

Factors Influencing Tourist Decision-Making on Choosing a Cultural Destination

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Abstract

Purpose of the study: This paper aims to determine the factors influencing tourist behavior, particularly the decision-making on choosing a cultural destination.

Methodology: This paper utilized quantitative research design using exploratory factor analysis to investigate indecisive problems to find out how people get along in the setting under question, what meanings they give to their actions, and what issues concern them. For the statistical tools, the study used descriptive statistics and factor analysis. In addition, the researchers used questionnaires and randomly gathered data online, which resulted in 581 respondents in the Davao Region, Philippines.

Main findings: The study reveals the factors influencing tourist decision-making on choosing a cultural destination are the “Quality Value Accommodation and Accessibility”; “Cultural Attractions”; “Price Buyer”; “Destination Image”; and “Safety and Security”. Quality Value Accommodation and Accessibility is the most important factor while safety and security are the least.

Social Implications: The result of the study indicates the essence of how tourists formulate decisions, which is crucial for the making of competitive advantages of cultural destinations. The study shows considerable results that are helpful for the development of Davao Philippines Cultural Tourism. Future researchers may utilize this study as their reference and pursue similar research.

Originality/Novelty of the study: The result of the study contributes to the new body of knowledge by identifying the factors influencing tourist behavior, particularly the decision-making on choosing a cultural destination.

Limitations: The study is limited to tourists in Davao Region, Philippines.

INTRODUCTION

Tourism involves activities of individuals traveling and staying in other places that are new to them for not more than a year (Roman et al., 2022). Cultural Tourism is known as a fast-growing sector in the economy; thus, the increasing demand in this sector requires good destination marketing (Baporikar, 2022). This sector focuses on giving cultural experiences to the tourist (Cuomo et al., 2021) which includes interaction between tourists and the local community's people and culture (Uslu et al., 2020). Unfortunately, the tourists' demands are not homogenous, therefore this will result in varying expectations of tourist decisions upon choosing a destination to visit (Ingaldi, & Dziuba, 2022). Hence, it is recognized that a destination is not only a tourism product that offers an experience to the visitor; instead, it is a product interpreted by the tourist subjectively (Zheng et al., 2022). When we say subjectively, customers have different motives before choosing such a place to visit. Proper determination of factors influencing tourists' choices is very useful because through this; the marketer would be able to predict tourist behavior (Ali et al., 2020). Therefore, if a destination marketer was able to understand and identify what factors may influence the choice of a tourist to visit a destination, it would be easy for them to know what development needs to be implemented (Said et al., 2022). The researcher aims to identify the factors influencing tourist decision-making on choosing a cultural destination, analyze the significant difference between these factors, and propose a framework for the factors influencing tourist decision-making on choosing a cultural destination.

The researchers anchored the Theory of Planned Behavior. The theory has been beneficial in every field, especially in explaining and predicting behavior (Ajzen, 1991). Moreover, this theory states that the behavior of an individual happens when it is influenced by attitudes, subjective norms, and perceived control over the behavior. In other words, through intentions, attitudes become behavior. Since attitude is determined by a behavioral belief, cognitive motivation can also affect the attitudes of an individual. The researchers decided to use the theory because it can explain and predict the behavior of the cultural tourist, particularly in their decision-making on choosing a cultural destination in Davao City. Moreover, as attitudes are influenced by motives, the attitudes of the tourist towards the cultural destination attributes may also influence the decision-making of the tourist.

The hypothesis of the study states that there is no significant difference between the factors influencing the Davao cultural tourists' decision-making on choosing cultural destinations.

Research suggests that in terms of tourist behavior, tourists are more concerned with the push factors, pull factors, and overall expectations of the destination, implying that tourists' preferences might vary or be similar ([Alonso et al., 2023](#)). Moreover, ([Roman et al., 2022](#)) conducted a study to explore the millennial tourist behavior in Davao City. The study revealed how tourist attitudes, tourist motivations, tourist visit intention, and social media influenced the tourist behavior of the millennials. As a result, the study shows that the said variables are correlated to the behavior of the tourist ([Javed et al., 2020](#)). However, the cultural sites in Davao City received less appreciation from the locals and researchers observe that most tourist would rather want to visit other provinces' destination; the researchers see this as a problem in our cultural tourism ([Santa & Tiatco, 2019](#)). These solutions namely effective promotions in the different tourist destinations will aid destination management organizations in creating strategies and understanding tourist needs, will also aid in the formulation of promotions and policies, and will add to the current literature for cultural tourism ([Stylos et al., 2021](#)).

