

Factors Influencing the Attractiveness, Tourist Destination Image, and Level of Cultural Identity of La Union Province.

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Abstract - This aimed to explain and measure the factors influencing attractiveness of tourism destination, destination image and to measure level of cultural identity of La Union Province. The guiding principle of this study is that the overall tourism attractiveness of a destination depends on the relationship between the availability of existing attractions and the perceived importance of such attractions. The researcher used the descriptive type of research to a proposed framework branding image in the hospitality destinations in La Union province. Part I Determine the profiles of the respondents in terms of Sex, Age, Nationality, Reason for travel in Ilocos Region, Frequency of visit in Ilocos Region, and the attractions visited in the province of La Union. Part II Determine the factors influencing the attractiveness of a tourist destination as to key attributes, facilities, and services and miscellaneous. Part III determine the tourist destinations image in terms of accommodation facilities, destination utilities, communication facilities, destination accessibility. Part IV Determine the level of cultural identity destination image as to cultural practice and heritage, branding image of tourist destination, tourist cultural satisfaction, tourist destination cultural image, peoples culture image. The reliability of the survey questionnaire, the Cronbach's Alpha and the internal consistency of 60 items in the questionnaire. The Overall Cronbach's Alpha is 0.987 which showed that the questionnaire reached an Excellent Reliability, Also, Cronbach's Alpha of the construct Part I of the Questionnaire was 0.862, 0.824, 0.837 respectively have Good Reliability. The Cronbach's Alpha of the construct in Part II of the Questionnaire was 0.878, 0.751, 0.879, 0.940 respectively which is acceptable. The Cronbach's Alpha of the construct in Part III of the Questionnaire was 0.853, 0.882, 0.932, 0.969 and 0.957 respectively have Good and Excellent Reliability, with regards to the Cronbach's Alpha of all the construct parts of the questionnaire, it showed that all the items appeared to be worthy of retention.

Keyword: Destination Attractiveness, Destination Image, Cultural Identity

Introduction

As of today, the Philippines is investing to promote tourist destinations in the different places, and it is good to note that in every region across the nation has its potentials to be visited by local tourist or foreigners.

In view of the researcher that it is very important for government officials to support tourism industry for the country to have a very good image so that it could invite international business tycoons to be the country's partner in development. It has to protect and promote a positive image of the natural sites and man-made recreations in order to gain income.

Statement of the Problem

This study aimed to:

1. Determine the profile of the respondents in terms of.
 - 1.1 Sex,
 - 1.2 Age
 - 1.3 Nationality,
 - 1.4 Reasons for travel in Ilocos Region,
 - 1.5 Frequency of visit in Ilocos Region,
 - 1.6 Attractions visited in the province of La Union.
2. Determine the factors influencing the attractiveness of a tourist destination as to:

- 2.1 Key Attributes,
- 2.2 Facilities and Services,
- 2.3 Miscellaneous.
3. Determine the tourist destinations image in terms of:
 - 3.1 Accommodation Facilities,
 - 3.2 Destination Utilities,
 - 3.3 Communication Facilities,
 - 3.4 Destination Accessibility.
4. Determine the level of cultural identity destination image as to:
 - 4.1 Cultural Practice and Heritage,
 - 4.2 Branding Image of Tourist Destination,
 - 4.3 Tourist Cultural Satisfaction,
 - 4.4 Tourist Destination Cultural Image,
 - 4.5 Peoples Culture Image.
5. Determine the significant difference on the factors influencing the attractiveness of a tourist destination, tourist destination image and cultural identity destination image to the respondent's profile variables.
6. Determine significant relationship on the factors influencing attractiveness of a tourist destination, tourist destination image and cultural identity destination image.

Scope and Limitation

The study was delimited to the ten (10) resorts in La Union namely Sea of Dreams, Sibling Resort, Final Option Resort, Peebles Resort, Hotel 45 Resort, Four Aces Resort, Kahuna Beach Resort, Splash town Resort, Puerto de San Juan Resort and Kultura Splash Resort.

The study focused on the factors influencing the attractiveness of a tourist destination, tourist destination image and the level of cultural identity destination image of La Union province.

Related Literature

1.1 Destination Attractiveness Destination attractiveness is defined as “The feelings, beliefs, and opinions that an individual has about a

destination's perceived ability to provide satisfaction in relation to his or her special vacation needs”. Destination attractiveness and destination competitiveness are interchangeable. Destination competitiveness is related to the capacity of a tourist destination to offer competitive and better products and services to visiting tourists compared to other destinations [1]. Three main streams were established to identify the components of destination attractiveness. First, a general approach was used to identify the dimensions of destination competitiveness, general aspects, and the dynamic forces in destinations [2] and provide comparative results. Second, the resource-based dimensions of destination attractiveness were similarly employed [3]. Finally, a situational approach was adopted to select specific destination attractiveness items that fit different research settings [3]. Previous research on destination attractiveness has highlighted its importance for decades. First, identifying attributes that can attract tourists to destinations is essential [4]. Attraction attributes are associated with motivations [4]. Second, destination attractiveness can be an important indicator for understanding supply and demand aspects [5]. Third, destination attractiveness can provide a deep understanding of target markets and tourists' decision-making processes and help in tourism planning and tourism policy development [5]. Finally, the World Economic Forum (WEF) created the Travel and Tourism Competitiveness Index (TTCI) for evaluating destination competitiveness and performance and reporting on the comparative rankings of 124 countries [6]. The attributes of destination attractiveness may vary, depending on research settings and researchers' approaches [5]. Substantial research has demonstrated the importance of destination attractiveness in different contexts, such as wineries [6], urban tourism [36], national parks [7], and cultural and heritage sites [7].

