# The Destination Attributes and Tourist Visit Intentions in Nature-Based Tourist Destinations

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**ABSTRACT.** This study had examined the link between destination attributes and tourist visit intent in Davao City's nature-based tourist destinations. Tourist choices for nature-based tourism in Davao City are assessed using indicators such as destination environment, novelty, and quality tourism experience. The likelihood of tourist visit intention was rated on a scale. The study employed a questionnaire in collecting data in a descriptive quantitative manner. Also, researchers utilized the mean, Pearson product-moment correlation, frequency, and percentage. This survey included 550 netizens. Most respondents are 30-39-year-old female professionals from Davao City, Davao Oriental, Dipolog, etc., called millennial tourists. The destination attributes that affect tourist choice to visit nature-based tourist destinations in Davao City were very high in the destination environment, novelty, and quality tourism experience. It implies that these attributes are essential factors tourists evaluate when visiting Davao City's nature-based attractions. Also, the tourist visit intention level was high, indicating that Davao City's local government unit is doing well in attracting potential tourists to its natural tourism spots. The results also show a significant relationship between destination attributes and tourist visit intention, implying that the higher the destination attributes, the higher the tourist visit intentions to Davao City's nature-based attraction.

**Keywords**: *Destination Attributes, Tourist Visit Intention*

## INTRODUCTION

Nature-based tourism is one of the fastest-growing areas of the worldwide tourist business. Fossgard and Fredman (2019) believe that people's actions when exploring natural areas outside their usual surroundings are included in nature-based tourism. Many developing nations use their natural resources to gain a competitive edge to prosper. According to Susanto & Kotler (Wiradiputra & Brahmanto, 2016), tourist visit intention is driven by internal stimulation and positive feelings about a product. The research aims to determine the level of destination attributes and tourist visit intention in Davao City's nature-based tourist destinations. Banzon (2019) reports that the Davao City Tourism Operations Office (DCTOO) attracted over 2.3 million visitors in November 2019. However, Mr. Tan stated that the Department of Tourism Region XI concentrates on boosting the agricultural tourism and eco-tourism industries in recovering from the pandemic (Jr., 2020). Thus, the desire to visit is comparable to the want to purchase (Albayrak & Caber, 2018). As a result, travelers are more likely to visit tourist destinations (Tassiello & Tillotson, 2020).

The tourist visit intention becomes one of the two prime areas in the nature-based tourism revolution, ensuring the movement's long-term viability and increasing revenue. One of the most significant aspects of nature-based tourism is deciding the motive and trends (Metin, 2019). According to Metin (2019), tourist visit intention is defined as "people's desire to fulfill the requirements and attractions that the tourist believes would satisfy this motive." Furthermore, by combining driving (motive) and attributes (attractiveness) factors, travel intention becomes more practical in determining the advantages and disadvantages of nature-based tourism. Although there are many studies on the factors that influence eco-tourism visit intention, scholarly understanding of the factors that generate demand for eco-tourism is

limited (PHAM & CHI, 2020). As a result, Pham and Chi (2020) feel that further research is needed to look into factors that may impact tourists' willingness to visit eco-tourism destinations but have yet to be investigated in the literature.

Boit and Doh (2016) stated that extrinsic motivators are attributes of a destination, and various destinations have distinct characteristics. Individuals are drawn to a place not just because of internal motivators but it's because of the quality of the journey and its unique features (Boit & Doh, 2016). Knowing the determinants of their desire to visit increases visit intentions and facilitate frequent trips to a destination. The variables that affect this attribute can be analyzed and strengthened to maximize the number of trips to the destination. According to the literature, tourists' evaluations of their travel intentions begin with a cognitive assessment of their interactions with different destination attributes (Sharma & Nayak, 2019). As a result, destination management organizations (DMOs) focus more on offering and preserving qualities that encourage people to visit the location and make their journeys more pleasurable (Jing & Rashid, 2018). Considering nature-based tourism is a type of low-density leisure and tourism, data shows that visitors to nature-based tourism or backcountry recreation regions are influenced by their perceptions of attributes (Li, 2016). Li (2016) stated that tourists' behavioral intentions are intended to influence their perceptions of density and service quality as part of the destination attributes. Tourism managers think that destination attributes such as image are essential for tourists when deciding where to travel (MR., 2017). The study aims to show how different sources of information about destination attributes influence tourist visit intent.