METHODOLOGY

The study used a quantitative research design, which is concerned with collecting structured data that can be represented numerically. Furthermore, exploratory factor analysis was used as the research method which seeks to find out how people get along in the setting under question, what meanings they give to their actions, and what issues concern them.

The respondents of this study are local tourists who live within Davao Region XI, Philippines, have ages ranging from 18 years and above. There were 581 local tourists as respondents. A simple Random sampling design was used to distribute the questionnaire to the researchers.

The first part of the questionnaire was a close-ended question concerning demographic characteristics. Demographic characteristics determine the age, gender, and educational attainment of the respondents and the province of the respondents. The second part of the questionnaire was composed of questions related to the destination attributes and psychological motives that influenced the tourist selection of the destination. Thus, the questions explicitly concerned the level of importance of each indicated factor that affects tourist decision-making on choosing cultural destinations. The questions are coming from the adopted study of [Kyriakaki et al., \(2019\)](#). The statistical tool used in the study was Frequency, Percentage, and Exploratory Factor Analysis.

In gathering the data, the researchers underwent the following procedures: 1st, asked permission to conduct the study. The researchers wrote a letter addressed to the respondents to formally ask permission to conduct the study and to administer the survey questionnaires. 2nd, Developing the questionnaire. The questionnaire was validated by the research adviser to guarantee its validity. 3rd, Revise the questionnaire. The questionnaire was revised in accordance with the comments and recommendations of the validator. 4th, Setting Instructional Schedules. After the revision of the questionnaire, a schedule was set to serve when it would be administered to the respondents. 5th, Administering the questionnaires. The researchers personally distributed the survey questionnaires to the local tourists who were the respondents of the study. 6th, Retrieving the questionnaires. The researchers retrieved the questionnaires on the same day of the distribution. Data were extracted from the retrieved questionnaires and were classified, organized, and tabulated. 7th, Collecting and reviewing the data. The researchers reviewed the gathered information. 8th, Analyzing and interpreting the data. The results from the gathered and answered questionnaires were interpreted and analyzed.

RESULT AND DISCUSSION

In this section, the results of the data collected from the study are presented, evaluated, and interpreted. Each result is presented according to the order of research objectives.

Factors Influencing Tourist Decision-Making on Choosing Cultural Destination

Table 1 reveals that there are five groups of factors affecting tourist decision-making, and they were named according to the question's meaning and purposes. To explain the arrangements of these factors, it is important to notice that they follow some destination attributes that can be considered motivational factors as well as psychological factors that affect their overall behavior in decision-making. Moreover, the results show that the revealed factors have significant loadings above 0.50 which is the standard coefficient value using the Factor analysis. Thus, the five factors are Quality Value Accommodation and Accessibility, Cultural Attractions, Price Buyer, Destination Image, and Safety and Security. The relationship between these components can be explained according to the overall analysis of the review of literature, behavior, and decision-making of local tourists within the region. The result of the study revealed that the quality of the accommodation is the factor that determines the influence of the decision-making of a tourist in choosing a cultural destination, together with the availability of information in terms of transportation, destination making sure that the place is accessible to the tourist ([Baporikar, 2022](#)). In addition, [Adam, \(2023\)](#) states that cleanliness is also very important in every cultural destination incorporating the quality of the services offered by the place to the tourist is an important key aspect of tourist decision-making on choosing a cultural destination ([Zhou et al., 2022](#)).

