promotion of Davao City as a tourist destination.

**Table 12**  
**Tour Guides, Hotel, Attraction and City Attributes**

Indicator	Mean	Descriptive Level
<b>TOUR GUIDE</b>		
1. Tour guides are very responsive.	1.60	Never Satisfied
2. Tour guides are accommodating.	1.64	Never Satisfied
3. Tour guides have good communication skills.	1.68	Never Satisfied
4. Tour guides are knowledgeable about the travel destination.	1.71	Never Satisfied
5. Tour guides have pleasant personality.	1.68	Never Satisfied
6. Tour package is inexpensive.	1.57	Never Satisfied
7. Tour package has good quality itinerary.	1.63	Never Satisfied
8. Airport staff provides clear and accurate information.	3.19	Satisfied
9. Signages in airport are relatively good and easy to understand.	3.23	Satisfied
<b>HOTEL SERVICES</b>		
1. Hotels/ similar establishments provide clean and comfortable guestrooms.	2.96	Satisfied
2. Hotels/ similar establishments have friendly and accommodating staff.	2.97	Satisfied
3. Hotel/ similar establishment staff provide clear, accurate and reliable information.	2.82	Satisfied
4. Hotel/ similar establishment staff puts their guest first.	2.84	Satisfied
5. Hotel/ similar establishment offered reasonable price for their food and beverage, facilities, excursions, souvenirs and entertainment.	2.88	Satisfied
<b>ATTRACTIONS and CITY SERVICES</b>		
1. The city offers the most exciting nightlife experience.	3.35	Satisfied
2. The city is a value shopping destination.	3.72	Moderately Satisfied
3. The city offers energizing shopping experience.	3.64	Moderately Satisfied
4. Selected Attractions offered reasonable admission fee, facilities fee, recreational fee and food and drink fee.	3.63	Moderately Satisfied
5. Selected Attractions provide unique image and popular	3.46	Moderately Satisfied
6. Selected Attractions staffs are well- groomed and well- presentable.	3.66	Moderately Satisfied
7. Selected Attractions staffs are attentive, helpful and sensitive to the needs of the tourist.	3.72	Moderately Satisfied
8. Selected Attractions staffs are knowledgeable on their service and products offered.	3.60	Moderately Satisfied

## **Tourism Attributes of Davao City Attraction: A Model Approach**

A model exploration was conducted employing the characteristics of the Davao tourists in determining their likelihood of visit such as age, sex and social status; and the tourist's experience of festivals, the services afforded by various institutions to the tourist; the safety and security experience; food and accommodation experience that can be seen in Table 13.

Of the models that were simulated, model 3 and model 5 were good candidates as indicated by the R-square. Model 3 could explain between 2.6% to 3.9% of the variability of the data, while model 5 could attribute variability of the data between 2.5% to 3.8%. But looking at the significant variables contained in each model, model 5 yielded better results, which revealed two significant variables. These variables are festivals and safety and security, while age did not show statistical influence to determine return visits of the tourists.

The result shows that tourists are moderately satisfied with Davao City's festival events showing their high likelihood to revisit. Consistently, one of the high results on the purpose of visitation was Cultures, Religion and Pilgrimage of tourists to come in Davao shows that festival is closely interrelated with cultures. This can be supported by the study of Tayfun & Arslan (n.d.) saying that festival and cultural event plays an important role in tourism because it is used to build a strong and active destination. A strong motivator of tourist to attend or join a festival is to have social activities, capitalizing the local commercial and cultural value (Ragsdale, n.d).

Festivals are also a prime opportunity to get to know the local culture and experience the essence of destination. In United Kingdom, organizers used historical

and cultural themes in organizing festival events just to attract tourist and to create cultural image in the host cities (Allen, O'Toole, Harris & McDonnell, 2003). In addition, there are studies that used festival and other related events in evaluating tourism positive impact in its various dimensions. This includes the welfare of the local society through providing new job opportunities, provision for the development, renewal and revival of the host community, region awareness, diversification in tourism, media attentions (Tayfun and Arslan, n.d.), establish interaction with the local community and gaining a deeper experience of the destination's ambience, customs and local culture (Allen, O'Toole; Harris & McDonnell,2003). Therefore, creating systematized festival attracts more tourists because festival is a main tourism catalyst. The more the tourist are aware of the festival activities, the more the tourist will likely to consider the festivals as an important factor in the destination choice. Furthermore, the general features of festival quality significantly affect the tourist satisfaction, recommendation, and intention to revisit the destination. Cole & Chancellor, (2009) concluded that a festival which offers quality entertainment had the strongest impact on visitors overall satisfaction and intention to revisit the destination.