The core issue addresses how destination attributes affect tourist visit intention in a nature-based tourist destination in Davao City. Concerned researchers are doing the study better to grasp the problems and limits of Davao eco-tourism. It will aid them in developing strategies and making more informed decisions to improve engagement on tourist intentions to visit. The result of this study is the focal point of success for many nature-based tourist destinations in Davao City. Understanding these essential aspects that affect visitors' intention to visit would help tourist destination owners better understand what they need to do to satisfy visitors and promote more visits to nature-based tourist sites in Davao City.

## METHOD

The researchers employed a descriptive and quantitative research approach. Descriptive analysis aims to characterize a group, situation, or phenomenon consistently and reliably. This approach aimed to create predictive relationships between variables through statistical methods on destination attributes and tourist intention. As a result, this method has evaluated the link between destination attributes and tourist visit intention in nature-based tourist destinations in Davao City using Google Forms.

The researchers have collected primary data from a convenient by using google forms. Purposive sampling was used to distribute the Google forms to the researchers. Purposive sampling is a kind of non-probability selection known as judgmental, selective, or subjective sampling. Moreover, the research data comprised the people of respondents of cooperating netizens from social media platforms.

Google forms were the research tool that the researchers have utilized in gathering data. The google forms are considered to determine the relationship between destination attributes and tourist visit intention in nature-based tourist destinations in Davao City. *There are three sections to the survey questionnaire. Part I delves into the demographics of the respondents. Part II deals with destination attributes with destination environment, novelty, and quality tourism experience that affect tourists' visit to a nature-based tourist destination in Davao City. Part III deals with tourist visit intention at a nature-based tourist destination in Davao City.*

The information gathered will be put to the test using the following tools: Mean. This tool was used to assess the average influence of variables in Davao City's nature-based tourism sites on visitors in response to a 1-5 rating scale for sub-elements of variables. Pearson Product-Moment Correlation. This tool was used to determine if there's a relationship between destination attributes and visit intent at Davao City's nature-based tourist destinations. Frequency. A graphical or tabular tool depicts the number of people in each category on a measurement scale. Percentage. It refers to a specific type of tool in which ratios were used to compare two or more data sets. The association between the series is determined using a percentage.

## RESULTS AND DISCUSSIONS

### Level of Destination Attributes

Table 2 shows the influence of destination attributes that affect tourist choice of visiting nature-based tourist destinations in Davao City with an overall mean of 4.36, equivalent to a very high description and a standard deviation of 0.469. The respondents were strongly affected by the destination attributes that will influence their choice to visit nature-based tourist destinations in Davao City, which are greatly based on the variables such as the destination's environment, novelty, and quality tourism experience, as shown by this result.

Quality tourism experience garnered the highest mean score of 4.52, equivalent to a very high description with a standard deviation of 0.489. It shows that the items such as cost/price level in the area, hospitality, tourist activities, and natural attractions on the nature-based tourist destinations in Davao City will strongly affect the tourist decision-making. Expressly the results further indicated that the cost/price level in the area affects the decision making of the respondents of visiting the nature-based destination. Moreover, the quality tourism experience indicator has the highest mean score, implying that the quality tourism experience in nature-based tourist destinations in Davao City will significantly attract tourists. This implication is substantial to the tourism proprietors as quality tourism experience directly attracts and influences tourist motive to a tourist destination (Prebensen, 2018).

The destination environment got a mean of 4.33, equivalent to a very high description and a standard deviation of 0.565. Respondents are also strongly affected by the destination environment in the nature-based tourism destination in Davao City. The respondents affirm that overall personal safety, accessibility, weather, and local infrastructure are essential factors they consider when visiting nature-based tourism destinations in Davao City. Elements critical to the destination environments are weather/climate, personal safety, local infrastructures, and accessibility/transportation. It implies that the tourist wanted to undertake nature-based tourist destinations in Davao City in a safe, easygoing, and secure environment. These factors were considered by Almeida-Santana and Moreno-Gil (2018) as external environmental factors driving visitors to visit the destination.

Novelty got a 4.24 mean score, equivalent to a very high description with a standard deviation of 0.538, which comes in last. Although it comes last on the data gathering results, the novelty still got a high rating from the respondents. Respondents attest that a relaxing and quality service experience based on its reputation, exotic atmosphere, and opportunity for an adventure in nature-based tourist destinations in Davao City will also significantly shape the

tourist choice to a nature-based destination. Recent tourism research thus stresses novelty as a crucial precedent of tourism experience memorability (Zhong et al., 2017), but this approach only partly illustrates the dynamic existence of novelty phenomena.

