

Importance of Sustainable Wellness Destination Factors and Potential Tourists' Behavioral Intentions Post Covid-19

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ABSTRACT. This study intends to determine the importance of sustainable wellness destination factors (supporting and resources, core wellness and attractors, destination policy and planning, and destination governance) and potential behavioral intentions in terms of perceived risk of tourists in visiting Davao City post covid-19 pandemic. A pilot study comprising 50 respondents was carried out before the final survey to ensure appropriateness. It follows a quantitative design which focuses on collecting and analyzing data. It was done through survey questioning that was conducted through online and the use of google forms disseminated to 384 respondents residing within and outside the community of Davao Region. Results indicated sustainable wellness tourism factors were perceived as extreme importance, the significant influence of perceived risk of tourists is high. Thus, tourists are moderately willing to experience wellness tourism in Davao City. This study recommends frequent cleaning and disinfections in any wellness destinations to guarantee safety. Moreover, offer a unique experience for the tourist while keeping the authenticity and distinctiveness of the place to have a more meaningful experience.

Keywords: *Destination factors, perceived risk, covid-19, Davao City*

INTRODUCTION

Tourism is the act of traveling from one place to another outside of their usual environment in pursuit of pleasure, recreation, and relaxation. It is considered an important industry that contributes to the economy of one's nation. The Philippines was making a huge dent in the wellness industry, contributing \$3.7 trillion to the world economy in 2015. Many have tried to develop a suitable tourism product to satisfy the motivations of consumers in their travel. Wellness tourism is associated with improving and maintaining one's well-being and has become essential in shaping every individual's life and influencing their production. According to Dunn (1959), wellness is a "state of health, which comprises an overall sense of well-being and sees a person as consisting of body, mind and spirit. Lifestyle and self-responsibility for health see paramount in the quest for a better quality of life. Citizens have experienced anxiety and depression from being isolated from the community to minimize direct contact with one another because of the strike of this contagious disease,

Covid-19 causes widespread extreme travel restrictions and cancellations as it is highly infectious. The pandemic involved human suffering, and any form of gathering was avoided, and isolation rules were implemented. Both public and private institutions are temporarily closed. The distress of the pandemic led to significant uncertainty conditions in many industries. Moreover, the Covid-19 pandemic has been reported in numerous previous papers. Some studies have reported the impact of Covid-19 on mental health. However, few studies reported the recovery analysis of the industry while the rest of the world has been severely affected. This study investigates the importance of wellness destination factors and the tourists' potential behavioral intentions post-pandemic. It attempts to fill the research gap by analyzing the intentions of visiting wellness destinations after the pandemic.

This study aims to determine the Importance of Sustainable Wellness Destination Factors and Potential Tourists' Behavioral Intentions Post Covid-19. (1) How important are the Sustainable Wellness Tourism Factors to tourists in terms of Supporting Factors and Resources for Wellness Tourism, Core Wellness Tourism Resources and Attractors, Wellness Destination Policy and Planning, and Wellness Destination Governance; (2) What is the level of the perceived risk of tourists in Davao Region as a wellness tourism destination in terms of Health and Safety Risk, Social Risk, Financial Risk, Psychological Risk, Satisfaction Risk, and Time Risk; (5) Are tourists willing to visit Davao Region for sustainable wellness activities?; (6) Do the sustainable wellness tourism factors influence the perceived risk of visiting the Davao region? (7) Which sustainable wellness tourism factors of the Davao Region influence intention to visit? (8) Which of the perceived risk factors influence intention to visit?

Review of Related Literature

Tourism is a large, dynamic, and one of the fastest growing industries. It is considered paramount to economic growth in most developing countries because of its progress. It has a considerable effort to attract tourists to visit and enhance the multiplier effect to the industry. However, tourism needs to adapt to the customer's changing needs. Wellness tourism is associated with personal well-being and a healthy lifestyle to release every individual's stress from work, which emerges into a new form of leisure activity to take pleasure in. This includes body treatment, spas, etc., closely related to physical healing and relaxation. In most Asian countries, activities such as meditation, body treatment, spas, yoga, and massage are consolidated in everyday life. It puts your health and well-being at the center of your travel purpose. Wellness encompasses physical, mental, and spiritual well-being, self-responsibility, social harmony, environmental sensitivity, intellectual development, emotional well-being, and professional fulfillment (Müller & Kaufmann, 2000). A wide compass of wellness tourism has developed in recent years. Wellness tourism is on the rise, growing as tourists seek to improve their health. It has been seen that people's lifestyles can affect the longevity of one's personal life and must consider leisure time in a wellness activity.

However, the pandemic has challenged the tourism industry with a prodigious challenge. During this difficult time, spending at home at most times could greatly impact every individual due to the effect brought by covid-19 and is delineated as a pandemic by the World Health Organization (WHO). The first covid-19 case was recorded in Wuhan, China on the 21st of December 2019. The virus spread globally and has affected millions of lives. There is no vaccine discovered yet, and lockdown and safety protocol measures have been implemented. There are over 32.7 million COVID-19 cases reported, including 991,000 deaths. Also, more than 2 million new cases and 36,000 new deaths were declared on September 21–27 (WHO, 2020). However, due to the current pandemic, unwanted situations such as travel restrictions are being implemented at national and international levels. It affects over 90% of the world population and provision from any gatherings, wherein tourism ceased in March 2020. This pandemic has been a discussion in everyday life; the health and well-being of an individual are noticeable from the consequences and restrictions implemented.

Tourism has generally considered a means of rejuvenation, relaxation, and indulgence (Ryan, 1997). Tourism experiences specifically for wellness purposes affect every individual's health and well-being. These are enhanced by giving a break for some time from routine, relaxation, and anticipating activities. There is a constant demand for wellness tourism, which is subjective and relative, thus a continuous change. The need for this varies at times when they feel the most. They need it at this stage of their lives. In the COVID-19 business setting, hospitality corporations must make significant adjustments to their operations to guarantee employees' and clients' safety and health. Also, increase customer desire to support their business (Gössling et al., 2020).