To achieve the research goals and objectives of this study, six dimensions were examined, namely, cultural attractiveness, natural attractiveness, complementarity, the

superstructure, infrastructure, and price attractiveness. The dimensions are based on the tripartite model of destination attractiveness proposed by Gunn [8], which consists of Sustainability 2021, 13, 2252 3 of 14 three dimensions, that is, the nucleus, tourist belt, and zone of closure. Recently, Boivin and Tanguay [9] used the dimensions for understanding urban tourism and evaluating the performance of two cities in Canada. First, the nucleus refers to core tourist attractions that strongly appeal to tourists, such as natural sites, cultural and historical sites, and museums. Two attributes, namely, cultural attractiveness and natural attractiveness, were selected for the nucleus [10]. Second, complementarity refers to the entertainment aspect of tourist destinations, such as entertainment, festivals, and MICE (i.e., meeting, incentives, conferences, and exhibitions). Entertainment attributes such as festivals and events were selected for complementarity. The complementarity aspect was considered, but excluded, after the proposed model was tested [11,12]. Third, the tourist belt refers to tourist facilities, such as parks, and public spaces. Superstructure attributes, such as accommodation and host interactions, were selected for the tourist belt [13,14]. Furthermore, general urban characteristics (i.e., the urban context) for residents and tourists exist. The urban context refers to public services, transportation, and tourist information [14,15]. Infrastructure and price attractiveness were employed to capture the urban context [11,12].

2.2. Destination Attractiveness and Satisfaction

Previous research has demonstrated that the relationship between destination attractiveness and satisfaction is an important indicator for evaluating the quality of destination attributes, improving a poor performance, and enhancing competitive destination brand images [11–12,13–15]. Satisfaction refers to the positive psychological state or emotions resulting from attribute performance responses or evaluations [48]. Tourist satisfaction is an important indicator for understanding tourist experiences in destination attractions [14]. Moreover, tourist satisfaction from different countries should be

examined to expand the understanding of tourist behaviors based on their country of origin [42]. As attractiveness depends on the region and superstructure [49], examining destination attractiveness and satisfaction in different tourism destination contexts is necessary. Previous research has highlighted a positive relationship between travel attractiveness and satisfaction [13,14,42,45]. For example, Kozak [42] examined the different levels of satisfaction with destination attractiveness among various cultural tourist groups. MedinaMuñoz and Medina-Muñoz [45] demonstrated a positive association between wellness tourism attributes and overall satisfaction. Recently, Jeuring and Haartsen [49] investigated the relationship between destination attractiveness, attitude, and satisfaction in Friesland, the Netherlands, around a world heritage area. The results revealed that weather- and nature-related attributes of destination attractiveness, such as weather conditions, natural resources, soft outdoor activities, and sea and beach activities, have a positive relationship with satisfaction among domestic tourists. Therefore, the following hypotheses were proposed: Hypotheses 1 (H1). Cultural attractiveness has a positive effect on satisfaction. Hypotheses 2 (H2). Natural attractiveness has a positive effect on satisfaction. Hypotheses 3 (H3). The superstructure has a positive effect on satisfaction. Hypotheses 4 (H4). Infrastructure has a positive effect on satisfaction. Hypotheses 5 (H5). Price attractiveness has a positive effect on satisfaction. 2.3. Satisfaction and Loyalty Customer loyalty is defined as “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive samebrand or same brand set purchasing” (Oliver [50], p. 392). There is substantial empirical evidence for a positive relationship between satisfaction and loyalty, and this supports the notion of satisfaction affecting loyalty [50,51]. Understanding tourist satisfaction associated with the fulfillment of tourists’ expectations and needs is important. Moreover, tourist Sustainability 2021, 13, 2252 4 of 14 satisfaction can be a strong indicator for predicting the intention to revisit and positive recommendations [13,14,52]. Previous research

has examined the relationship between tourist satisfaction and behavioral intentions [13–15]. For example, Kozak and Rimmington [14] found that satisfaction increases tourists' intentions to revisit. Moreover, they demonstrated that repeat tourists show a higher level of intention to revisit than first-time visitors. Yolal, Chi, and Pesämaa [3] supported similar results for a positive association between satisfaction and loyalty among first-time and repeat tourists. They revealed a positive relationship between satisfaction and loyalty. Meanwhile, Owusu-Frimpong, Nwankwo, Blankson, and Tarnanidis [1] examined the quality of destination attractiveness, satisfaction, and intention to revisit among tourists visiting Ghana. They demonstrated that tourist satisfaction is positively related to loyalty toward the tourism destination. Therefore, this present study proposed the following hypothesis: Hypotheses 6 (H6). Satisfaction has a positive effect on loyalty. 2.4. Sense of Reliving, Satisfaction, and Loyalty The sense of reliving refers to individuals' memories of retrieval of important parts (e.g., emotions and episodic memory) of the event (Rubin, Dennis, & Beckham [2] and the conscious recollection of episodic memory (Rubin, Deffler, & Umanath [4]. Recently, numerous researchers have proposed the antecedents of the consequences of memorable travel experiences and provided empirical evidence on memorable travel experiences [6–8]. Regarding the association between memorable travel experiences and satisfaction, Manthiou and colleagues [15] explored the relationship between tourism experiences, satisfaction, recollection, and loyalty among theme park visitors. They found a mediating role of satisfaction with regard to tourist experience and recollection. Recollection also exerted a positive effect on loyalty. Recently, Kim [10] examined the relationship between memorable tourism experiences, a destination's image, satisfaction, and behavioral intentions by analyzing 301 international tourists in Taiwan and found that memorable tourism experiences are positively related to a destination's image, satisfaction, and behavioral outcomes (e.g., intentions to revisit). Unlike previous studies that considered the role of memorable travel

