

SEGMENTING TOURISTS' MOTIVATIONAL PATTERNS IN COMING TO FORT SANTIAGO FROM THE LENS OF MEANS-END CHAIN THEORY

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ABSTRACT

This study identifies the tourists' motivational patterns in coming to Fort Santiago at the levels of attribute, consequence and values based on means-end chain (MEC) theory. This quantitative study and data were gathered, using the multi-aspect researcher-made instrument (Cronbach Alpha Test=0.94). Respondents were first made to fill in a robotfoto for purposes of profiling their baseline characteristics. They were later asked to rate the listed indicators, using the 8-point Likert Scale. Using statistical tools such as factor analysis and ANOVA, mean and standard deviation, data were treated in-depth. Factor analysis of the respondents' travel motivational patterns yielded six significant dimensions, namely: Exploration Reasons, GetAway Reasons, Snowball Reasons, Snapshot Reasons, Cookie-cutter Reasons, and Site Reasons. Results of the study show that seeing Reducto San Francisco Javier, watching a film of Intramuros in the chambers of Baluartillo de San Francisco Javier and seeing the Memorial Cross are some of the features that motivate most of the respondents to Fort Santiago. Further, marketing and product development implications are provided to help attract this emerging market of Fort Santiago.

Keywords: Fort Santiago, Tourists motivational patterns, Heritage sites.

INTRODUCTION

The Department of Tourism (DOT) and Intramuros Administration (IA) reported the remarkable growth of visitor arrivals in Fort Santiago for the year 2015 (IVC, 2015). The tourists' visit in Fort Santiago was attributed to the influx by local tourists with a total of 319,224 tourists coming from different regions of the Philippines, posting the most number of tourists with Region 3, Region 4-A, and the NCR. Foreign visitors reached a

total of 209,741 coming mostly from Asian countries such as Korea, China, Japan and Malaysia. Influx of visitors both local and foreign was sustained since 2012 where it increased to a height of 16%. (IVC 2015)

Understanding the factors that influence tourists' visitation to specific destination such as Fort Santiago is of significant interest, not only to site administrators themselves but to the visitors themselves. Researchers have long studied factors affecting travel-related decisions. They suggest that travel motivation is a theoretical concept that accounts for people's choice of engaging in particular behaviours at certain times (Jang & Xhao, 2005). Various destination attributes used by potential tourists to help form destination images (Joseph, Bonn, Dai, 2005) are critical to success of tourists destinations and how they affect the satisfaction levels with tourists experience (O'leary & Deegan, 2005)

Destination image is considered a critical concept in examining tourists' motivation and behaviour, thus given much space and attention in tourism literature. As current destinations have become more competitive with other destination markets, clearer and better understanding of destination image is essential to the enhancement of destination attractiveness and market competitiveness. (Kim & Yoon, 2003)

In tourism literature, a strong link between travel motivation and destination choices is well documented (Jang & Cai, 2002). Development of a destination and marketing strategies should be well planned to factors that uniquely motivate travellers to specific destination (de Guzman, de Castro, Calanog, Tagunin, Afla, Aldover & Gotangco, 2005). Development, effective marketing and promotional strategies would be much help in establishing a strong bond between destination attributes and motivations of target markets. Preconceived images have a significant role in tourists' decisions and motivations and much impact on travel itself (Cohen, 2002). It is strongly believed that the more favorable and interesting image of destination, the greater the likelihood of choice of that destination.

This study highlights data which have been gathered to date in a study of local and foreign tourists who engage themselves in travel experience in Fort Santiago. An attempt was made to elaborate on the following elements: first, to determine the motivational patterns of tourists who go to Fort Santiago; and second, to compare the motivational patterns of tourists who go to Fort Santiago when grouped according to generation, civil status and highest educational attainment.

This study aims to establish a backdrop of tourism scenario in Fort Santiago from the collective perspective of its visitors. This will provide valuable insights that visitation of Fort Santiago. That can map out key strategies for better management of sustainable development of the place.