COVID-19 is a contagious global pandemic that greatly impacts the tourism industry. Tourists' perception of safety significantly influences tourist behavior and destination. From a consumer behavioral point of view, travel risk recognition can be characterized as the tourist's expected negative effect of the particular hazard and the probability of these negative results (Mowen & Minor, 2001). The Philippine government is very strict in terms of traveling in different places for the security and safety purposes of individuals. To retain the province's high growth arrivals and intense marketing efforts, the tourism stakeholders and local government units (LGU) are urged to concentrate on preserving security and safety in the destination. "No matter how beautiful the destination is, at the end of the day, tourists look into the safety of the destination," said Department of Tourism (DOT) Director Shalimar Tamano. Due to the unexpected health crisis, several countries went into lockdown and restricted travel. It has affected the tourism industry, as it has raised concerns about the safety of people when traveling. As a result, countries with better hygiene and healthcare systems would be more attractive to tourists. Knowing the travel motivators that influence travelers' behavior and intention in choosing a place to travel will significantly benefit tourism planning and marketing (Lam & Hsu, 2006). The tourists' decisions will be motivated by some aspects such as hygiene, disinfection, and a dependable health system. Health-protective behavior is a necessity for secure travel to tourism and industry practices. Cleanliness and physical well-being are the most vital factors when individuals consider improving their health (Zheng et al., 2020). As the word implies, supporting elements and resources support or create a foundation upon which a successful tourism sector can be built. The quality, variety, and quantity of supporting elements and resources will continue to substantially impact the achievement of tourism potential. However, when the subject arises, more caution and planning are needed to strike the right balance between tourism expansion, infrastructure development, and other facilitating resources. The state and scope of a destination's general infrastructure are essential supporting aspects. Infrastructure has a direct impact on destination competitiveness in some ways. Tourism development also relies on various other supporting resources and services, such as the availability and quality of local human, knowledge, and capital resources, as well as educational and research organizations. In various ways, a destination's health, vigor, and feeling of enterprise and endeavors in launching new ventures contribute to its competitiveness. The destination's accessibility is also a positive feature, as many factors influence it. Tourism's operating sectors oversee providing high-quality, unforgettable experiences. However, great care must infuse these encounters with a welcoming atmosphere. Visitors must believe that they are more than just a source of cold cash. Rather, as they strive to appreciate the variety of experiences the destination offers, tourists have a genuine human yearning for welcoming acceptance. As a result, the challenge for destinations is to present their experiences so that visitors feel welcomed and like they are guests.

The role of destination governance can evolve as the environment and context change (Laws et al., 2011). The effectiveness of destination management depends on the success of local tourism development and the response to natural disasters and crises (Bichler, 2021; Çakar, 2018). The COVID19 pandemic has dramatically changed the environment and the dynamics of destination governance. It has prompted researchers to rethink their knowledge about destination management (Vargas, 2020). This is because the changes brought about by the pandemic have affected the entire context. Destination governance is "the rules and mechanism for developing policies and business strategies which could combine all the organizations and individuals" in tourism destinations (Zhang & Zhu, 2014, p.125). However, destination governance is more complicated, characterized by many stakeholders, strong resource interdependencies, and bundled tourism products (Candela & Figini, 2012; Raich, 2006). Destination governance is a well-established and widely accepted practice in many

organizations as "the rules and mechanism for developing policies and business strategies which could combine all the organizations and individuals" in tourism destinations (Zhang & Zhu, 2014, p.125). Governance is more complicated than many think, with many stakeholders and strong resource dependencies. This makes it difficult to develop effective policies and manage resources efficiently (Candela & Figini, 2012; Raich, 2006).

The study of government Destination has been greatly influenced by theories from corporate governance in its analysis (Beritelli et al., 2007). The destination governance must evolve in line with the ever-changing environment and context (Laws et al., 2011). The effectiveness of destination governance is very closely related to the success of local tourism development, responses to crises or disasters, and the well-being of local communities (Bichler, 2012; Cakar, 2018). In 2020, the unexpected COVID 19 pandemic not only amid interdependent environments for destinations but also calls for rapid transformation, adaptation, and resilience in the face of crisis (Vargas, 2020). The dramatic changes in context require researchers to rethink and ponder their knowledge of destination governance. Despite the complex nature and changing context of destination governance, research in this area is largely fragmented and lacks the synergies of current literature regarding its definition, scope, and dimensions (Ruhanen, 2013).

According to Maslow 1943, for travelers, security is one of the most important qualities for consumers. The customer expects several disadvantages that emerge from the selection of items, so its readiness to use will influence the creation of a technique for selecting low-risk items of paramount importance in decision-making (Sönmez & Graefe, 1998; Floyd, Gibson, Pennington-Gray, & Thapa, 2004). The behavior and preference of people are subject to a considerable influence from the destinations factor. The covid-19 pandemic emphasized the extreme vulnerability of the worldwide population, both financially and physically. Protected policies are needed to reduce risks to vulnerable populations. Information about security threats reached Potential tourists' homes in real time and discouraged travel decisions (Kurez, 2011). The sense of security of tourists greatly influences tourist behavior and the destination image. The intermediary role between tourist health protection behavior and media involvement influencing post-covid 19 travels. The personal travel themes of potential travelers address one of the key factors in making travel decisions (Bieger, 2008). However, due to the infinite variety of destinations considered in the modern tourism industry, potential travelers rely heavily on the perception that they are safe and secure at their desired destination (Kuschel & Schröder, 2002).

METHOD

The survey questionnaires were developed to answer the study's objectives, which were to determine the importance of sustainable wellness tourism factors, the level of perceived risk factors on wellness destinations, and behavioral intentions. Questions for the sustainable wellness factors were adopted from the study of Goffi (2013) and Medina-Muñoz (2014). Perceived risks question items on the contrary, were based from the various studies of Cañizares, Cabeza-Ramírez, Muñoz-Fernández, Fuentes-García (2020); Li, Zeng, Morrison, Hui Coca-Stefaniak (2020); Han, Al-Ansi, Chua, Tariq, Radic & Park (2010).

A pilot study comprising 50 respondents was carried out before the actual survey to ensure appropriate questionnaire design, measurement scales, and wording. The pilot test divulged that there were no issues with clarity and the appropriateness of

questions about sustainable wellness tourism factors, perceived risk, and behavioral intention.

A reliability test was conducted to examine the homogeneity and consistency of items in survey constructs using the SPSS software. Low alpha may stipulate the performance of the sample items in capturing the constructs, although the scale of "low" is dependent on the purpose of research (Churchill, 1979). Preferably, the alpha level should commonly exceed .70 for a permissible standard. Results of the reliability test illustrate the SPSS output of the Cronbach alpha level of the pilot study, where it appears that all constructs had an acceptable standard of coefficient alpha for this stage of research. Cronbach alpha in the present study for all items is .954, which is higher than 0.70. This means that all question items are valid and reliable. No item was deleted since deleting one will not increase or decrease the Cronbach alpha value. This can be explained through the thorough review of related studies and literature, where the question items were adopted, and some modified for the study. Thus, the questionnaire appears ready for the final survey and further statistical analysis.

A total of 384 respondents were surveyed in this study. Frequency and descriptive statistics were used to analyze the demographic characteristics of respondents. Pearson correlation was utilized to determine the relationship among the variables. Further, two-stage least squares (2SLS) regression analysis was used to identify which sustainable wellness tourism factors and perceived risk factors influence wellness tourism behavioral intentions.