experiences or recollection as an antecedent of satisfaction [9, 10,11], some scholars suggest that satisfaction positively influences memorable travel experiences and loyalty [7]. The present study examined the mediating role of a sense of reliving with regard to satisfaction and loyalty toward Silk Road tourism destinations. Travelers' satisfaction may affect relived Silk Road travel experiences among tourists because this study collected data from tourists who had visited the Silk Road in Uzbekistan in the past five years, rather than recently. Therefore, the following hypothesis was proposed: Hypotheses 7 (H7). Satisfaction has a positive effect on the sense of reliving. Previous research on hospitality and tourism has demonstrated a positive association between memorable travel experiences and loyalty [7,8,9,10]. Tourists' memorable experiences enhanced by destination attractiveness can be a powerful motivation and influence their intentions to revisit a destination [11,12]. Moreover, previous research has explored the effects of memorable experiences on positive behavioral intentions [2,3,4,7]. For example, Chen and Rahman [15] examined the relationship between memorable tourism experiences and loyalty to cultural destinations and revealed that memorable travel experiences exhibit a positive association with loyalty. Zhang, Wu, and Buhalis [9] explored the relationship between a destination's image, memorable travel experiences, and the intention to revisit among Korean tourists in Huangshan City, China. The results showed that memorable tourism experiences positively influenced the intentions to revisit. Therefore, the following hypothesis was proposed and all hypotheses are presented in Figure

Methodology Research Design

The researcher used the descriptive type of research to a proposed framework branding image in the hospitality destinations in La Union province. According to Bluman (2017), descriptive statistics consists of the collection, organization, summarization and presentation of data. The descriptive method was likewise

described by Best (2017) in order to show the existing conditions or relationships that exist; practices that prevails, beliefs, points of view or attitudes that are held, process that are going on, effects are felt, and trends that are developing. It utilized numerical and graphical methods to help the research analyze data.

Respondents of the Study

The participants were purposively selected by the researcher to gather reliable data about the perception of the respondents who were the hotel guests from the selected resorts and hotels in the province of La Union who were able to tour to the tourists destinations and attractions in the locality.

Instrument

A survey questionnaire was used in gathering data. The questionnaire was divided into four (4) parts. Part I Determine the profiles of the respondents in terms of Sex, Age, Nationality, Reason for travel in Ilocos Region, Frequency of visit in Ilocos Region, and the attractions visited in the province of La Union. Part II Determine the factors influencing the attractiveness of a tourist destination as to key attributes, facilities and services and miscellaneous. Part III determine the tourist destinations image in terms of accommodation facilities, destination utilities, communication facilities, destination accessibility. Part IV Determine the level of cultural identity destination image as to cultural practice and heritage, branding image of tourist destination, tourist cultural satisfaction, tourist destination cultural image, peoples culture image. The questionnaire was adopted by the researcher from the study of (Sebastian) and Ruiz (2018). Finally, in the interpretation and analysis of data, the likert scale was used in the study.

And finally, to test the reliability of the survey questionnaire, the Cronbach's Alpha and the internal consistency of 60 items in the questionnaire. The Overall Cronbach's Alpha is 0.987 which showed that the questionnaire reached an Excellent Reliability, Also,

Cronbach's Alpha of the construct Part I of the Questionnaire was 0.862, 0.824, 0.837 respectively have Good Reliability. The Cronbach's Alpha of the construct in Part II of the Questionnaire was 0.878, 0.751, 0.879, 0.940 respectively which is acceptable. The Cronbach's Alpha of the construct in Part III of the Questionnaire was 0.853, 0.882, 0.932, 0.969 and 0.957 respectively have Good and Excellent Reliability, with regards to the Cronbach's Alpha of all the construct parts of the questionnaire, it showed that all the items appeared to be worthy of retention.

Procedure

The researcher conducted the survey questionnaire to the selected respondents in the nineteen towns and one City of the La Union province who were guests of resorts and hotels who were able to visit the tourists destinations and attractions in the locality.

After which, the research questions were refined and improved based from the suggestions of the adviser as well as the members of the Graduate School Panels during the Pre-Oral Defense. It was finally refined before the actual floating of the questionnaire.

A formal letter was sent by the researcher to the Provincial administrator in charge to tourism and industry in La Union.

Data Analysis

Mann Whitney U test was used to test the significant difference on sex and nationality with two categories while Kruskal Wallis Test was used to test the significant difference of those profile with three (3) or more categories. Meanwhile, Spearman rho was used to test the significant relationship across the three major variables. Non-parametric tests were used in the study because the result of Shapiro Wilk test for the three major variables are less than 0.01, therefore the set of data is not normally distributed. Furthermore, Linear Regression analysis was used to determine the indicators that determine the cultural identity destination image

from the tourist destination image and factors influencing attractiveness.

Ethical Consideration

To observe highly confidential nature of the survey and the interviews, no names will be mentioned in the report. The identity of the respondents will not be revealed except they are hotel and restaurant managers. No opinion will be given by the researchers, only information and results based on the data gathered. The research participants should not be subjected to harm in

any ways the results or findings of the study. The study considered high respect of the dignity of research be prioritized and full consent should be obtained from the participant prior to the study. The researcher considered asking permission to the management about the identified resorts mentioned names in this study as the researcher received positive response from the managers. Lastly, the protection of the privacy of research was ensured.