**Table 2. The Level of Destination Attributes That Affect Tourist Choice of Visiting Nature-Based Tourist Destinations in Davao City.**

| Indicators | Mean | Std. Deviation | Description |
|---|---|---|---|
| Destination Environment | 4.33 | 0.565 | Very High |
| Novelty | 4.24 | 0.538 | Very High |
| Quality Tourism Experience | 4.52 | 0.489 | Very High |
| **Overall** | **4.36** | **0.469** | **Very High** |

**Level of Tourist Visit Intention**

Table 3 shows the level of tourist visit intention in a nature-based tourist destination in Davao City with an overall mean of 4.08 or high and a standard deviation of 0.677. The result means that the tourist visit intentions of the respondents on visiting nature-based tourist destinations in Davao City are much observed.

The general thought of visiting the nature-based tourist destinations in Davao City garnered a very high rating. It implies that almost all respondents have the same likeliness of visiting nature-based tourist destinations in Davao City. Previous studies show that a destination's attributes have positively and significantly impacted tourists' intention to travel (Ishida et al., 2016).

**Table 3. Level of tourist visit intention in a nature-based tourist destination in Davao City.**

| ITEMS | Mean | Std. Deviation | Description |
|---|---|---|---|
| 1. I have the intention to visit the nature-based tourist destination in Davao City. | 4.17 | 0.728 | High |
| 2. I will make an effort to visit the nature-based tourist destination in Davao City. | 4.02 | 0.824 | High |
| 3. I am willing to spend time & money to visit the nature-based tourist destination in Davao City. | 4.04 | 0.802 | High |
| **Overall** | **4.08** | **0.677** | **High** |

The results show that most respondents are most likely to spend time and money visiting nature-based tourist destinations in Davao City. Travel inspiration has been a reliable factor in the tourism business (Arcese et al., 2020). It also means that the respondents are most likely going to visit nature-based tourist destinations in Davao City. It was observational evidence that experience and emotions play a vital role in predicting attitude and behavioral intentions (Song et al., 2019).

**Significant Relationship between Destination Attributes and Tourist Visit Intentions in a Nature-based Destination.**

Table 4 shows the correlation between destination attributes and tourist visit intention. Furthermore, because the correlation is significant at the 0.01 level, the table shows a p-value of 0.0002, rejecting the null hypothesis. The variables' relationship indicates that destination environment, novelty, and quality tourism experience significantly affect tourist visits. The higher the level of destination attributes, the higher the tourist visit intention in the nature-based tourist in Davao City, as it correlates with each other impact. The indicators of destination attributes (destination environment, novelty, quality tourism experience) received substantially high ratings based on the data obtained, indicating that the respondents consider these aspects when deciding whether to visit a particular tourist destination. Mazlina, Ahmad, Sridar, and Syamsul (2016), stressed that individual tourists make coherent assessments of these attributes as it shapes their travel decisions.

**Table 4. Correlation between destination attributes and tourist visit intentions in a nature-based destination**.

| Variables Correlated | r-value | Verbal Description | df (n-2) | p-value | Decision |
|---|---|---|---|---|---|
| Destination Attributes vs Tourist Visit Intentions | 0.130** | Very Weak Positive Relationship | 548 | 0.002 | Ho is rejected |

Legend: * *Correlation is significant at 0.01 level (2-tailed)

The result of this study accepts the theory of the planned behavior framework (Monika Boguszewicz-Kreft, 2020). It implies that the destination attributes (destination environment, novelty, quality tourism experience) that influence tourist preferences positively impacted tourist behavioral intention on visiting nature-based tourist destinations. It motivates the predictability of visitors' behavioral purposes to engage in the tourism process. The higher the level of destination attributes, the more tourist will be encouraged to show their intentions to visit the nature-based tourist destinations in Davao City.

## CONCLUSIONS AND IMPLICATIONS

Based on the findings, it can be concluded that the destination attributes that affect tourist choice to visit nature-based tourist destinations in Davao City were very high in the destination environment, novelty, and quality tourism experience. It implies that the tourist wanted to undertake nature-based tourist destinations in Davao City with affordable pricing, impeccable hospitality, decent infrastructure, fun tourist activities, a safe and secure environment, and easily accessible tourist destinations. Also, it implies that the nature-based tourism in Davao City will likely gain market if they provide more on the novelty of the attractions in terms of its quality service, reputation, relaxing, and exotic atmosphere. The level of tourist visit intention in nature-based tourist destinations in Davao City was high. It implies that the local government unit of Davao and the regional tourism proprietors are doing great in attracting a large potential number of tourists that may visit the nature-based tourist destinations in Davao City. There's a significant relationship between the destination attributes and tourist visit

intention. It implies that the higher the level of destination attributes, the higher the tourist visit preferences on the nature-based tourist destination in Davao City.

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