The fundamental purpose of the study is to determine the factors of a sustainable wellness destination and its behavioral intentions. The study follows the quantitative design. Quantitative research focuses on collecting and analyzing data for statistical analysis. It was done through survey questioning. Since we are facing a covid-19 pandemic, conducting the survey is done online or using google forms.

The data collected are the residents within and outside the community of the Davao Region. A sample of 384 respondents was selected. The sampling method used in the study is a convenience type of sampling. In contrast, the participants are selected based on their availability and willingness to take part in answering the survey questionnaires.

Table 1. Socio-Demographic Profile

Demographic Profile	Frequency	Percentage
Origin		
Within Davao Region	201	52.3%
Outside Davao Region	183	48%
Total	384	100.0%
Gender		
Male	162	42.2%
Female	222	57.8%
Total	384	100.0%
Age		
18-22	238	62%
23-27	88	23%
28-32	33	9%
33-37	17	4.4%
38-42	4	1.0%
43-47	3	0.8%
48-52	1	0.3%
53-57	0	0.0%
58-62	0	0.0%
Over 63	0	0.0%
Total	384	100.0%
Marital Status		
Single	347	90.4%
Married	30	7.9%
Widowed	0	0.0%
Separated/Divorced	2	0.6%
Living with Partner	5	1.3%
Total	384	100.0%
Educational Attainment		
High School	18	4.7%
Undergraduate	233	60.7%
College Graduate	101	26.3%
Vocational	2	0.5%
Master's Degree	22	5.7%
Doctorate Degree	6	1.6%
Others	2	0.5%
Total	384	100.0%
Occupation		
Employed	130	33.9%
Unemployed	13	3.4%
Self-Employed	15	3.9%
Retired	0	0.0%
Student	226	58.9%
Total	384	100.0%

A socio-demographic profile summary of 384 respondents is used in this study.

Table 1. It shows that 52.3% of the respondents are within Davao Region, and 47.7% are outside Davao Region. This implies that most respondents who are more likely to visit wellness destinations are within Davao Region. It also shows that 42.2% of our participants are male, and 57.8% are female. This signifies that the majority of the respondents are female. Moreover, 62% have the age between 18 to 22 years old, 23% have age between 23-27, 9% have age between 28 to 32, 4.4% have age between 33 to 3, 1.0% have age between 38 to 42, 0.8% have age between 43 to 47,

while 0.3% have age between 48-52, and has 0.0% have age 53 and above. This implies that most respondents are millennials who are generally more likely to visit wellness tourism destinations.

Questions for the sustainable wellness factors were adopted from the study Goffi, 2013 and Medina-Muñoz, 2014. Perceived risks question items on the contrary, were based from the various studies of Cañizares, Cabeza-Ramírez, Muñoz-Fernández, Fuentes-García (2020); Li, Zeng, Morrison, Hui Coca-Stefaniak (2020); Han, Al-Ansi, Chua, Tariq, Radic & Park (2010).

A pilot study comprising 50 respondents was carried out before the survey to ensure appropriate questionnaire design, wording, and measurement scales. The test also revealed no issues with clarity and appropriateness of questions about sustainable wellness tourism factors, perceived risk, and behavioral intention.

A reliability test was conducted to examine the homogeneity and consistency of items in survey constructs using the SPSS software. Discuss the need for a reliability test to measure internal consistency; a Cronbach Alpha was used. A low alpha may stipulate the performance of the sample items in capturing the constructs, although the scale of "low" is dependent on the purpose of research (Churchill, 1979). Preferably, the alpha level should commonly exceed .70 for a justifiable standard. Appendix I illustrates the SPSS output of the Cronbach alpha level of the pilot study, which shows that all constructs had an acceptable standard of coefficient alpha for this research stage. The Cronbach alpha in the present study for all items is .954, which is higher than 0.70. This means that all question items are valid and reliable. No item was deleted since deleting one will not increase or decrease the Cronbach alpha value. This can be explained through the thorough review of related studies and literature, where the question items were adopted and some modified for the study. Thus, the questionnaire was ready for the final survey and further statistical analysis.

The two-stage least squares method handles models with endogenous explanatory variables. An endogenous variable is correlated with the regression model's error term. The use of endogenous variables goes against the linear regression assumptions. When variables are measured with error thus, this type of variable can appear. The main premise of the two-stage least squares approach is to estimate model parameters using instrumental variables that are uncorrelated with the error term. The endogenous variables relate to these instrumental variables but not with the model's error term. (*Two-Stage Least Squares Regression*, n.d.). Two-stage least squares regression (TSLS) is a variation of instrumental variables regression (*EViews Help*, 2020). As the name implies, two separate steps are present in two-stage least squares. TSLS determines the parts of the endogenous and exogenous variables to assign the instruments in the first stage. Hence, this stage necessitates calculating an ordinary least square (OLS) regression based on the model's combination of tools for each variable. Moreover, the second stage- is a regression of the original equation, with the fitted values from the first-stage regressions replacing all of the variables. The TSLS estimates are the coefficients of this regression.

RESULTS AND DISCUSSION

Importance of Sustainable Wellness Tourism Factors

Presented in Table 2 is the level of perceived importance of the sustainable wellness tourism factors. Generally, the respondents perceived the extreme importance of sustainable wellness tourism factors. The respondents agreed that the supporting

factors and resources for wellness tourism (4.69), core wellness tourism resources and attractors (4.62), wellness destination policy and planning (4.62), and wellness destination governance (4.66) are fundamental aspects of Davao City to be a sustainable wellness tourism destination. According to (Voigt, C, 2013], to have the capacity to embellish or remain alluring for wellness tourism, destinations need security and governance, good prices, nature-based activities, temperate climate, traditional therapy authenticity, sustainability, low levels of pollution, health tourism facilities, services, and experiences. Though all four components were perceived as extremely important, each component's mean values suggest that supporting factors and resources, followed by destination governance, are highly important to tourists seeking wellness tourism destinations. The proximity of neighboring tourist locations can play a crucial influence in a destination's tourist development. (Gunn,2002). Links between large origin markets and destinations are based on the industrial, organizational, and personal alliances that encourage people to visit the destination. The prices travelers spend to visit and enjoy a destination experience and event is a major factor in determining the traveler's decision. Price competitiveness has been characterized as the destination price disparity along with exchange-rate fluctuations, levels of productivity among various tourist industry components, and qualitative variables determining a destination's attractiveness. The appeal of a destination is associated with the quality of the environment: tourism and the environment have a strained relationship. (Butler 2000).