Results and Discussion

Table 1
Distribution of the Tourist-Respondents of the Study

Resorts in La Union	Total Number of Respondents	Percentage %
1. Sea of Dreams Resort (Caba, La union)	35	9.09
2. Sibling Resort (Bangar, La Union)	35	9.09
3. Final Option Resort (San Juan, La Union)	35	9.09
4. Pebbles Resort (Luna, La Union)	40	10.39
5. Hotel 45 Resort (Bauang, La Union)	60	15.59
6. Four Aces Resort (Balaoan, La Union)	40	10.39
7. Kahuna Beach Resort (San Juan, La Union)	35	9.09
8. Splash Town Resort (Agoo, La Union)	35	9.09
9. Puerto de San Juan Resort (San Juan, La Union)	35	9.09
10. Kultura Splash Resort (Pugo, La Union)	35	9.09
TOTAL	385	100.00

Table 2
Profile of Customers/Guests

Profile	Category	Frequency	Percent
Sex	Male	227	59.0
	Female	158	41.0
Age	Generation B: 61 years & above	11	2.9
	Generation X: 41-60	137	35.6
	Generation Y: 26-40	164	42.6
	Generation Z	73	19.0
Nationality	Local	370	96.1
	Foreign	15	3.9
Reason for travel in Ilocos Region	Visiting Family	107	27.8
	Leisure	65	16.9
	Business	172	44.7
	Religious	37	9.6
	Others	4	1.0
Frequency of Visit in Ilocos Region	Once a year	32	8.3
	Twice a year	89	23.1
	Thrice a year	172	44.7
	Once a Month	92	23.9
Number of Attractions Visited	1	18	4.7
	2	29	7.5
	3	58	15.1
	4	91	23.6
	5	95	24.7
	6	58	15.1
	7	27	7.0
	8	4	1.0
	9	5	1.3
Attractions Visited	Grape Picking (Lomboy Farm)	271	70.4
	Bauang		
	Halo-Halo de Iloko (San Fernando City)	286	74.3
	Pugo		
	PUGAD (Pugo)	104	27.0
	Tangadan Falls (San Gabriel)	78	20.3
	Surfing Area (San Juan)	264	68.6
	Baluarte Watch Tower (Luna)	235	61.0
	Loom Weaving (Bangar)	69	17.9
	Agoo Eco Fun World (Agoo)	108	28.1
	IBITS Farm (San Fernando City)	60	15.6
Red Clay Pottery (San Juan)	230	59.7	

Table 3
Factors influencing the Attractiveness of a Tourist Destination in terms of Key Attributes

Key Attributes	WM	SD	VI	R
1. Presence of religious sites	3.81	0.40	VA	1
2. Existence of historical sites and archeological remains (i.e. museums, galleries, etc.)	3.69	0.46	VA	2
3. Celebration of festivals and other tourism events	3.67	0.47	VA	3.5
4. Availability of souvenirs shops and shopping malls	3.67	0.47	VA	3.5
5. Presence of theme parks	3.63	0.48	VA	5
Composite Mean	3.70	0.32	VA	

Scale: 3.50-4.00: Very Attractive (VA); 2.50-3.49: Attractive (A); 1.50-2.49: Less Attractive (LA); 1.00 – 1.49: Not Attractive (NA)

Table 4
Factors influencing the Attractiveness of a Tourist Destination in terms of Facilities and Services

Facilities and Services	WM	SD	VI	R
1. Accessibility of tourism information centers at prominent locations	3.64	0.48	VA	5.5
2. Availability of reservation facility (travel and tour services) for travel arrangement and local tour guides	3.62	0.49	VA	7
3. Quality of basic infrastructure, condition of roads, transportation facilities, communication facilities, electricity, sewerage etc. of city above minimum touristic quality	3.71	0.46	VA	2
4. Quality of infrastructure and amenities of hotel / lodge / guest house	3.64	0.48	VA	5.5
5. Quality and variety of foods and local foods.	3.72	0.45	VA	1
6. Attitude of local people towards tourists.	3.69	0.46	VA	3
7. Quality of physical environment and cleanliness in and around the province / region.	3.68	0.47	VA	4
Composite Mean	3.67	0.33	VA	

Scale: 3.50-4.00: Very Attractive (VA); 2.50-3.49: Attractive (A); 1.50-2.49: Less Attractive (LA); 1.00 – 1.49: Not Attractive (NA)

Table 5
Factors influencing the Attractiveness of a Tourist Destination In terms of Miscellaneous

Miscellaneous	WM	SD	VI	R
1. Uniqueness of attraction	3.75	0.44	VA	2
2. Various tourist activities within the destination	3.69	0.47	VA	3.5

3. The physical environment and cleanliness around the destination	3.69	0.46	VA	3.5
4. Conditions of tourist attractions within the destination are well-maintained / preserved.	3.75	0.43	VA	1
Composite Mean	3.72	0.34	VA	

Scale: 3.50-4.0 Very Attractive (VA); 2.50-3.49 Attractive (A); 1.50-2.49: Less Attractive (LA) 1.00-1.49 Not Attractive (NA)

Table 6

Tourist Destination Image in terms of Accommodation Facilities

Accommodation Facilities	WM	SD	VI	R
1. Quality of facilities	3.79	0.41	E	1.5
2. Variety of facilities	3.74	0.44	E	3
3. Value for money	3.73	0.45	E	4
4. Clean, green and safe environment	3.70	0.46	E	5
5. Gender –Friendly	3.79	0.41	E	1.5
Composite Mean	3.75	0.32	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 7

Tourist Destinations Image in terms of Destinations Facilities

Destinations Facilities	WM	SD	VI	R
1. Banking and Financial System	3.49	0.50	VG	4
2. Accommodation quality	3.60	0.49	E	3
3. Medical Facilities within the area	3.70	0.46	E	1
4. Easy access desired food facility	3.62	0.49	E	2
Composite Mean	3.60	0.37	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 8