Theoretical Background

The concept of a means-end chain (MEC) has been widely used in marketing research to understand consumer behavior (e.g., Olson and Reynolds, 2001; Wagner, 2007; Walker and Olson, 1991). MEC is based on value theory and describes the hierarchical relationships between product attributes (the means), the consequences for the consumer provided with these attributes (benefits) and the personal values (the ends) these consequences reinforce (Gutman, 1982). Specifically, attributes represent aspects of the product or service and are physical or abstract depending on the way the product is perceived (Gutman, 1997). Consequences refer to any result (Functional & Psychosocial) accruing directly or indirectly on the consumer from his/her behaviour and are also termed benefits (Gutman, 1982). Values are 'learned beliefs that serve as guiding principles about how individuals ought to behave' (Parks & Guay, 2009: 676). Therefore, motivation can be uncovered as underlying reasons as to why certain attributes or expected consequences are desired (Reynolds & Gutman, 1988).

The MEC theory posits that motivation can be studied to reveal the underlying reasons as to why certain attributes or expected consequences are desired (Reynolds & Gutman, 1988) and seeks to identify linked cognitive structures or 'ladders of motives' (Bagozzi et al., 2003: 918). Cohen and Warlop (2001) consider the hierarchical

levels inherent in a chain as ‘motivational layers’. In this view, attributes, consequences and values all represent different motivational layers in an MEC analytic investigation of a person’s travel choice behaviour (Wagner, 2007). The MEC theory is widely used in marketing research to understand consumer behaviour and explore the psychological factors driving product use. The MEC has been used in a number of studies by scholars in the tourism field (McDonald et al., 2008; McIntosh & Thyne, 2005). These authors argue that the MEC theory is particularly useful for understanding personal values and has relevant and potential application in tourism research to study tourist behaviour (McIntosh & Thyne, 2005). These studies have focused on particular destination (Klenosky et al., 1993) or accommodation choice (Mattila, 1999; Thyne & Lawson, 2001), museum and heritage visitors (Crotts & van Rekom, 1999; Frauman et al., 1998; Jansen-Verbeke & van Rekom, 1996; McIntosh, 1999; Thyne, 2001), and nature-based experiences (Frauman & Cunningham, 2001; Klenosky et al., 1998).

The above studies enriched the literature of the MEC theory in tourism research and provided some useful suggestions for applying MEC theory in tourism research. The MEC approach helps in identifying travel motivation at the levels of attributes, benefits and values that may help to better understand travellers and provide useful information on their travel behaviour (Klenosky, 2002). In the context of the study, it is believed by adaptation of MEC theory as a tool to know how the Intramuros Administration will develop Fort Santiago’s Marketing development in attracting tourists and its strategies.

Review of Related Literature

Prior studies on the travel motivational patterns process have attempted to explore a bundle of travel determinants that are significant during the destination selection process. Numerous tourism researchers have conceptualized or defined travel motivation as valuable concept. Motivation is described as either an internal or external factor which drives an individual to remain interested or committed to an activity. (<http://psychology.about.com>) In tourism research, motivations are factors that drove or arouse a tourist’s interest on visiting a particular tourist destination.

According to Pearce (2011), travel motivation is a special subset of the wider interest area of human motivation and is the total network of biological and cultural forces, which give value and direction to travel choice, behaviour, and experience. Travel motivation research requires exploration of why people travel (Crompton, 1979).

Overall, it is widely accepted that there is no single feature of human motivation on which to base tourism studies (Iso-Ahola, 1980; Kay & Meyer, 2013; Pearce & Lee, 2005). A good motivation theory should be multi-motive, dynamic, measurable and relatively easy to communicate (Hsu & Huang, 2008).