Moreover, there is a potential for violence against tourists throughout the holiday. Security issues are more prevalent in certain areas that are undergoing rapid development. Supposed dangers and safety concerns were discovered to be higher predictors as to why not select holiday destinations. Tourism success depends on a concerted effort in destination planning, implementation, governance, and marketing. (Ritchie & Crouch,2003). While tourism policy establishes a framework within which competitive destinations can grow over time, destination management focuses on a shorter time horizon to assure economic stability while preventing degradation of the aspects that make up a destination's competitive position. Any type of tourism can probably be highly sustainable if managed effectively, but if it is managed badly, all tourism may be unsustainable». In the tourist literature, destination management has become a hot topic.

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Table 2. Importance of Sustainable Wellness Tourism Factors

Wellness Tourism Factors	Mean	SD	Description
Supporting Factors and Resources for Wellness Tourism	4.69	0.39	Extremely Important
Core Wellness Tourism Resources and Attractors	4.62	0.44	Extremely Important
Wellness Destination Policy and Planning	4.62	0.50	Extremely Important
Wellness Destination Governance	4.66	0.51	Extremely Important

Legend: 4.20-5.00 = Extremely Important; 3.40-4.19 = Most Important; 2.60-3.39 = Important; 1.80-2.59 = Less Important; and 1.00-1.79 = Not Important.

Moreover, there is a potential for violence against tourists throughout the holiday. Security issues are more prevalent in certain areas that are undergoing rapid development. Supposed dangers and safety concerns were discovered to be higher predictors of not selecting holiday destinations.

Tourism success depends on a coherent response to destination planning, implementation, administration, and marketing (Ritchie & Crouch, 2003). While tourism policy establishes a framework within which a competitive destination can grow over time, destination management focuses on a shorter time horizon to assure economic stability while preventing degradation of the aspects that make up a destination's competitive position. Any type of tourism can probably be highly sustainable if managed effectively, but if it is managed badly, all tourism may be unsustainable». In the tourist literature, destination management has become a hot topic.

Supporting Factors and Resources for Wellness Tourism

Tables 3, 4, 5, and 6 present the importance of specific indicators of supporting factors and resources for wellness tourism, core wellness tourism resources and attractors, wellness destination policy and planning, and wellness destination governance. Supporting factors and resources for wellness tourism include the essential business attributes for a tourism destination. All indicators under supporting factors and resources were perceived as extremely important. Based on the mean values of the individual factors, findings showed that the top *Extremely Important* supporting factors and resources are: safety (4.90), environmental quality (4.85), the hospitality of the local community (4.77), professional tourism competencies (4.72) and destination's accessibility (4.72). This shows that potential tourists will seek wellness services in destinations where they will be safe and secure. This also attracts wellness visitors on a long-term basis (Panchal, 2012; Darmawijaya, Tirtawati, & Sekarti; 2018). Chandran (2019) underscored that safety and security could significantly affect a destination's attractiveness. It has always been an issue for tourism development. It also has a greater impact on customer satisfaction (Albarayk et al., 2016). Even European wellness tourists consider the destination's safety and health features before visiting

wellness destinations. They also desire to experience wellness tourism in a conducive and high-quality environment. Tourists who would like to immerse themselves in the local community also expect good hospitality from the residents. More so, they place extreme importance on tourism competencies as well as the accessibility of the destination. A study by (Yen et al., 2021) claimed that tourists' travel decisions are generally affected by a destination's accessibility. Consequently, accessibility considerably impacts regional tourism flows and the universal tourism industry's performance.

These top 5 factors are local products, value for money, managerial skills of tourism operators, local businesses, link of destinations to major destinations, and proximity of the wellness destinations to other types of tourism destinations. (Abranja & García, 2017) By acknowledging this and considering the increasing demand-supply of wellness tourism products and its services, the current resurgence of demand for wellness experiences has offered destinations more opportunities to produce new unique products in this area. Competence management in a region will become increasingly vital. It is also critical to examine the subject as an essential contributor to economic growth and the long-term development of many areas, especially the interior.

Table 3. Supporting Factors and Resources for Wellness Tourism

Supporting Factors and Resources for Wellness Tourism	Mean	SD	Description
1. Accessibility of destination	4.72	0.57	Extremely Important
2. Proximity to other tourist destinations	4.47	0.72	Extremely Important
3. Destination links with major origin markets	4.52	0.66	Extremely Important
4. Value for money in destination tourism experience	4.68	0.59	Extremely Important
5. Value for money in accommodations	4.68	0.59	Extremely Important
6. Presence of local business	4.61	0.61	Extremely Important
7. Management capabilities of tourism firms.	4.66	0.61	Extremely Important
8. Local supply of goods and services to tourists and tourism businesses	4.69	0.58	Extremely Important
9. Level of professional skills in tourism	4.72	0.56	Extremely Important
10. Hospitality of residents towards tourists	4.77	0.55	Extremely Important
11. Environmental quality	4.85	0.44	Extremely Important

12. Safety	4.90	0.35	Extremely Important
Over-all	4.69	0.39	Extremely Important

Legend: 4.20-5.00 = Extremely Important; 3.40-4.19 = Most Important; 2.60-3.39 = Important; 1.80-2.59 = Less Important; and 1.00-1.79 = Not Important.

Core Wellness Tourism Resources and Attractors

Core Wellness Tourism Resources and Attractors highlight the primary tourism resources which attract tourists, especially wellness tourists, to a destination. The respondents perceived very high-level importance of these factors since these provide a high impact on the wellness experience (Table 4). All core wellness tourism resources seemed to be *Extremely Important*, with natural resources (4.77), favorable sceneries and natural conditions (4.77), serenity (4.77), green areas (4.75), and qualified wellness tourism service staff (4.74) as the top 5 factors based on the individual mean scores. This shows that wellness tourism can be best enjoyed in a natural (Kurikkala & Parkkila, 2015; Yoo, Lee & Lee, 2015; Ashton, 2018) and serene environment (Dillette, Douglas & Andrzejewski, 2016; Belveber, 2013; Ashton, 2018) that is conducive to relaxation and escape, and these can be best enhanced also with highly qualified wellness tourism staff. Although perceived as extremely important, events, treatment programs, personalized service, historical sites, architectural features, and leisure activities were the top five core tourism factors.