Tourist Destinations Image in terms of Communications and Information Facilities

Communications and Information Facilities	WM	SD	VI	R
1. Availability of Telephone to all visitors	3.43	0.50	VG	4
2. Modern communications facilities	3.58	0.49	E	1.5
3. Internet/WIFI Connections	3.58	0.49	E	1.5
4. Cable/Television/Radio	3.52	0.50	E	3
Composite Mean	3.53	0.42	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 9
Tourist Destinations Image in terms of Destination Accessibility

Destination Accessibility	WM	SD	VI	R
5. Car rental facilities	3.43	0.50	VG	5
6. Adequate transport networks	3.59	0.49	E	4
7. Adequate local transportation	3.74	0.44	E	1
8. Accessibility of attractions sites	3.68	0.47	E	3
9. Quality of road system	3.70	0.46	E	2
Composite Mean	3.63	0.35	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 10
Cultural Identity Destination Image as to Cultural Practice and Heritage

Cultural Practice and Heritage	WM	SD	VI	R
1. The province of La Union protects the indigenous peoples culture	3.79	0.40	E	1
2. The province of La Union preserves cultural identity of the Ilocano people	3.65	0.48	E	5
3. The province of La Union creates new avenue for Ilocano people to promote their own culture	3.66	0.47	E	4
4. The province of La Union promotes cultural heritage through celebration of festivals of every town and as one province	3.67	0.47	E	3
5. Tourist re visits La Union because of its food services specially in its delicacies and local native products like kakanin, bibingka, basi, suka etc	3.68	0.47	E	2
6. Tourists decides to come back in La Union since they experienced hospitality during their visit	3.61	0.49	E	6
Composite Mean	3.68	0.34	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 11
Cultural Identity Destination Image as to Branding Image of Tourist Destination

Branding Image of Tourist Destination	WM	SD	VI	R
1. Tourist targets to visit La Union for its trademark resort and beaches	3.74	0.44	E	1
2. Tourist goal is to revisit La Unions trademark to experience the grape picking agri- industry	3.58	0.49	E	4
3. La Union finds ways to improve its image in promoting different tourist spots in the arts, galleries e.g stone arts etc.	3.65	0.48	E	2
4. La Union considers the help of different organizations in promoting tourism industry	3.63	0.48	E	3

Composite Mean	3.67	0.36	E
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Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 12
Cultural Identity Destination Image as to Tourist Destination Cultural Image

Tourist Destination Cultural Image	WM	SD	VI	R
1. La Union is considered as a one stop place for tourist adventure	3.63	0.48	E	4
2. La Union is considered as a the capital fruit basket of the north	3.56	0.50	E	5
3. La Union people are very hospitable hence, making tourist revisit the province	3.68	0.47	E	2
4. La Union preserves its main tourist destinations to every town hence, providing tourists a wonderful experience during their visit	3.72	0.45	E	1
5. La Union provides different avenues of adventures for visiting tourist like food trips, eco-friendly place, and cultural heritage places	3.66	0.47	E	3
Composite Mean	3.65	0.35	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 13
Cultural Identity Destination Image as to Tourist Cultural Satisfaction

Tourist Cultural Satisfaction	WM	SD	VI	R
1. Tourist were satisfied in the tourism industry in La Union particularly in cultural preservation	3.68	0.47	E	3
2. It is evidenced in La Union where tourist experience cultural preservation among the townspeople	3.65	0.48	E	6
3. Tourist were satisfied to the programs of the Provincial government of La Union in the preservation of culture of Ilocano people	3.69	0.46	E	1
4. It is evidenced in La Union the preservation of cultural heritage through the existing museums in the different towns where tourist were satisfied	3.67	0.47	E	5
5. Tourist can easy access cultural heritage museum in the province	3.68	0.47	E	3
6. Tourist were satisfied on how the La Union preserve cultures especially to indigenous peoples.	3.68	0.47	E	3
Composite Mean	3.67	0.33	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 14
Cultural Identity Destination Image as to Peoples' Cultural Image

Peoples' Cultural Image	WM	SD	VI	R
1. La Union people help the government of La Union in Ilocano culture preservation	3.73	0.44	E	3
2. Indigenous people's culture was preserved in selected towns in La Union	3.73	0.44	E	2
3. La Union people are responsive to the government's program in terms of tourism industry (e.g agri tourism, aquatic tourism)	3.70	0.46	E	4
4. La Union people always find time to regularly celebrate festivals in the province	3.70	0.46	E	4
5. La Union people preserves religious artifacts as evidenced in preserved old churches	3.79	0.41	E	1
Composite Mean	3.73	0.33	E	

Scale: 3.50-4.00: Excellent (E); 2.50-3.49: Very Good (VG); 1.50-2.49: Good (G); 1.00 – 1.49: Needs Improvement (NI)

Table 15
Summary of the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image

	CM	SD	VI	Rank
Attractiveness	3.69	0.28	VA	
Key Attributes	3.70	0.32	VA	2
Facilities and Services	3.67	0.33	VA	3
Miscellaneous	3.72	0.34	VA	1
Tourist Destination Image	3.63	0.31	E	
Accommodation Facilities	3.75	0.32	E	1
Destinations Facilities	3.60	0.37	E	3
Communications and Information Facilities	3.53	0.42	E	4
Destination Accessibility	3.63	0.35	E	2
Cultural Identity Destination Image	3.69	0.30	E	
Cultural Practice and Heritage	3.68	0.34	E	2
Branding Image of Tourist Destination	3.67	0.36	E	3.5
Tourist Destination Cultural Image	3.65	0.35	E	5
Tourist Cultural Satisfaction	3.67	0.33	E	3.5
Peoples' Cultural Image	3.73	0.33	E	1