Economically, fairs and festivals empower communities to attract new visitors while capitalizing on local commercial and cultural value (Ragsdale, n.d.) that leads to an increased tourist expenditure which create a dynamic growth in the place and which in turn, helps in increasing the income of the host communities (Felsenstein & Fleischer,2003). Therefore, the tourism government and private sectors must collaborate in planning Davao's festival activities to ensure tourist satisfaction, recommendation, and revisit intention. This can be done through developing marketing



and positioning strategies that could entice more local and international tourists. Indeed, festival events encourage tourists to take the opportunity to visit the place and savoring the beauty of the destination while increasing the positive impact to locals' economic status.

In terms of Safety and Security, tourists felt that they are safe during their stay in Davao City. This resulted to high likelihood of repeat visitation and a good reputation and/or image of the city. This also contributes to an increased positive economic impact to all tourism providers. This result can be further explained by the global study conducted by CNN on safety and security, in which, they found out that 67 % of the respondents are worried about the safety and security of a destination more than the cost and reputation of the place (Da Silva, 2013). Safety and security plays a vital role in tourism industry because it identified as one of five global forces in the new millennium (Chiang, 2000). Subsequently, safety and security issues have been treated as the fundamental condition in tourism sector and hosting tourist because it provides quality tourism, geared tourist enjoyment and comfort and bring incomes to the destination (Higginbottom, 2004). Thus, building a strong foundation of security and safety in a destination is very significant.

It is also undeniable that the tourism industry sector must have the right to defend itself as well as to have great support from the government sector to ensure safety and security of the tourists. They must also show interest in coordinating their efforts and cooperate fully with the government, law enforcement agencies and the wider community. They must recognize that when the environment is safe, the visitor is also safe. Moreover, emphasizing safety and security in every destination may lead to

a great chance of increasing the number of arrivals and returns of tourists. This can be supported by the result of the study conducted by Tarlow, Marr, Mack & Ferreira (n.d.) showing that more than half, or 55% of all tourists believed that safety and security was the most important factor in selecting a destination to travel, with an average rating of 8.9 and 10 being the highest rating. Thus, the government increases their effort to assist their state and country visitors industries in protecting destination reputations and economic assets. In Germany, they established National Safety Visitor Program which is used to improve the visitor safety awareness through developing Travel Safely Australia brochure which translated into seven languages and Travel Secure website to help visitors navigate the security checks at the airport and to ensure visitors are adequately prepared for their trip (Destination NSW, n.d.). Researchers testified that building good safety and security image could attract more tourists to visit the destination because it is one of the predictor of tourist likelihood to travel which will also bring money to a certain destination (Mao, 2008). More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors (JohnRose, n.d.).

**Table 13**  
**Model-building on determinants on return visits of tourists**

<i>Indicators</i>	<i>Model 1</i>	<i>Model 2</i>	<i>Model 3</i>	<i>Model 4</i>	<i>Model 5</i>
Age	-0.03	-0.4			-0.29
Sex	-0.36	-0.32*			
Social status	-0.03	-0.39			
Festivals	0.13		0.133*	0.141**	0.134**
Services afforded	-0.04		-0.38	-0.033	
Safety and security	0.14		0.165	0.216*	0.202*
Food and accommodation	0.08		0.075		
Constant	0.44	1.595	0.015	0.032	0.11
Cox and Snell R-square	0.032	0.008	0.026	0.025	0.025
Nagelkerke R-square	0.048	0.012	0.039	0.038	0.038

### **Simulation of Probability of Revisit**

Table 14 presents the probability of visits using a simulated case of the age and the tourism experience particularly in festival experience and safety and security. It was noted that middle life tourists (ages 41-50 years old) have high likelihood of visiting Davao City again even with a moderate tourism experience. The mid-lifer tourists are 85% likely to visit Davao city again. The least likely to visit, on the other hand, are the adults ages 31-40 years old with 56% probability to revisit. Below 20 to 30 year-older visitors have revisits potential between 63% to 65% likelihood.

But when the tourists are into a wonderful, fun-filled experience with festivals and had a first-hand experience with the safety and security measures of the City, even the busiest age (31-40 years old) are 96% likely to revisit Davao.