Table 1: Summary of Exploratory Factor Analysis Results of the Factors Influencing the Davao Cultural Tourists' Decision-Making on Choosing the Cultural Destination, (N=581)

ITEM	Factor				
	*1	*2	*3	*4	*5
18. The accommodation quality matters to me.	.665				
20. Condition of the transportation must be accessible.	.639				
22. Availability of information about the destination is a must.	.612				
17. The Accessibility of accommodations is a must in cultural destinations.	.586				
7. The cleanliness of the destination matters to me.	.556				
21. The cost of transportation to visit the place must be reasonable.	.554				
19. The fare price for visiting the destination must be affordable.	.535				
11. I wanted to see the unique features of cultural offers in a destination.		.642			
13. I visit cultural destinations due to their historical monuments and attractions.		.610			
10. Visiting cultural places excites me the most.		.606			
9. I would like to explore a City's Culture.		.588			
12. Socializing and meeting new people is one of my reasons for visiting cultural places.		.550			
8. Maintenance of the artifacts is a must in a cultural destination.		.536			
25. Before visiting a place, I am very mindful of the prices of shopping for goods.			.507		
1. A cultural destination may provide affordable recreational activities for visitors.			.506		
23. A cultural destination must have a proper price list of exhibitions of cultural offers.			.505		
28. I visit cultural destinations for thrilling and fascinating Experiences with a reasonable amount.			.503		
14. Local festivals and events prices are one of the reasons why I visit cultural places.			.501		
29. I want to try local gastronomy.				.655	
2. A cultural destination must provide a cultural endowment.				.649	
3. I visit cultural destinations to relax.				.605	
5. The exotic ambiance of the cultural places is very important to me.				.548	
4. In visiting cultural destinations, I am mindful of the security of the place.					.538
27. Upon choosing to visit a destination, I am very mindful of the number of terrorist attacks in the destination.					.517
24. I am very anxious about the number of terror attacks in the destination I want to visit.					.515
Eigenvalues	9.352	2.308	1.297	1.119	1.040
% of Variance	31.172	38.864	43.186	46.916	50.384

*Note: Factor loadings over 0.50 mean significant. On the other hand, the gap (empty spaces) on the table represents loadings that are less than 0.50. *Factor 1 – Quality Value Accommodation and Accessibility, Factor 2 – Cultural Attractions, *Factor 3 – Price Buyer, *Factor 4 – Destination Image, and *Factor 5 – Safety and Security.*

Factor 1: Quality Value Accommodation and Accessibility.

Table 2 shows that Factor 1 extracted seven items. The pattern coefficient of the seven items ranged from 0.535 to 0.665. "The fare price in visiting the destination must be affordable" had the lowest value of pattern coefficient, which is 0.535, while "The accommodation quality matters to me" had the highest value of pattern coefficient, which is 0.665. The items' coefficient value surpasses the minimum requirement of +0.50. Looking at the commonality of the seven items, all of them speak to the tourist preferences in the destination. Since these items are part of tourism infrastructures and destination attributes, the factor structure is labeled as "Quality Value Accommodation and Accessibility. The findings are proven by the study of [Baporikar \(2022\)](#), which confirmed the importance of accessibility quality and accommodation quality and their impacts on tourists' satisfaction. Further, from the said study, Quality Value Accommodation and Accessibility affect both the satisfaction and demand of the tourist. Theoretically, the result of this study will add to the body of knowledge and literature in the cultural tourism industry. In terms of practical implications, this study serves as a practical basis for tourism practitioners in planning and developing tourist destinations with the valuable information gathered from tourists' perspectives ([Biswas et al., 2020](#)).

Table 2: Constructs and loads under the First Factor Influencing Tourist Decision Making on Choosing a Cultural Destination

Factor 1	Item	Construct	Factor Loading
Quality Value Accommodation and Accessibility	18	The accommodation quality matters to me.	0.665
	20	The condition of the transportation must be accessible	0.639
	22	Availability of information about the destination is a must.	0.612
	17	The Accessibility of accommodations is a must in cultural destinations.	0.586
	7	The cleanliness of the destination matters to me.	0.556
	21	The cost of transportation to visit the place must be reasonable.	0.554
	19	The fare price in visiting the destination must be affordable.	0.535
Eigenvalues			9.352
% of Variance			31.172

Factor 2: Cultural Attractions.