Table 16
Significant Difference on the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image when grouped According to Sex

	Mean Rank		z-value	p-value
	Male	Female		
Attractions	199.40	183.81	-1.363	.173

Key Attributes	199.59	183.53	-1.447	.148
Facilities and Services	198.59	184.96	-1.209	.227
Miscellaneous	202.51	179.34	-2.144*	.032
Tourist Destination Image	186.85	201.83	-1.305	.192
Accommodation Facilities	187.72	200.58	-1.190	.234
Destinations Facilities	192.63	193.54	-.082	.935
Communications and Information Facilities	186.87	201.81	-1.348	.178
Destination Accessibility	187.62	202.78	-1.213	.181
Cultural Identity Destination Image	189.32	198.28	-.788	.431
Cultural Practice and Heritage	184.77	204.82	-1.799	.072
Branding Image of Tourist Destination	185.33	204.01	-1.681	.093
Tourist Destination Cultural Image	193.16	192.77	-.036	.972
Tourist Cultural Satisfaction	198.23	185.48	-1.139	.255
Peoples' Cultural Image	192.87	193.18	-.028	.978

Note: *Significant at $p < .05$; **Significant at $p < .01$; MR – Mean Rank

Table 17
Significant Difference on the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image when grouped According to Age

	GenB	GenX	GenY	GenZ	x ²	P-value
Attractiveness	129.41	206.92	192.48	177.63	7.244	.065
Key Attributes	133.73	198.16	192.45	193.49	3.688	.297
Facilities and Services	130.09	211.74	187.34	180.03	9.214*	.027
Miscellaneous	134.27	201.77	199.92	169.84	8.773*	.032
Tourist Destination Image	149.86	207.46	192.39	173.73	6.213	.102
Accommodation Facilities	125.23	202.27	196.51	177.92	7.445	.059
Destinations Facilities	175.18	199.81	198.61	170.29	4.535	.209
Communications and Information Facilities	163.14	215.39	186.66	169.73	10.883*	.012
Destination Accessibility	159.23	204.70	191.93	178.53	4.001	.261
Cultural Identity Destination Image	133.23	210.62	190.58	174.37	8.963*	.030
Cultural Practice and Heritage	152.00	197.52	201.77	170.99	5.988	.112
Branding Image of Tourist Destination	122.68	215.95	187.85	172.10	14.154**	.003
Tourist Destination Cultural Image	120.36	197.85	193.86	192.90	5.296	.151
Tourist Cultural Satisfaction	128.05	214.47	195.04	157.90	17.154**	.001
Peoples' Cultural Image	199.45	207.19	195.20	160.46	9.667*	.022

Note: *Significant at $p < .05$; **Significant at $p < .01$

Table 18
Significant Difference on the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image when grouped According to Nationality

	Local	Foreign	z-value	p-value
Attractiveness	197.59	79.90	-4.047**	<.01
Key Attributes	199.17	40.70	-5.614**	<.01
Facilities and Services	195.60	128.87	-2.328*	.020
Miscellaneous	195.49	131.67	-2.322*	.020
Tourist Destination Image	195.43	133.13	-2.134*	.033
Accommodation Facilities	194.09	166.00	-1.023	.306
Destinations Facilities	195.55	130.13	-2.305*	.021
Communications and Information Facilities	195.72	125.83	-2.480*	.013
Destination Accessibility	193.22	127.63	-2.342*	.018
Cultural Identity Destination Image	194.28	161.40	-1.137	.256
Cultural Practice and Heritage	194.02	167.80	-.925	.355
Branding Image of Tourist Destination	194.06	166.77	-.966	.334
Tourist Destination Cultural Image	195.59	129.17	-2.343*	.019
Tourist Cultural Satisfaction	193.11	190.20	-.102	.918
Peoples' Cultural Image	194.31	160.80	-1.214	.225

Note: *Significant at $p < .05$; **Significant at $p < .01$

Table 19
Significant Difference on the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image when grouped According to Reason for travel in Ilocos Region

	Visiting				x ²	P-value
	Family	Leisure	Business	Religious		
Attractions	189.63	146.71	215.74	157.80	22.938**	<.01
Key Attributes	182.08	137.30	220.45	174.22	31.646**	<.01
Facilities and Services	187.22	170.09	203.58	180.16	5.308	.151
Miscellaneous	187.14	163.32	214.26	142.69	21.731**	<.01
Tourist Destination Image	188.25	210.81	189.27	172.19	3.320	.345
Accommodation Facilities	165.19	221.63	197.38	182.19	13.411*	.004
Destinations Facilities	196.94	193.35	190.30	172.97	1.429	.699
Communications and Information Facilities	194.79	193.68	192.54	168.20	1.931	.587
Destination Accessibility	189.82	213.91	187.28	171.49	4.437	.218
Cultural Identity Destination Image	206.52	175.47	189.87	178.66	4.003	.261
Cultural Practice and Heritage	199.38	175.04	193.62	182.65	2.455	.483
Branding Image of Tourist Destination	212.30	182.08	183.97	177.73	6.097	.107
Tourist Destination Cultural Image	199.57	174.35	192.15	190.09	2.308	.511

Tourist Cultural Satisfaction	187.79	182.47	200.65	170.41	3.290	.349
Peoples' Cultural Image	190.91	178.07	198.71	178.12	2.541	.468

Note: *Significant at $p < .05$; **Significant at $p < .01$

Table 20
Significant Difference on the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image when grouped According to Frequency of Visit in Ilocos Region