Obviously, people travel because they are motivated to fulfil a particular need (Kim & Jogaaratnam, 2002). Jang & Cai (2002) posit that motivation means a state of need or a condition that drives an individual toward certain actions that are seen as likely to bring satisfaction. Perusal of the literature proposed two factors as travel motives: anomie and ego enhancement. There is need to highlight these motives in order to understand tourists behaviour. Anomie stands for the desire to transcend the feeling of isolation obtained in daily life where the traveller simply desires to get away from it all. Ego-enhancement means the need for recognition, which is obtained through the status conferred by travel. (Jang and Cai, 2002; Poris, Reichel & Brian, 2006).

Christaller, a German geographer and planner, published an article in 1963 in which he suggested that there was a process of continuous development of tourists areas. Christaller's ideas on how tourists areas develop can be summarized as follows: (1) Destination develop and change over time. (2) There are different types of visitors at different times. (3) The tourists experience changes over time. (4) The impacts on the destinations change over time. (5) The involvement of locals in tourism destinations change over time, and (6) New cycles involving new tourists destinations will occur. (Christaller, 1963)

The Millennial generation includes people born between 1980 and 2000, and the title denotes the first generation to come of age during the new millennium (Gurau, 2012). A distinguishing feature of the millennial generation from previous generations is their “technological exceptionalism. . . It’s not just their gadgets—it’s the way they’ve fused their social lives into them” (Pew Research Center, 2010, p. 6). These new technologies have created a reality where people can connect instantaneously across the globe (Courtois, Mechant, De Marez, & Verleye, 2009). Even millennials who do not have personal access to 5 new technologies share a culture that is heavily influenced by social technologies (Horst, Herr-Stephenson, & Robinson, 2010).

Because millennials have aged concurrently with the evolution of new technologies, some have posited that they are also “digital natives” (e.g., proficient technology experts) and that the previous generations are immigrants who have difficulty adapting to new technology (Prensky, 2001). These terms, originally presented with only anecdotal evidence, have since been discredited as research has emerged that shows different levels of technological proficiency among Millennials (Bennett, Maton, & Kervin, 2008; Helsper & Eynon, 2010). Socioeconomic status (Robinson, 2009), education (Helsper & Eynon, 2010), gender, and family configuration (Notten, Peter, Kraaykamp, & Valkenburg, 2009) have all been identified as factors that make individual Millennials’ technological experiences unique. Hence, caution must be given when making assumptions about technological experiences of a whole generation and it is important to be “mindful that there are as many differences in attitudes, values, behaviours and lifestyles within a generation as there are between generations” (Pew Research Center, 2010, p. 5).