The commodification of health care and therapeutics, as well as recent increases in international urge for wellness services and treatments, has resulted in a proliferation of health and wellness tourism locations and businesses. Many international travelers are now considered cultural tourists (Richards 1996). The natural, cultural events, activities, etc., give a framework for a remarkable experience. Natural resources are among the most valuable assets that a tourism site may have. The attraction of a destination's culture and legacy attracts potential visitors in large numbers. Events, particularly in tourist places with built-in seasonality, could extend the season's longevity. The ability of events to attract a large number of guests and create tourism expenditures so contributes significantly to the economy of tourist locations. Events, recreational activities, entertainment, and shopping are all important reasons to visit a location (Ritchie & Crouch, 2003). The tourism industry can also benefit from entertainment (Hughes, 2000). It may play a significant role in the destination's competitive strategy based on its apparent distinction rather than quantity. The destination's superstructure, particularly the environment, scenery, and climate. As a result, the visual and sensual pleasure gained from these features delivers some of the most basic physical pleasures associated with travel. The destination's culture and history, in turn, provide most of the intellectual gratification from visits. The variety and combination of activities available at a destination form the foundation for physical and emotional stimulation that delights and challenges visitors. Many of the dynamism and uniqueness that make a location unforgettable are created by the different special events presented by the destination. While the many components of a destination's superstructure are often highly varied in type, they tend to offer a significant percentage of what is perceived as a destination's basic tourism character.

Table 4. Core Wellness Tourism Resources and Attractors

Core Wellness Tourism Resources and Attractors	Mean	SD	Description
1. Natural resources	4.77	0.50	Extremely Important
2. Historical and archeological Sites	4.53	0.73	Extremely Important
3. Artistic and architectural features	4.53	0.71	Extremely Important
4. Green areas	4.75	0.53	Extremely Important
5. Cultural attractors	4.66	0.60	Extremely Important
6. Events	4.42	0.78	Extremely Important
7. Leisure activities	4.53	0.70	Extremely Important
8. Entertainment	4.60	0.65	Extremely Important
9. Water treatments or hydrotherapy	4.56	0.72	Extremely Important
10. Treatments for relaxation and well-being	4.68	0.60	Extremely Important
11. The wide offer of wellness treatments	4.63	0.62	Extremely Important
12. The peace and quietness and its relaxing atmosphere	4.77	0.51	Extremely Important
13. The scenery is beautiful, and the natural conditions are favorable for wellness and relaxation	4.77	0.49	Extremely Important
14. The climatic conditions are favorable for wellness and relaxation	4.71	0.54	Extremely Important
15. Treatment programs lasting several days	4.45	0.73	Extremely Important
16. I receive wellness advice that I can follow when I return home	4.54	0.69	Extremely Important
17. The quality-price ratio of the trip for wellness motives	4.61	0.66	Extremely Important
18. The wellness centers offer me personalized attention	4.47	0.74	Extremely Important
19. The staff of wellness centers is qualified and professional	4.74	0.56	Extremely Important
Over-all	4.62	0.44	Extremely Important

Legend: 4.20-5.00 = Extremely Important; 3.40-4.19 = Most Important; 2.60-3.39 = Important; 1.80-2.59 = Less Important; and 1.00-1.79 = Not Important.

Wellness Destination Policy and Planning

Table 5 also presents the respondents' perception of the importance of wellness destination policy and planning factors for sustainable wellness tourism destinations. Employment policies, community empowerment, commitment to education and training, community participation, and commitment to minimizing negative environmental impacts are identified as priority areas. This means that all tourism stakeholders involved should work together to make tourism sustainable. Thus, the concept of responsible tourism is also emphasized. Responsible tourism differs from

sustainable tourism but is highly and significantly related to sustainable tourism in that it serves as the strategy or the process in making tourism sustainable as efforts are now acquainted for an alternative tourism form. As a core initiative to achieving sustainable tourism, the environmental management system is the deliberate management of the destination's environmental resources to minimize any negative consequences. Findings suggest that a destination will be sustainable if all key players are involved in ensuring viable, long-term socio-economic benefits that not only play a crucial role in attracting tourists. Hence, improving the quality of life, such as stable employment and income-generating opportunities. As a labor-intensive industry, tourism allows for flexible working hours, with workers working in a range of sub-sectors and locales. It necessitates a wide range of abilities, from low to high, technical to non-technical personal or social skills, and a rising number of digital and green skills and abilities (OECD 2016). These social development services require training and education for the local community, involvement of the community in decision-making (Timur & Getz, 2008), and optimal use of environmental resources while ensuring that negative economic, environmental and social impacts are minimized. As part of the sustainable development process, it is imperative to coordinate the interests of the different stakeholders, foster harmonious collaborations, build sustainable networks and understand fully the link and interrelationship of the different destination stakeholders (as cited in Quintela, Costa, & Correia, 2017). Accordingly, the diversity, uniqueness, and abundance of natural resources, together with the built resources, determine the competitiveness and sustainability of a destination region (Ritchie & Crouch, 2003). But to sustain these natural resources, there should also be balanced interests between the stakeholders, specifically the residents, regarding the conservation of the natural resources and the sociocultural resources (Quintela, Costa, & Correia, 2017).

While other factors are also rated as *Extremely Important* such as environmental development planning, maximizing economic benefits, tourism planning, minimizing negative community impacts, and political participation and commitment.

Table 5. Wellness Destination Policy and Planning

Wellness Destination Policy and Planning	Mean	SD	Description
1. Political commitment to tourism	4.29	0.87	Extremely Important
2. Integrated approach to tourism planning	4.61	0.63	Extremely Important
3. Environmentally compatible approach to tourism development planning	4.66	0.62	Extremely Important
4. Public sector commitment to minimizing negative environmental impacts of tourism	4.67	0.60	Extremely Important
5. Public sector commitment to minimizing to negative social impacts of tourism on the local community	4.60	0.63	Extremely Important
6. Public sector commitment to maximizing economic impacts of tourism on the local community	4.65	0.62	Extremely Important
7. Clear policies in creating formal employment opportunities	4.69	0.57	Extremely Important
8. Emphasis on community empowerment	4.68	0.58	Extremely Important
9. Public sector commitment to tourism/hospitality education and training	4.67	0.59	Extremely Important

10. Emphasis on community participatory process in tourism planning	4.67	0.62	Extremely Important
Over-all	4.62	0.50	Extremely Important

Legend: 4.20-5.00 = Extremely Important; 3.40-4.19 = Most Important; 2.60-3.39 = Important; 1.80-2.59 = Less Important; and 1.00-1.79 = Not Important.