**Table 14**  
**Estimating likelihood of re-visit of Davao Tourists**

<b><i>Simulation of tourist attributes and tourism experience</i></b>	<b><i>Constant</i></b>	<b><i>Age</i></b>	<b><i>Festivals</i></b>	<b><i>Safety and Security</i></b>	<b><i>Probability</i></b>
	<b><i>0.11</i></b>	<b><i>-0.29</i></b>	<b><i>0.13</i></b>	<b><i>0.2</i></b>	
Tourist is below 20, moderately satisfied with festivals and safety and security	0.11	-0.29	0.39	0.6	69%
Tourist is between 21-30 years old, moderately satisfied with festivals and the safety and security of Davao	0.11	-0.58	0.39	0.6	63%
Tourist is between 31-40 years old, moderately satisfied with festivals and the safety and security of Davao	0.11	-0.87	0.39	0.6	56%
Tourist is between 41-50 years old, moderately satisfied with festivals and the safety and security of Davao	0.11	-3.48	0.39	0.6	85%
Tourist is between 51-60 years old, highly satisfied with festivals and the safety and security of Davao	0.11	-1.45	0.52	0.8	50%
Tourist is between 31-40 years old, highly satisfied with festivals and safety and security	0.11	-0.87	1.56	3.2	96%

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the findings of the study, the following conclusions are drawn:

1. Majority of the inbound tourists were single female, ages between 21-30 years old and holding a middle class positions.
2. Filipino was the dominant tourists. There were 13 foreign tourists, among all American was the highest foreign travellers, followed by Chinese and Australian.
3. The travellers were dominated by returnee with a companion of friends/ relatives and they do not used travel agency but they stay in hotel establishment.
4. The main reason of visitation was leisure/recreation/holiday and work/business/professional activities and to visit their family and friends in the city.
5. Tourist is willing to stay for at least 11 days in the city and they know the city through word of mouth and internet.
6. The tourist used public transportation such as taxi and jeep because of its affordability, cleanliness and safety.
7. The highest tourist destination visited were Samal Island, Jack's ridge and Matina Town Square.
8. In terms of satisfaction on tourism attributes, Festival, Transportation, and Hotel Services were rated as impressed by inbound tourist. Except on the knowledge of public drivers on the city's roads which obtained as moderately satisfied by the tourist. While for Food, Safety and Security, and Attraction and City Services was generally rated by tourist as moderately satisfied. One of the items under in

Attraction, tourists was only impressed on the nightlife activity of the city. Inbound tourist rated the services rendered to the tour guides as generally dissatisfied.

9. Tourists were moderately satisfied with Davao City's festival events and its high implementation of safety and security that drives the tourist a high likelihood to revisit the city again.
10. Middle life tourist's ages 41 to 50 have high likelihood of visiting Davao City again even with a moderate tourism experience. The least likely to visit, on the other hand, are the adults' ages 31-40 years old.

### **Recommendation**

Based on the findings and conclusions, the following recommendations are given:

1. City government should conduct proper analysis on the level of satisfaction of all inbound foreign tourist to ensure better tourism planning and to have competitive advantage of tourism activity of the city.
2. City government and private sector should increase the utilization of internet to provide better information for all city services and products and to intensify the promotion of Davao City as tourist destination to the tourist.
3. Travel agencies should be more enthusiastic and creative in giving highly personalized service, offering more unique packages, building good relationship and trust, having a good and compelling website and most importantly, doing some self-check constantly to know if best value are delivered to travel consumers.

4. Government should provide better condition of transportation roads and routing system and decreasing the transportation transfer to encourage tourist in exploring the entire attraction of the city.
5. Government may use taxi and jeepney drivers as the city tour guides in helping the city in providing better services to the tourist.
6. Hotel and other similar establishment should offer variety of services in moderate prices to increase the satisfaction level of tourist.
7. Private and government sectors should collaborate in studying the tourist behaviours and attitudes for them to create quality product and service in accordance to the needs and wants of the tourist. Furthermore, to develop competitive marketing strategies for Outland Adventure that could increase the number of tourist visitation in Davao City.
8. Private sectors should enhance the quality of services offered promoting equal treatment regardless of the tourist status, offering quality food and drinks, and showcasing unique features of each destination and hotel facilities.
9. Restaurant owners and managers must initiate in providing more international and/ or local cuisines, with wider variety of choice of food. The owners and manager can utilize the diversity of food, owing to its multi-ethnic population to increase the diners of restaurant.
10. Tourism sectors should have a combination of more than one activity. A mix of more active and less active activities, including opportunities for relaxing and sightseeing to increase tourist visitation.

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