Conceptual Framework

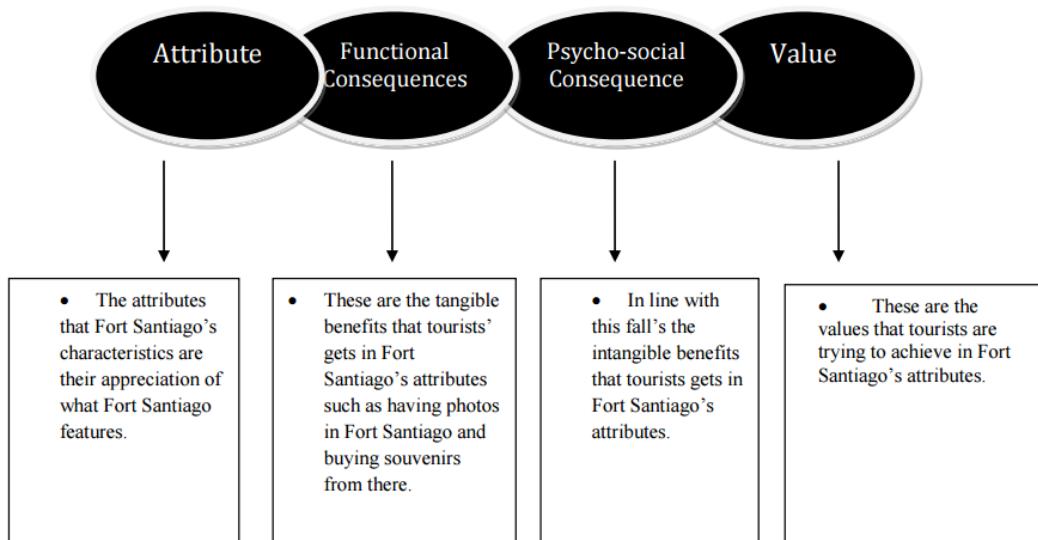


Figure 1: Means-end Value Chain

In the Means-end Value Theory framework, attributes are the tangible product Fort Santiago possess, Functional Consequences are the tangible benefits achieved of tourists from the experience with Fort Santiago, while the Psycho-social Consequences are the intangible benefits achieved of tourists from the experience with Fort Santiago, and lastly the Values is state-of-mind tourists is trying to achieve.

The MEC theory posits that motivation can be studied to reveal the underlying reasons as to why certain attributes or expected consequences are desired (Reynolds & Gutman, 1988) and seeks to identify linked cognitive structures or 'ladders of motives' (Bagozzi et al., 2003: 918). Cohen and Warlop (2001) consider the hierarchical levels inherent in a chain as 'motivational layers'. In this view, attributes, consequences and values all represent different motivational layers in an MEC analytic investigation of a person's travel choice behaviour (Wagner, 2007).

H₁: Motivational patterns of tourists in coming to Fort Santiago have underlying dimensions that can be used as a means to an end of sustainable development of the site.

H₂: There is a significant difference in the tourists motivational pattern in going to Fort Santiago when group according to generation, civil status, and highest educational attainment.

The study results indicate clear differences among the respondents based on their perception of the site relative to their own heritage and their motivations for a future visit to the site. The examination of the link among individuals' perceptions of a heritage site is in relation to their own heritage in the context of a different, nonreligious site by interviewing potential visitors' highlights the need to study individual perceptions. (Poria, Butler, & Airey 2003a, 2004)

METHOD

Research Design

One of the key requirements of the heritage site location selected for the study is that it should be well known for diversity of visitors. Using quantitative descriptive survey design, a questionnaire was designed to identify tourists motivational patterns in visiting Fort Santiago, a heritage site. The questionnaire began with a series of questions designed to rate the listed indicators using the 8-point Likert Scale.

Study Site and Subjects of the Study

On-site surveys were conducted at the Fort Santiago in Intramuros, Manila. A total of 115 local and foreign tourists took part in a 1 week survey (from February 16, 2016 to February 23, 2016).

Sample size was determined using apriori power analysis using G-power software, using an effect size of 0.4, a significance level 0.5 and statistical power of 0.95, which yielded a sample size requirement of at least 102 respondents.

Research Instrument and Data Collection Procedure

A two-part researcher-made instrument was prepared to gather information needed in the study. The instrument was evaluated by research expert to establish the item clarity and validity. The first part called the robotfoto (a Dutch term meaning a cartographic sketch of the respondents) (Kelchtermans & Ballet, 2001 as cited by Cana, et. Al, 2005), consist of questions about the demographic characteristics of the tourists (gender, age, civil status, highest educational attainment, residency, occupation, frequency, and source).

The second part of the questionnaire consists of 47 items depicting tourists' motivational patterns in going to Fort Santiago in Intramuros. This made use of an 8-point Likert Scale, ranging from 1 (not true to much extent) to 8 (true to much extent). Questionnaires were autonomously checked, tallied and tabulated. The researcher-made instrument was subjected to reliability testing. Results of the Cronbach Alpha test yielded a reliability of 0.94, showing the internal consistency of the items in measuring the respondents' motivation pattern.