Wellness Destination Governance

The respondents also perceived indicators of wellness destination governance as *Extremely Important* (4.66) (Table 6). Findings show that potential wellness tourists regard tourist guidance, stewardship of the natural environment, visitor satisfaction management, destination management structure, and destination positioning as key elements in maintaining a sustainable wellness tourism destination. Likewise, the creation of meaningful tourism experiences, a partnership among private tourism sectors, effective market segmentation, and collaboration among public and private sectors are also highlighted as significant indicators of a sustainable wellness tourist site. A study by (Laws et al., 2012) states that the principle 'governing without government' is utilized to the destinations in destination governance. The primary focus is on the economic and long-term success of the destination, considering the non-economic issues such as community quality of life. Destination governance can help to mitigate the issue by harmonizing broad business principles with the numerous stakeholder interests. Furthermore, destination governance can ensure effective and efficient management and balance decision-making and control. In today's fiercely competitive market, proper positioning, segmentation, and communication strategies are critical for destinations seeking to increase or maintain tourist interest and expenditure. The procedure of classifying a potential market into separate group/s and selecting one or more segments as a target to be addressed with a specific marketing mix is known as market segmentation. Goffi (2013) asserts that the ultimate destination advertiser is a well-managed destination environment. The term "stewardship" is used to emphasize the need for the preservation of natural resources in the long run. It is critical to evaluate tourist impacts to protect the integrity of a destination's attractions. Tourism impact monitoring entails a thorough analysis of the evolving outcome of tourism.

Table 6. Wellness Destination Governance

Wellness Destination Governance	Mean	SD	Description
1. Effectiveness of destination positioning	4.65	0.62	Extremely Important
2. Effective market segmentation	4.60	0.63	Extremely Important
3. Effectiveness in crafting tourism experiences	4.62	0.66	Extremely Important
4. Visitor satisfaction management	4.72	0.57	Extremely Important
5. Tourist guidance and information	4.74	0.58	Extremely Important
6. Stewardship of the natural environment	4.73	0.61	Extremely Important
7. Effectiveness of destination management structure	4.70	0.60	Extremely Important
8. Promotion of partnership between public and private stakeholders	4.58	0.68	Extremely Important
9. Promotion of partnerships among tourist businesses	4.61	0.68	Extremely Important

Over-all	4.66	0.51	Extremely Important
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Legend: 4.20-5.00 = Extremely Important; 3.40-4.19 = Most Important; 2.60-3.39 = Important; 1.80-2.59 = Less Important; and 1.00-1.79 = Not Important.

Perceived Risk on Wellness Tourism Destinations

The study also sought to determine the respondents' perception of risk in wellness tourism destinations. This is also based on the notion that once the travel ban is lifted, the COVID-19 pandemic is moderated or resolved, and it is expected that there will be an influx of tourists in the Davao region. However, because of the perceived risk of traveling even after the pandemic, this study tried to determine whether potential wellness tourists also feel reluctant to travel considering different risks, as presented in Table 7. The study presents that respondents find it very risky to travel in terms of health and safety (4.39), financial (4.29), and psychological risks (4.26). Furthermore, respondents might not be satisfied with the wellness services due to travel safety measures (3.91). Consequently, respondents were neither afraid nor confident with traveling as far as time (3.03) and social risks (3.29) are concerned.

Specifically, respondents worry about the cleanliness of their accommodation facilities, which would possibly make them sick during travel and thus, won't be fulfilling their desire to be well and medicated. (Hollister, 2020) stated, "Hotels must devise a strategy for thoroughly cleaning hotel guests' rooms, conference rooms, front desks, restaurants, fitness centers, and other common spaces. Hand sanitizer stations in convenient locations and frequent cleaning of high-traffic areas are good hotel hygiene procedures that should be implemented across the board. Moreover, respondents are also reluctant to travel because of the unexpectedly high costs of tourism services, thus, not getting the expected value for money. According to Gallarza (2006), perceived value is an antecedent to satisfaction and loyalty: an investigation of university students' travel behavior, *Tourism Management*. Additionally, the prospect wellness tourists have great apprehensions regarding visiting destinations with a high COVID-19 outbreak. Parady G., Taniguchi A., & Takami K. (2020) The travel behavior of people changes at the individual level due to the Covid-19 pandemic around the globe. On the one hand, the travel safety measures, which are expected to be stricter during and after the COVID-19 pandemic, seemed to have affected the respondents' perception, particularly regarding how the wellness sites will be able to provide their demands for wellness services. Johnston (2012) stated that preserving the place's authenticity and distinctiveness. However, sufficient and qualified human resources are critical components of a positive wellness tourism experience.

Conversely, respondents neither agree nor disagree that their decision or desire to experience wellness tourism will affect how their family or friends think about them. However, they moderately agree that other people would have negative opinions about their wellness travel plans. This might be attributed to the notion that traveling nowadays is considered risky. Therefore those who will or have gone traveling will be noted as a threat to everyone's safety. Wong and Yeh (2009) indicated that some of them will defer, avoid, or delay risky conduct, while others will be willing to travel to risky destinations, especially visitors react in the same way if they believe the risks are too high. Nevertheless, wellness travel is neither seen as a time-consuming nor a worthwhile endeavor. Chen et al. (2008) wellness tourists, according to their research, wanted not only to relax and soothe their mind, body, and spirit but also to engage in other activities in nature, socialize, and engage in recreational activities.

Table 7. Perceived Risk on Wellness Tourism Destinations

Health and Safety Risk	Mean	SD	Description
1. I'm afraid I can't get timely treatment for illness or other physical harm during my travel.	4.30	0.89	Strongly Agree
2. I'm worried about getting sick during my travel.	4.37	0.89	Strongly Agree
3. I am worried that the accommodation facilities will not be sanitary.	4.52	0.80	Strongly Agree
Over-all	4.39	0.72	Strongly Agree
Social Risk			
1. I'm afraid that people might have negative opinions about me.	3.41	1.28	Moderately Agree
2. My family might not support me going to a wellness destination.	3.28	1.35	Neither Agree nor Disagree
3. The thought of availing of some wellness tourism services causes me concern because my friends would not think well of me.	3.18	1.35	Neither Agree nor Disagree
Over-all	3.29	1.18	Neither Agree nor Disagree
Financial Risk			
1. I'm afraid the costs will be higher than before.	4.33	0.90	Strongly Agree
2. I'm afraid there will be some unexpected expenses.	4.34	0.89	Strongly Agree
3. I'm worried that I will not get good value for money for my travel.	4.21	0.98	Strongly Agree
Over-all	4.29	0.82	Strongly Agree
Psychological Risk			
1. The thought of traveling to tourist destinations in countries seriously affected by the COVID-19 outbreak causes me to experience unnecessary tension.	4.27	0.89	Strongly Agree
2. Traveling to tourist destinations in countries seriously affected by the COVID-19 outbreak makes me feel psychologically uncomfortable.	4.24	0.93	Strongly Agree
3. Traveling to tourist destinations in countries seriously affected by the COVID-19 outbreak makes me nervous.	4.28	0.94	Strongly Agree
Over-all	4.26	0.85	Strongly Agree
Satisfaction Risk			
1. I might not enjoy the services because of the new normal protocols.	3.98	1.08	Moderately Agree
2. I might get disappointed with how the wellness destination provides its services.	3.85	1.09	Moderately Agree
Over-all	3.91	1.00	Moderately Agree
Time Risk			
1. Availing wellness services might just be a waste of time.	2.94	1.40	Neither Agree nor Disagree