	Once a year	Twice a year	Thrice a year	Once a Month	χ^2	p-value
Attractiveness	230.64	213.40	192.22	161.64	14.187**	.003
Key Attributes	218.69	204.23	188.06	182.44	4.074	.254
Facilities and Services	230.66	208.08	197.58	156.76	16.043**	.001
Miscellaneous	228.41	217.33	186.42	169.44	13.898**	.003
Tourist Destination Image	259.67	244.84	191.70	122.10	68.751**	<.01
Accommodation Facilities	221.83	221.99	198.38	144.86	29.397**	<.01
Destinations Facilities	262.89	234.47	185.33	142.92	47.369**	<.01
Communications and Information Facilities	252.22	239.69	189.47	133.85	55.054**	<.01
Destination Accessibility	267.36	237.13	189.00	131.92	59.556**	<.01
Cultural Identity Destination Image	255.98	215.40	198.89	138.40	37.454**	<.01
Cultural Practice and Heritage	229.50	200.39	196.14	167.28	9.512*	.023
Branding Image of Tourist Destination	239.91	210.26	203.95	139.51	33.108**	<.01
Tourist Destination Cultural Image	244.52	215.02	191.75	156.11	21.876**	<.01
Tourist Cultural Satisfaction	262.92	222.72	189.75	146.01	37.709**	<.01
Peoples' Cultural Image	256.97	217.75	188.66	154.92	29.330**	<.01

Note: *Significant at $p < .05$; **Significant at $p < .01$

Table 21
Significant Difference on the Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image when grouped According to Number of Attractions Visited

	1	2	3	4	5	6	7-9	χ^2	p-value
Attractiveness	120.75	157.16	203.83	187.07	213.30	188.91	208.56	15.590*	.016
Key Attributes	145.61	172.55	196.16	182.29	214.17	188.50	206.54	9.917	.128
Facilities and Services	126.00	155.84	199.92	190.61	209.78	195.28	203.35	13.087*	.042
Miscellaneous	138.78	156.34	216.36	187.54	204.57	193.28	194.81	12.776*	.047

Tourist Destination Image	120.11	182.38	207.69	181.97	200.62	196.14	217.06	12.168	.058
Accommodation Facilities	129.25	192.79	206.22	183.53	192.02	201.76	216.18	10.610	.101
Destinations Facilities	131.72	185.67	197.91	183.67	205.73	193.58	210.69	9.053	.171
Communications and Information Facilities	127.11	187.47	213.46	186.19	204.35	182.09	202.28	11.334	.079
Destination Accessibility	142.50	184.05	196.78	180.09	198.52	208.27	212.85	8.111	.230
Cultural Identity Destination Image	142.64	161.22	203.14	179.35	210.57	195.37	211.76	11.621	.071
Cultural Practice and Heritage Branding Image of Tourist Destination	166.53	158.47	206.58	184.23	206.73	184.54	211.76	8.609	.197
Tourist Destination Cultural Image	151.67	170.97	190.87	186.98	205.65	193.39	216.04	7.192	.303
Tourist Cultural Satisfaction	113.86	164.36	204.37	182.74	205.94	203.88	211.58	16.292*	.012
Peoples' Cultural Image	145.39	181.66	204.65	177.35	210.01	200.42	189.92	9.059	.170
	157.53	175.38	194.43	187.49	209.64	185.79	204.25	6.230	.398

Note: *Significant at $p < .05$; **Significant at $p < .01$

Table 22
Cross Correlation Matrix Among Factors influencing the Attractiveness of a Tourist Destination, Tourist Destination Image and Cultural Identity Destination Image

Tourist Destination Image	Attractiveness			Tourist Destination Image				
	Key Attributes	Facilities & Services	Misc.	Accom	Dest.	Comm & Info	Dest. Acc.	
Accommodation Facilities	r_s -value	.304(**)	.400(**)	.445(**)	1.000	.493(**)	.511(**)	.558(**)
	p-value	.000	.000	.000	.	.000	.000	.000
Destinations Facilities	r_s -value	.415(**)	.448(**)	.541(**)	.493(**)	1.000	.741(**)	.669(**)
	p-value	.000	.000	.000	.000	.	.000	.000
Communications	r_s -value	.394(**)	.453(**)	.482(**)	.511(**)	.741(**)	1.000	.597(**)

and Information Facilities	value) p- value	.000	.000	.000	.000	.000	.000	.000
Destination Accessibility	r _s - value) p- value	.306(**)	.448(**)	.482(**)	.558(**)	.669(**)	.597(**)	1.000
Cultural Identity Destination Image								
Cultural Practice and Heritage	r _s - value) p- value	.357(**)	.374(**)	.355(**)	.263(**)	.406(**)	.386(**)	.298(**)
Branding Image of Tourist Destination	r _s - value) p- value	.302(**)	.344(**)	.318(**)	.344(**)	.433(**)	.459(**)	.458(**)
Tourist Destination Cultural Image	r _s - value) p- value	.388(**)	.407(**)	.479(**)	.384(**)	.532(**)	.485(**)	.453(**)
Tourist Cultural Satisfaction	r _s - value) p- value	.435(**)	.472(**)	.542(**)	.425(**)	.536(**)	.512(**)	.491(**)
Peoples' Cultural Image	r _s - value) p- value	.370(**)	.378(**)	.441(**)	.472(**)	.503(**)	.444(**)	.508(**)

Note: *Significant at $p < .05$; **Significant at $p < .01$ (2-tailed)