Prior to data gathering, a letter of request was addressed to Atty. Marco Antonio Luisito V. Sardillo III, Diretor of Intramuros Administration for the request of copy of Quantitative Report on Tourism Services for past (5) years of Fort Santiago. With the permission and approval of Atty. Sardillo III, the researchers were given a copy from The Intramuros Visitors' Center and the two-part questionnaire was distributed to the local and foreign tourists during the scheduled date of survey. A pilot study was also conducted in February 8 – 12, 2016, and minor changes were implemented based on the results.

Data Analysis

All data were analysed using the Statistical Package for the Social Sciences (SPSS version 19). Descriptive statistics such as frequencies and percentage based on the demographic characteristics of the respondents. Factor analysis was conducted to determine underlying factors that describe local and foreign tourists travel motivation in Fort Santiago. Finally, mean, standard deviation and ANOVA were used to calculate to assess the significant differences among local and foreign tourists motivation.

Table 1: Demographic Profile of Respondents

Profile	Frequency	%	Profile	Frequency	%
Gender			Educational Attainment		
Male	61	53	High School Graduate	64	55.7
Female	54	47	Bachelor's Degree	39	33.9
			Master's Degree	8	7.0
			Doctorate's Degree	4	3.5
Age			Occupation		
14-17	9	7.826	Student	71	61.7
18-34	100	86.957	Employee	25	21.7
35-50	6	5.22	Professional	8	7.0
Civil Status			Businessman	11	9.6
Single	99	86.086	Frequency		
Married	14	12.174	Almost everyday	1	.9
Separated	1	0.869	Once/Twice a week	11	9.6
Widowed	1	0.869	Once/Twice a month	14	12.2
Place			Once/Twice a year	17	14.8
Within Manila	Metro	79	Only once	29	25.2
Outside Manila	Metro	36	Occasionally	43	37.4
Source					
Magazine	15	13.0			
Newspapers	12	10.4			
Internet	35	30.4			
Word of mouth	51	44.3			
Field Trip	1	.9			

From the 115 respondents, sixty-one 61 (53%) were males and fifty-four 54 (47%) were females. As to age, most respondents (86.96%) belong to the age bracket 18-34, and (7.83%), 14-17 age group, and (5.22%), 35-50. (See Table 1)

Table 1 show that ninety-nine (99) out of 115 respondents were single (86.96%). Majority of them are students, comprising 71 (61.70%) and forty-three (43) (37.40%) of the respondents visits Fort Santiago occasionally. Most of the chosen respondents live within Metro Manila 79 (68.70%).

More than half of the respondents, 64 (55.70%) were high school graduate, due to majority of them are studying in collegiate level.

RESULTS

Table 2A: Factor Analysis of Travel Motivation Items

Exploration Reasons		8.562471	24.751	0.965
To see Reducto San Francisco Javier	.853			
To watch a historical video of Intramuros at the chambers of Baluartillo de San Francisco Javier	.845			
To see the Memorial Cross	.825			
To walk and relax at Baluarte de San Miguel and Baluarte de Santa Barbara	.825			
To see the Casa del Castellano	.822			
To see and know about the Rizaliana Furniture Exhibit	.817			
To watch a role play in Dulaang Rajah Soliman	.785			
To see the Rizal Shrine and museum	.776			
To relax in the Bamboo Garden	.771			
To see Dr. Jose Rizal's "My Last Farewell"	.764			
To visit and pray at Our Lady of Guadalupe Chapel	.727			
To see the Fort Santiago personally	.681			
To see the ruin of American and Spanish barracks	.666			
To know more about Dr. Jose Rizal	.570			
To visit a National Cultural Heritage Site	.513			
Get-Away Reasons		3.645	12.331	0.91
To enjoy the place with my family	.776			
To seek solitude in another place	.770			
To spend time together with my family	.712			
To spend time with my friends	.706			
To experience self-exploration	.691			
To escape from my daily routine	.620			
To just stroll around	.554			
To enjoy a unique atmosphere	.524			
Snowball Reasons		2.743067	9.493	0.912
To give myself an opportunity to enjoy an outdoor tour	.693			
To increase my cultural knowledge	.624			
To enjoy local customs and culture	.602			
To enjoy new experience	.596			
For relaxation	.563			
To experience new culture/lifestyle	.554			
To improve knowledge about Philippine history	.538			
To see how people of different cultures live	.494			
Snapshot Reasons		2.135038	8.264	0.903
To have picture with the famous Fort Santiago Gate Wall	.723			
To take pictures of daily life scenarios	.722			
For aesthetic photography	.644			
To take pictures of heritage sites in the Philippines	.612			
For historical significance	.549			
Cookie-cutter Reasons		2.070723	7.955	0.85
To buy souvenir collections	.764			
Because it is part of our tour itinerary	.708			
Because it is required in our course/subject	.654			
To experience riding the Kalesa inside Fort Santiago	.590			
To meet new people with the same interest	.459			