Table 3 shows that Factor 2 extracted six items. The pattern coefficient of the items ranged from 0.536 to 0.642. "Maintenance in the artifacts is a must in a cultural destination" had the lowest value of pattern coefficient, which is 0.530, while "I wanted to see unique features of cultural offers in a destination" had the highest value of pattern coefficient which is 0.642. The items' coefficient value surpasses the minimum requirement of +0.50. The six items speak of the unique features of cultural offers in destinations, historical monuments, and attractions, cultural places, the City's culture, socialization, and maintenance of artifacts. With the nature of the items, the attribute or factor structure is labeled as "Cultural Attractions."

Table 3: Constructs and loads under the Second Factor Influencing Tourist Decision Making on Choosing a Cultural Destination

Factor 2	Item	Construct	Factor Loading
Cultural Attractions	11	I wanted to see the unique features of cultural offers in a destination	0.642
	13	I visit cultural destinations due to their historical monuments and attractions.	0.61
	10	Visiting cultural places excites me the most.	0.606
	9	I would like to explore a City's Culture.	0.588
	12	Socializing and meeting new people are some of my reasons for visiting cultural places.	0.550
	8	Maintenance of the artifacts is a must in a cultural destination.	0.536
Eigenvalues			2.308
% of Variance			38.864

Factor 3: Price Buyer.

Table 4 shows that Factor 3 extracted one item. The pattern coefficient of the item is 0.507, which is "Before visiting a place, I am very mindful of the prices of shopping goods." The items' coefficient value surpasses the minimum requirement of +0.50. The items speak of the prices of the shopping goods at the destination. Therefore, with the nature of the items, the attribute or factor structure is labeled as "Price Buyer. The price of shopping goods in destinations is one of the factors that influence tourist choice in choosing a destination. As tourist demand increases, it can affect the retail prices in the destination. Thus, comparing two different tourists, tourist shoppers care more about the ambiance and the environmental features of the area (Liu et al., 2020). This means that before visiting a place, tourists are very mindful of the prices of shopping goods. However, literature in the tourism industry states that local tourists are more concerned about the quality and price of the goods or the product (Roman et al., 2022). Theoretically, this result of the study will advance knowledge on how important it is to understand the importance of knowing the relationship between tourist demand and the prices of the goods in the destination (Atzeni et al., 2022). The findings of the study revealed that every tourist in terms of visiting a cultural destination considering the number of products and services, includes the shopping center, prices of activities and experiences, and the possible expenses that the tourist may spend in the entire travel.

Table 4: Constructs and loadings under the Third Factor Influencing Tourist Decision Making on Choosing a Cultural Destination

Factor 3	Item	Construct	Factor Loading
Price Buyers	25	Before visiting a place, I am very mindful of the prices of shopping goods.	0.507
	1	A cultural destination may provide affordable recreational activities for visitors.	0.506
	23	A cultural destination must have a proper price list of exhibitions of cultural offers.	0.505
	28	I visit cultural destinations for thrilling and fascinating Experiences with a reasonable amount.	0.503
	4	Local festivals and events price is one of the reasons why I visit cultural places.	0.501
Eigenvalues			1.297
% of Variance			43.186

Factor 4: Destination Image.

Table 5 shows that Factor 4 extracted two items. The pattern coefficient of the two items ranged from 0.517 to 0.665. "Upon choosing to visit a destination, I am very mindful of the number of terrorist attacks in the destination." had the lowest value of pattern coefficient, which is 0.517, while "I want to try the local gastronomy." had the highest value of pattern coefficient that is 0.665. The items' coefficient value surpasses the minimum requirement of +0.50. Looking at the commonality of the two items, all of them speak on the local gastronomy and the number of terrorist attacks that pertain to the perceived image of tourists to the destination. With this nature, the factor structure is labeled as "Destination Image." [Rasoolimanesh et al., \(2021\)](#) analyzed the importance of destination image to the competitiveness of the destination by stating that tourists would likely visit a place that is safe to travel. Community interaction with tourists has a positive influence on their behavioral intent. Hence, in their study, they highlight the importance of a positive destination image to the destination. This could be achieved by having an affirmative tourist and local relationship ([Tavitiyaman et al., 2021](#)).