2. I might not have a great time during my wellness activity.	3.13	1.27	Neither Agree nor Disagree
Over-all	3.03	1.28	Neither Agree nor Disagree
Over-all Mean	3.91	0.95	Moderately Agree

Legend: 4.20-5.00 = Strongly Agree; 3.40-4.19 = Moderate Agree; 2.60-3.39 = Neither Agree Nor Disagree 1.80-2.59 = Moderately Disagree; and 1.00-1.79 = Strongly Disagree

Behavioral Intention to Wellness Tourism Destination

Results of the study show that respondents are moderately willing to experience wellness tourism in Davao City (4.18), as seen in Table 8. However, the respondents see a very high possibility of visiting Davao City as a wellness tourism destination in the future, but not necessarily their first choice. These findings provide significant market knowledge to the local tourism government agencies and tourism operators in Davao City, specifically with their aim to revive the sector by promoting nature-type attractions which are a good resource for a wellness tourism product. Spenceley (2021) asserts that people have become more conscious of the importance of nature and wildlife and the necessity to protect them. They are now more receptive to social distancing and are lured to natural destinations to avoid lockdowns and improve mental health. Analysts expected that after Covid-19, there would be a greater need for close-up and meaningful experiences with nature. In addition, travel appears to be associated with activities such as immersion in nature, remaining active, and visiting rural areas. As a result, countries emphasize nature and outdoor activities, such as natural protected areas, adventure and ecotourism, and cultural and rural tourism.

Table 8. Behavioral Intention to Wellness Tourism Destination

Behavioral Intention to Wellness Tourism Destination	Mean	SD	Description
1. I consider Davao City as my first choice when I want to experience wellness tourism.	3.99	1.03	Moderately Likely
2. I will visit Davao City as a wellness destination in the future.	4.24	0.90	Very Likely
3. I intend to visit Davao City as a wellness destination in the future.	4.23	0.90	Very Likely
4. I will likely visit Davao City as a wellness destination	4.25	0.85	Very Likely
5. I am more than willing to spend for wellness services in Davao City in the future.	4.20	0.88	Very Likely
Over-all Mean	4.18	0.82	Moderately Likely

Legend: 4.20-5.00 = Very Likely; 3.40-4.19 = Moderately Likely; 2.60-3.39 = Neither Likely Nor Unlikely; 1.80-2.59 = Moderately Unlikely; and 1.00-1.79 = Very Unlikely

Relationship of Sustainable Wellness Tourism Factors to Perceived Risk on Wellness Tourism Destination

Pearson's product-moment correlation coefficient was calculated to verify correlations among dependent variables, sustainable wellness tourism factors, and independent variables perceived risk on wellness destinations and behavioral intention. Findings through Pearson Correlation showed that supporting factors and resources for wellness tourism, wellness destination policy, and wellness destination governance

are significantly related to the perceived health, financial, psychological, and satisfaction risks (Table 9). While there is a significant relationship exist between core wellness tourism resources and attractors with perceived health, social, financial, psychological, and satisfaction risk. It can be noted that only the perceived time risk was not found to be related to the core wellness resources. At the same time, social and time risks were also not significant attributes to supporting factors and resources for wellness tourism, wellness destination policy, and wellness destination governance. Wellness destination governance seemed to have a strong connection with perceived health risk (0.422) and supporting wellness tourism factors with psychological risk (0.392).

Table 9. Relationship of Sustainable Wellness Tourism Factors to Perceived Risk on Wellness Tourism Destination

Correlations		Perceived Risk on Wellness Tourism Destinations					
		Health	Social	Financial	Psychological	Satisfaction	Time
Supporting Factors and Resources for Wellness Tourism	Pearson Correlation	.376*	0.093	.365**	.392**	.240**	0.042
	Sig. (2-tailed)	0	0.068	0	0	0	0.408
	N	384	384	384	384	384	384
Core Wellness Tourism Resources and Attractors	Pearson Correlation	.389*	.163*	.323**	.341**	.246**	0.081
	Sig. (2-tailed)	0	0.001	0	0	0	0.114
	N	384	384	384	384	384	384
Wellness Destination Policy and Planning	Pearson Correlation	.350*	0.065	.322**	.304**	.171**	0.034
	Sig. (2-tailed)	0	0.204	0	0	0.001	0.507
	N	384	384	384	384	384	384
Wellness Destination Governance	Pearson Correlation	.422*	0.063	.345**	.309**	.189**	0.023
	Sig. (2-tailed)	0	0.216	0	0	0	0.654
	N	384	384	384	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Relationship of Sustainable Wellness Tourism Factors on Behavioral Intention

This study also found that all sustainable wellness tourism factors are statistically related to behavioral intention (p values < 0.01), as presented in (Table 10). This means that supporting factors and resources for wellness tourism, core wellness tourism resources and attractors, wellness destination policy, and wellness destination governance influence the intention of tourists to visit Davao City as a wellness destination. Analyzing the strength of the connection, it was found that wellness destination governance has the strongest correlation with wellness tourist behavioral intention (0.346).

Table 10. Influence of Sustainable Wellness Tourism Factors on Behavioral

Correlations		Behavioral Intention
Supporting Factors and Resources for Wellness Tourism	Pearson Correlation	.292**
	Sig. (2-tailed)	0
	N	384
Core Wellness Tourism Resources and Attractors	Pearson Correlation	.330**
	Sig. (2-tailed)	0
	N	384
Wellness Destination Policy and Planning	Pearson Correlation	.276**
	Sig. (2-tailed)	0
	N	384
Wellness Destination Governance	Pearson Correlation	.346**
	Sig. (2-tailed)	0
	N	384

** Correlation is significant at the 0.01 level (2-tailed).

Sustainable Wellness Tourism Factors as Determinants of Behavioral Intention

To comprehensively interpret the results, a two-stage least squares regression analysis was used to evaluate the relationship between a dependent variable and several independent variables. Behavioral intention as an outcome variable was regressed in study Model 1 (Table 11) with predictor variables, supporting factors, resources for wellness tourism, core wellness tourism resources and attractors, wellness destination policy and planning, and wellness destination governance.

The regression analysis findings revealed that, in general, behavioral wellness tourism intention was significantly affected by indicators of sustainable wellness tourism factors. Looking at the coefficients, it can be observed that only wellness destination governance is a significant predictor of behavioral intention. Wellness destination governance has a beta coefficient of 0.248, significant at 0.004.