Site Reasons		1.399559	5.855	0.906
Because Fort Santiago is known as a tourists' destination	.720			
Because it was advertised by Philippine's Department of Tourism	.707			
Because it is one of the tourist spot in Intramuros	.618			

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy=.894

Table 2A presents the results of the factor analysis of the travel motivations of local and foreign tourists. Principal component factor analysis, using varimax rotation with Kaiser Normalization, was employed to assess the number of underlying factors in the data and identify the items associated with each factor. Forty-seven motivation indicators were analysed. All factor loadings above 0.4 were retained for subsequent analyses. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicated that the forty-four remaining indicator sample were adequate for purposes of factor analysis (KMO measure= .894). Three factors with Eigenvalues greater than one were extracted. In addition to delineating factor structure, factor analysis served to consolidate and simplify data pertaining to travel motivations.

Scales were labelled according to the common theme of the attributes loading on each factor in the, or decreasing explained variance. These were labelled as follows: Exploration Reasons, Get-Away Reasons, Snowball Reasons, Snapshot Reasons, Cookie-cutter Reasons, Site Reasons. Factor 1: Exploration Reasons- consists of fifteen variables categorized as reasons that motivate tourist by exploring the attractions of the destination. These reasons are characterized by appreciation of the attributes of the destination. Factor 2: "Get-Away" Reasons- includes eight variables, which regarded reasons that motivate tourists to travel to a certain destination by spending their time with peers and themselves enjoying the scenic view of a destination. Factor 3: "Snowball" Reasons- indicates eight variables, these reasons motivate tourists by accumulation of new experiences and knowledge while enjoying the tour or visitation. Factor 4: "Snapshot" Reasons- classified as reasons that motivate tourists by taking photos of the destination or site while appreciating its value, consists of five variables. Factor 5: "Cookiecutter" Reasons- includes five variables categorized as reasons to motivate tourists who are open for any activity, following a certain itinerary or system. Factor 6: "Site-related" Reasons- these reasons

motivate the tourists to visit to destination that is endorsed by locals and authorized agencies. It is composed of three variables. The alpha coefficient for each of the six factor dimensions ranged from 0.85 to 0.965, suggesting acceptable reliability.

Table 2B: Significant Relationship between local and foreign tourists Travel Motivation and their Demographic Profile