Table 23
Model Summary on Predictors of Cultural Identity Destination Image from Attractiveness and Tourist Destination Image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.546(a)	.298	.296	.24771
2	.602(b)	.363	.360	.23631
3	.637(c)	.406	.402	.22843
4	.649(d)	.421	.415	.22590

a Predictors: (Constant), Destination Facilities

b Predictors: (Constant), Destination Facilities, Key Attributes

c Predictors: (Constant), Destination Facilities, Key Attributes, Destination Accessibility

d Predictors: (Constant), Destination Facilities, Key Attributes, Destination Accessibility, Accommodation Facilities

Conclusions

Based on the results of the study, the following conclusion are drawn:

1. From the respondents' profiles, most are male and from generation Y. Further, most of the respondents are locale, travel for business, and have visited the Ilocos region thrice a month. Also, greater of the respondents have visited 4-5 attractions, of which the most visited attraction is halo-halo de Iloko and Grape Picking (Lomboy Farm), Surfing Area in San Juan San Fernando City.
2. In terms of factors influencing tourism on key attributes, the presence of religious sites is the most notable in terms of key attributes that influence the attractiveness of a tourist destination while the least is the presence of theme parks. Subsequently, the quality and variety of foods and local foods have the greatest influence on the attractiveness of a tourist destination in terms of facilities and services, while, the availability of reservation facilities for travel arrangements and local tour guides has the less influence. As to miscellaneous, the conditions of tourist attractions within the destination are well-maintained/preserved is the highest among the indicators in terms of miscellaneous than various tourist activities within the destination.
3. In terms of tourist destination image, the quality of facilities and gender-friendly are the two most noteworthy in terms of accommodation facilities. The medical facilities within the area rank first, while banking and the financial system rank the least in terms of destination facilities. The modern communication facilities and the internet/WIFI connections are the two most prominent in terms of communications and information facilities. Adequate local transportation is most notable in terms of destination accessibility while car rental facilities manifest as the least.
4. As to cultural identity, the province of La Union protects the indigenous people's culture is the most notable as to cultural practice and heritage than tourists decide to come back in La Union since the experienced hospitality during their visit. Tourists target to visit La union for its trademark resorts and beaches is the most notable while tourist goal is to revisit La Union trademark to experience grape picking agro-industry is less as to branding image of tourist destination. La Union preserves its main tourist destinations to every town , hence, providing tourists a wonderful experience during the visit is the most remarkable as to tourist destination cultural image than La Union is considered as the capital basket of the north. Tourists were satisfied to the programs of the Provincial government of La Union in the preservation of the culture of Ilocano people is the most significant in terms of tourist cultural satisfaction while it is evidenced in La Union where the tourist experience cultural preservation among the town people is least

significant. La Union people preserve religious artifacts as evidenced in preserved old churches is the most remarkable than people from La Union always find time to regularly celebrate festivals in the province as people's cultural image.

5. As to the factors influencing the attractiveness of a tourist destination, tourist destination image and cultural identity destination image when grouped accordingly to sex is significant, most likely similar for male and female. When grouped according to age, in terms of attractiveness, tourism destination image, cultural identity destination image all generations have almost equal in views very significant except GenB that have different views less significant. According to the grouped of nationality, local tourist is more likely significant in terms of attractive in destinations, destination image and cultural image than foreign tourist while the attractiveness in terms of key attributes and facilities and services for foreign is less significant. Further, the grouped according to reason for travel in Ilocos region, tourist have different views in visiting family, leisure, business, and religion where the attractions in terms of key attributes and facilities and services are less significant likewise the frequency of visiting the Ilocos region tourist view are less significant in terms of tourist destination image and cultural identity destination. Moreover, as to the number of attractions visited tourists view is significant.

Therefore, there is significant difference on the factors influencing the attractiveness of a tourist destination, tourist destination image and cultural identity destination image to the respondent's profile variables.

6. Tourists have different views in terms of the group of nationality specifically in the attractiveness on key attributes, facilities and services. Reasons for travel influence the views of tourists in the attractiveness of tourist destinations particularly in attractiveness key attributes, facilities, services and miscellaneous. The frequency of visit also affects more on tourist destination image and even in cultural identity destination except cultural practice and heritage. Therefore, the sex, age, number of attractions visited are highly significant, likewise the nationality, reason for travel, frequency of visit is also overall significant. This means that tourist find the place more attractive, ideal for any purpose and a place to visit in. Therefore, there is significant relationship on the factors influencing attractiveness of a tourist destination, tourist destination image and cultural identity destination image.

Recommendations

1. Conduct further research on the other factors that may influencing attractiveness of tourist destination, destination image and cultural image. Strengthen strategy to other grouped of generations to visit the place more often. Develop effective advertising campaign on other tourism activities in La Union province.
2. Continue to improve the the religious sites, transportation facilities, locale foods innovations, attractive infrastructure, roads, communication facilities, electricity, and other miscellaneous

system in the area. Create programs to maintain and sustain the uniqueness of tourist attraction, tourist activities as well as the physical cleanliness of the destination.

3. Create programs that sustain accommodation facilities through offering variety of facilities, its clean, green and environmental friendly environment. Provide destination facilities adequate medical facilities, accessible food facility and additional banking and financial system likewise additional communication and information facilities to all visitors is highly needed. Hence, the destination is accessible, provide adequate local transportation and offer varieties of affordable car rental facilities.

4. Proposed a development plan for destination attractiveness, destination image, and cultural image in La Union Province. Develop branding as trademarks for all the tourist attractions, destinations and activities especially in resorts, beaches, grape picking, promoting tourist spots in the arts, galleries and other tourism organizations in the province. Preserving tourism heritage sites and artifacts to the Ilocano people as well as the tourist experience hospitality and wonderful visit during their stay in La Union Province.

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