Table 11. Sustainable Wellness Tourism Factors as Determinants of Behavioral Intention

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.928	0.482		1.925	0.055
Sustainable Wellness Tourism Factors					
Supporting Factors and Resources for Wellness Tourism	0.165	0.154	0.079	1.071	0.285
Core Wellness Tourism Resources and Attractors	0.276	0.164	0.149	1.682	0.093
Wellness Destination Policy and Planning	-0.144	0.142	-0.088	-1.015	0.311
Wellness Destination Governance	0.401	0.14	0.248	2.867	0.004
R Square	0.134				
Adjusted R Square	0.124				

- a. Dependent Variable: Behavioral Intention
- b. Predictors: (Constant) Supporting Factors and Resources for Wellness Tourism, Core Wellness Tourism Resources and Attractors, Wellness Destination Policy and Planning, Wellness Destination Governance

Perceived Risk Factors as Determinants of Behavioral Intention

Wellness tourist behavioral intention as an outcome variable was regressed in study Model 2 with predictor variables, supporting factors, and resources for wellness tourism, core wellness tourism resources and attractors, wellness destination policy and planning, and wellness destination governance (Table 11). The R^2 value of this model is .118, and the predictor variables explained 11.8 % of the variation in behavioral intention. Notably, the regression analysis findings revealed that only health and safety risk and time risk were significant predictors of behavioral intention since their p-values were 0.000 and 0.026, respectively.

Table 12. Perceived Risk Factors as Determinants of Behavioral Intention

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.438	0.272		8.961	0
Perceived Risk					
Health & Safety Risk	0.258	0.067	0.227	3.869	0
Social Risk	0	0.046	0.001	0.01	0.992
Financial Risk	-0.01	0.07	-0.01	-0.142	0.887
Psychological Risk	0.117	0.061	0.121	1.905	0.058
Satisfaction Risk	-0.032	0.058	-0.039	-0.558	0.577
Time Risk	0.092	0.041	0.143	2.23	0.026
R Square	0.118				
Adjusted R Square	0.104				

c. Dependent Variable: Behavioral Intention

d. Predictors: (Constant) Health & Safety Risk, Social Risk, Financial Risk, Psychological Risk, Satisfaction Risk, Time Risk

Conclusions

The following are the conclusions from the analyzed data. Even though all four components of the sustainable wellness tourism factors were perceived as extremely important, the mean values of each of the components suggest that supporting factors and resources, followed by destination governance, are highly important to tourists seeking wellness tourism destinations. The variable Supporting factors and resources for wellness tourism include the essential business attributes for a tourism destination. It shows that tourists seek wellness services in destinations where they will be safe and secure. It also attracts wellness visitors on a long-term basis. They desire to experience wellness tourism in a conducive and high-quality environment. Tourists who would like to immerse themselves in the local community expect good hospitality from the residents. More so, they place extreme importance on tourism competencies and the accessibility of the destination. Competence management in a destination like Davao Region will become increasingly vital in influencing the behavioral intention of

tourists. It is also critical to examine the subject as an essential contributor to economic growth and the long-term development of many areas.

Likewise, indicators of Wellness destination governance were also perceived as extremely important since tourists place high regard on tourist guidance, stewardship of the natural environment, visitor satisfaction management, destination management structure, and destination positioning as the key elements in maintaining sustainable wellness tourism destination. Tourists are more likely to visit well-managed destinations that meet their needs and wants due to the effective implementation of proper positioning, segmentation, and communication strategies. In the Davao region, creating a meaningful tourism experience, establishing partnerships among tourism's private sectors, market segmentation, and collaboration among public and private sectors are considered significant indicators towards becoming a sustainable wellness tourist site. Furthermore, destination governance can ensure effective and efficient management and balance decision-making and control among wellness tourism sites.

On the other hand, the two least extremely important based on mean values are Core wellness tourism resources and attractors and wellness destination policy and planning. Having the least mean values does not imply that these components are not fundamental aspects of the Davao Region in becoming a sustainable wellness tourism destination. The Core Wellness Tourism Resources and Attractors highlight the primary tourism resources which attract wellness tourists to a destination. The potential tourists perceived very high-level importance of the factors since these provide a high impact on the wellness experience. They are more likely to visit a destination with a natural and serene environment accompanied by highly qualified wellness tourism staff. However, the bottom five core tourism factors are still perceived as extremely important because the variety of activities available at a destination form the foundation for both physical and emotional stimulation that delights and challenges visitors.

The destination policy and planning factors are significant in sustainable wellness tourism destinations. Tourists perceived employment policies, community empowerment, commitment to education and training, community participation, and commitment to minimizing negative environmental impacts as important factors when visiting wellness tourism destinations. This suggests that all tourism stakeholders in Davao Region should work together, taking responsibility for making tourism sustainable. Moreover, considering it as a long-term socio-economic benefit that not only plays a vital role in attracting tourists but also improves the quality of life.

The potential tourists' high level of perceived risk in wellness tourism destinations implies that they find it very risky to travel in terms of health and safety and financial and psychological risks. Tourists nowadays worry a lot and are very cautious about their safety when traveling, affecting their visit intentions to wellness tourism destinations in Davao Region. In this situation, it is where good hygiene policies in hotels and other wellness facilities take place. Tourists may also feel unsatisfied with the wellness services because of the travel safety protocols that limit their activities. It may cause them to be hesitant with their decisions and attributed to unexpectedly high costs of tourism services, thus, not getting the expected value for money. Regarding time and social risk, tourism is neither afraid nor confident about traveling to wellness destinations. Meeting the customer's needs and wants is equivalent to satisfaction and loyalty. Hence, tourism stakeholders should prioritize finding ways to minimize these risks.

The degree of behavioral intention with the mean (4.18), potential tourists are moderately willing to experience wellness tourism in Davao City. However, this does

not imply that Davao City will be their first choice as a wellness tourism destination. This result will serve as the primary guide or basis for Davao City's local government agencies and tourism operators concerning the aspects that need to be improved.

Recommendation

The perceived risk on wellness tourism destinations, respondents, find it very risky to travel in terms of health and safety, financial and psychological risks. These risks can be eliminated by providing good hygiene policies implemented across the board, such as displaying hand sanitizer stations and ensuring frequent cleaning and disinfections in any wellness destinations.

Engage the staff in securing the safety of the tourist on how they can recognize and reduce risks around the area by installing CCTV and assigning security guards at all times. Moreover, offer a unique experience for the tourist while keeping the authenticity and distinctiveness of the place.

The study shows that respondents are moderately willing to experience wellness tourism in Davao City. Wellness tourism in Davao City must promote nature-type attractions like springs, mountains, sanctuaries, etc., which are good for a wellness tourism product. "green space" improves our health and mind and gives us peace of mind. There would be a greater need for close-up and meaningful experiences with nature.

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