Profile	Exploration Reasons	Get-Away Reasons	Snowball Reasons	Snapshot Reasons	Cookie-cutter Reasons	Site Reasons
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Generation						
14-17	5.63 (2.00)	5.21 (2.26)	5.76 (1.86)	5.44 (2.18)	4.71 (2.51)	5.30 (2.54)
18-34	5.53 (1.39)	4.94 (1.59)	5.50 (1.34)	5.59 (1.35)	4.92 (1.51)	5.48 (1.67)
35-50	6.42 (1.27)	5.48 (1.96)	5.98 (1.82)	6.20 (1.53)	5.63 (2.15)	6.11 (1.70)
F	1.087**	0.388**	0.44**	0.582*	0.637**	0.436**
Educational Attainment						
High School	5.39 (1.58)	4.69 (1.70)	5.39 (1.49)	5.48 (1.43)	4.71 (1.69)	5.20 (1.88)
Bachelor	5.48 (1.11)	5.03 (1.53)	5.42 (1.18)	5.43 (1.34)	4.84 (1.43)	5.58 (1.50)
Post Graduate	6.96 (.86)	6.41 (1.00)	6.78 (1.00)	6.90 (1.04)	6.50 (1.04)	6.81 (1.02)
F	6.709**	5.915**	5.635**	5.992**	6.86**	4.666**
Civil Status						
Single	5.50 (1.40)	4.91 (1.61)	5.54 (1.36)	5.52 (1.37)	4.90 (1.56)	5.43 (1.73)
Married	6.08 (1.70)	5.25 (1.92)	5.48 (1.73)	6.20 (1.72)	5.00 (2.11)	5.88 (1.91)
F	1.969**	0.524**	0.021**	2.801**	0.047**	0.81**

Table 2B indicates significant difference in the local and foreign tourists travel motivation to visit Fort Santiago when grouped according to their demographic characteristics. As indicated in Table 2B, no significant differences exist in respondents' generation and civil status. Interestingly, educational attainment posted significant differences in all factor dimensions (F ratio= 6.709; $P<0.05$, F ratio= 5.915; $P<0.05$, F ratio= 5.635; $P<0.05$, F ratio= 5.992; $P<0.05$, F ratio= 6.86; $P<0.05$, F ratio= 4.666; $P<0.05$).

As show in Table 2B, all post-graduate degree holders are motivated in visiting Fort Santiago in all factor dimensions.

DISCUSSION

Results of this quantitative study yielded marked significant relationships and differences in local and foreign tourists' travel motivation in Fort Santiago as their destination. Majority of the visitors in Fort Santiago are students who are studying in collegiate level ages between 18-34 years old who are living within Metro Manila. They are visiting Fort Santiago occasionally because of certain reasons such as, it is a requirement in their course or it is a part of their city tour.

Interestingly, educational attainment was the only demographic profile that identified to have significant difference with respect to all motivational factors. Results show that local and foreign tourists who have post-graduate educational attainment have a higher motivation than those who have attained high school graduate and bachelor's degree. This may imply that the more an individual is motivated, the more is the likelihood to visit in the destination. It also showed that most of the tourists who visit Fort Santiago are millennials.

Significantly, the leading attributes support Moscardo (1996) earlier findings. "To see Reducto Franscico Javier", "To watch historical video of Intramuros at the chambers of Baluartillo de San Francisco Javier" and "To see Memorial Cross" seem to be the attributes of Fort Santiago that motivate the tourists. It is also noted that most number of respondents were students that supported by Jansen-Verbeke and Rekom (1996) that learning is the main motivation for visits. It is suggested that those who are highly motivated are more interested in feeling emotionally involved than others. As such, marketers should emphasize the emotional involvement that visitors may feel at the site. Moreover, the fact that tourist perceptions of a site may be associated with identifiable visitor characteristics (such as religion or nationality) could help management identify those who perceive the site as being part of their own heritage and those who do not, and target the different groups accordingly. Specifically, it can be applied to previsit information presented on heritage attractions Web sites due to the attributes of the Internet as a communication channel (Sigala 2004).