Table 5: Constructs and loadings under the Fourth Factor Influencing Tourist Decision Making on Choosing a Cultural Destination

Factor 4	Item	Construct	Factor Loading
Destination Image	29	I want to try local gastronomy.	0.655
	2	A cultural destination must provide a cultural endowment.	0.649
	3	I visit cultural destinations to relax.	0.605
	5	The exotic ambiance of the cultural places is very important to me.	0.548
Eigenvalues			1.119
% of Variance			46.916

Factor 5: Safety and Security. Table 6 shows that Factor 5 extracted one item. The pattern coefficient of the item is 0.538, which is "In visiting cultural destinations, I am mindful of the safety and security of the place." The items' coefficient value surpasses the minimum requirement of +0.50. The items speak of the perceived safety and security of tourists in the destination. Therefore, with the nature of the items, the attribute or factor structure is labeled as "Safety and Security". The study of ([Jeong. & Kim, 2020](#)), studied the tourist safety and security perception in a tourist destination. Thus, they were able to get results indicating that tourists are very mindful of their safety and security whenever they are in a tourist destination. This only implies that safety and security have a significant role during the decision-making process of the tourist, especially in choosing a destination ([Pai et al., 2020](#)).

Table 6: Constructs and loadings under the Fifth Factor Influencing Tourist Decision Making on Choosing a Cultural Destination

Factor 5	Item	Construct	Factor Loading
Safety and Security	4	In visiting cultural destinations, I am mindful of the security of the place.	0.538
	27	Upon choosing to visit a destination, I am very mindful of the number of terrorist attacks in the destination.	0.517
	24	I am very anxious about the number of terror attacks in the destination I want to visit.	0.515
Eigenvalues			1.04
% of Variance			50.384

Proposed Tourist Decision-Making on a Cultural Destination Framework

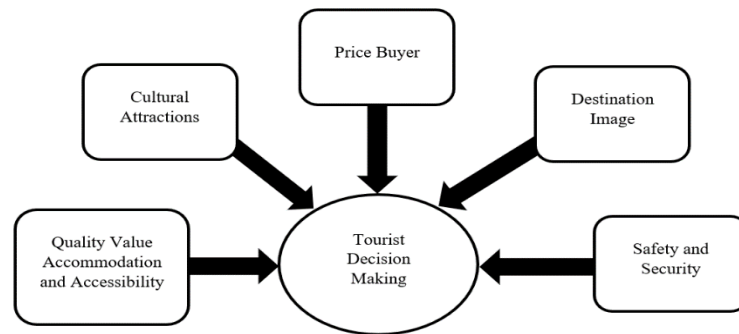


Figure 1: Developed Tourist Decision-Making Framework on Choosing a Cultural Destination Showing the Five Influencing Derived Factors

As reflected in Figure 1, the exploratory factor analysis yielded five (5) factors influencing tourist decision-making on choosing a cultural destination. These five factors are labeled as (a) Quality Value Accommodation and Accessibility, (b) Cultural Attractions, (c) Price Buyer, (d) Destination Image, and (e) Safety and Security. This framework reveals that the five factors result in a below level of significance. Therefore, there is a significant difference in factors influencing tourist decision-making on choosing a cultural destination when analyzed according to the profile of respondents. These five factors exemplify the attributes that can influence tourist decision-making on choosing a cultural destination. As such, the five key components are suggested to be looked upon by the concerned to improve and strengthen the adaptive capacity of Cultural Tourist destinations to attain the heterogeneous demand of tourists.

CONCLUSION AND FUTURE SCOPE OF THE WORK

The findings of this study concluded that tourist decision-making is multi-faceted and was influenced by external and internal factors. The results reveal five factors influencing tourist decision-making on choosing a cultural destination namely; “Quality Value Accommodation and Accessibility”, “Cultural Attractions”, Price Buyer”, “Destination Image” and “Safety and Security”. Lastly, the researchers were able to propose a framework for the factors influencing tourist decision-making on choosing a cultural destination which is useful for a basis of destination improvement, promotion, and strategic formulation.

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