This study identified six main motives that are in relate to Filipino Cultures, and it segments into: (1) Exploration Reasons which is characterized by exploring the attractions of the destination, Filipinos' are known to be pala-gala and have the thinking of "dapat sinusulit and binabayad at oras sa pag-gala sa isang lugar" somehow they are just being a wise explorer/spender. (2) Get-Away Reasons is characterized by traveling and spending time with friends or love-ones, yes, it is part of Filipino Culture and it is called as Pakikisama – the ability to get along and camaraderie and togetherness. (3) Snowball Reasons characterizes by the want of accumulation of new experiences and knowledge while having fun in a tour/visitation, in Filipino loves the feeling of gaining improvement for them, they want to get something from another thing. (4) Snapshot Reasons characterized by motives of taking pictures of a place, in this era of having high technology, it is included in the bucket list of a Filipino traveller to have a picture within the tourists destination by just using smartphones, cameras and phone-tablets. Filipinos loves pictures because of the "remembrance" culture and they are fond of sharing it to others in use of internet (Instagram, Facebook and Twitter) somehow it is a way of expressing their selves to the public. (5) Cookie-cutter characterized by following an itinerary which covers a wide range of activities. Another Filipino culture underlying this dimension here is the Pasalubong tradition, travellers bring back gifts for kin and friends, even if the trip is just a nearby town, it is required to buy relatives and friends' pasalubong as a greeting gift. And lastly (6) Site Reasons, Filipinos are also curious, that's why there is a Filipino trait called chismosa or chismoso, in this motive the authority like DOT endorsed a destination and right away people will flock in there because it was just said to be nice, they always want to witness everything.

CONCLUSION

This study was an attempt to ascertain tourists' motivational patterns in going to Fort Santiago. In fact, the findings of the study was showed and these are the; motivational patterns of tourists who go to Fort Santiago and the comparisons of the motivational patterns of tourists who to go Fort Santiago when grouped according to generation, civil status and highest educational attainment.

On the whole, tourists was dominated by the local (Filipinos), the Fort Santiago have a great impact in attracting tourists both local and foreign. The study was also resulted that the higher a tourists' educational attained, the higher the percentage of going to Fort Santiago gets.

Tourism marketers might be able to use this valuable information to target tourists needs and motives successfully. A destination can enhance the probability of information to target selection by identifying and marketing its ability to meet the needs which their chosen travel segments consider important. Diagnosis of destination strengths and weaknesses on relevant tourism attributes will make a contribution in making specific changes, additions and/or modification in the tourism destination. Results of the study could help in bringing Fort Santiago a new sustainable development attraction that can attract to gain more tourists.

Though this study was confined only to the identification of tourists' motivational patterns in going to Fort Santiago and the comparisons of the motivational patterns of tourists who to go Fort Santiago when grouped according to generation, civil status and highest educational attainment from a positivist viewpoint, future investigations may dwell on the capturing of the same delineated factors, using qualitative techniques.

Results of the study suggest improvement on Fort Santiago by developing its features, maintaining its heritage and historic value at the same time catering to the new generation of visitors. The Rizal museum may have an interactive communication for tourists since the results of the study showed that generation Y or the millennials are the common tourists who visit Fort Santiago. Millennials may tend to look at heritage sites like Fort Santiago as boring; it could be more beneficial if they will learn and have fun at the same time then why not came up in learning while having fun.

From the perspective of the management of heritage sites, the average score of each group on the factors identified suggests that site operators should aim to provide different tourists with different experiences. Based on the motivations identified, it is argued that

individuals may differ in their expectations of the visit. This suggests the existence of several segments of potential visitors: some are interested in being emotionally involved and being educated, whereas others are interested in less serious activity. Heritage site managers should be able to provide both groups with different experiences. This may suggest that in contrast to today's visit to museums, for example, in which all visitors are offered the same experience, different visitors should be provided with different experiences. This may be done by providing different guiding at the site (the guides would provide different "stories" to different people).

Although the link between motivations and actual behaviour is tenuous, the findings may provide insights to those who market heritage sites, giving them information on how to allocate their advertising resources and efforts. For example, it could be argued that there may be a rationale for allocating less effort for advertising to those who show a very high level of motivation to visit the site than for those who have less interest. Furthermore, the findings demonstrate a link between the overall motivation to visit and the actual reasons for the visit. This highlights that management should take not only the volume of the marketing effort into account but also the content.

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