

INTRAMUROS AS A TOURIST FRIENDLY DESTINATION

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Abstract: Known to be one of the oldest districts in Manila is the country's "Walled City" which is Intramuros, a place in Manila that resisted series of unfortunate events such as bombing, wars, colonial invaders and natural calamities. The study gives emphasis on assessing the Intramuros as a tourist friendly destination. With that, Tourist Friendly Destination Concept is used to assess Intramuros as a whole. Mainly the dimensions of activity, product and space will be assessed. The research is a quantitative study that made use of survey questionnaires which was distributed to a total of 150 respondents using stratified convenience sampling in areas inside Intramuros that has a touristic value. Based on the findings of the researcher, most of the respondents are college graduates that are around 19-24 years old. In addition, the overall assessments of the respondents showed that Intramuros is considered a Tourist Friendly destination in the Philippines.

Keywords: Intramuros, Tourist Friendly Destination Concept, Activity, Product, Space.

1. INTRODUCTION

Located at the heart of Metro Manila and used to be one of the oldest districts in Manila is Intramuros or the so called "Walled City" of the country. Sembrano (2018) stated that Intramuros was named as a National Cultural Treasure (NCT) by the National Museum of the Philippines (NMP) for its outstanding characteristics that has a cultural and historical significance to the country. Intramuros is called the "Walled City" due to the construction of its defensive walls headed by the Spaniards during the 16th century. The tourist destination is constructed almost from stone blocks and influenced the same architectural feature of Spanish defences. Tourists can walk around the stone pathways or ride the horse carriages. (Philippinecountry, 2016)

Intramuros is an ideal destination because it offers historical, cultural experience and accessibility for the tourists. Heritage sites are attractions where history is preserved and conserved due to the destinations worth to history. As stated by Philippine Primer (2018), Intramuros is surely one of the few places in the Philippines that can transport tourists to a time when horse-drawn carriages and Spanish architecture were the norm.

Known to be one of the most historical area in Manila and a place that survived many unfortunate happenings from natural disasters to wars, Intramuros has numerous tourist attractions that will surely give the tourists a sense of nostalgia. Attractions like Fort Santiago, Rizal Shrine, Casa Manila, Baluarte de San Diego, and churches like San Augustine Church and Manila Cathedral are just few of the many tourist attractions which can be seen inside Intramuros. Through the years, these attractions made Intramuros what it is today.

Eggler (2015) pointed out that tourism has been changing in this modern era. The trend is leaning to from simply recreation to "self-fulfilment". This affects the kind of goals looked upon by the tourists, the destinations they sought, and the activities they engaged in, often involving more travel. This study will assess if Intramuros can be identified as a tourist friendly destination.

The setting of the study is in Manila. It is located in Luzon which is the center of its industrial development; it is also the international port of entry for the Philippines. The cultural life in Manila is rich, and it is composed of American, Spanish, Chinese, and Malay influences. One of the famous sites where tourist can see the heritage of the Philippines is Intramuros. (Salita, 2018)

In a study by Anuar (2015), he introduced tourist friendly destination concept needed for city tourism. However, the concept is not only to cater the tourism provider desired, but also for the tourist’s needs especially domestic tourist. The study took into consideration that tourist friendly destination concept is also relevant to domestic tourist. The aim of the study was developed tourist friendly destination concept in city tourism. Their assessment was conducted based on the perspective of domestic tourists, through Kuala Lumpur as a case study. A total of 420 respondents were chosen through purposive sampling method. Respondents were selected from the main tourism six sub-sectors in Kuala Lumpur. The results of the study explained that the level of attributes was “important” with overall mean value range 3.61 to 4.04. The study contributed to the development of tourist friendly destination concept in city tourism and helped tourism providers improve the development of tourism at both the national and state level.

The introduction of tourist friendly destination concept in the city tourism is much needed (Anuar A.N.A., et al 2013). It has seen as a customer-oriented concept where tourists will choose their own activities, products and spaces if it meets the experience required and demand. Accordingly, the paper discusses the formation of tourist friendly destination concept in the city tourism, through the identification of components from the stakeholder perspective in Kuala Lumpur. The findings of this study have identified the tourist friendly destination is seen as a concept through the three dimensions: dimension of activities, dimension of products and dimension of spaces and these three dimensions were formed by 14 components. Accordingly, the formation of tourist friendly destination concept are welcome as it is seen connecting the increasing of international and domestic tourists to Kuala Lumpur. Even the use of the components in three dimensions is seen as significant in the development of tourist friendly destination.

The objective of the researcher is focused on assessing Intramuros as a tourist friendly destination. Intramuros is an attraction itself that is why the local government is really in the business of preserving and conserving the destination. With this present setting, the researcher came up with this study on how to best create and action plan to enhance or maintain tourism in Intramuros with the use of Tourist Friendly Destination Concept.

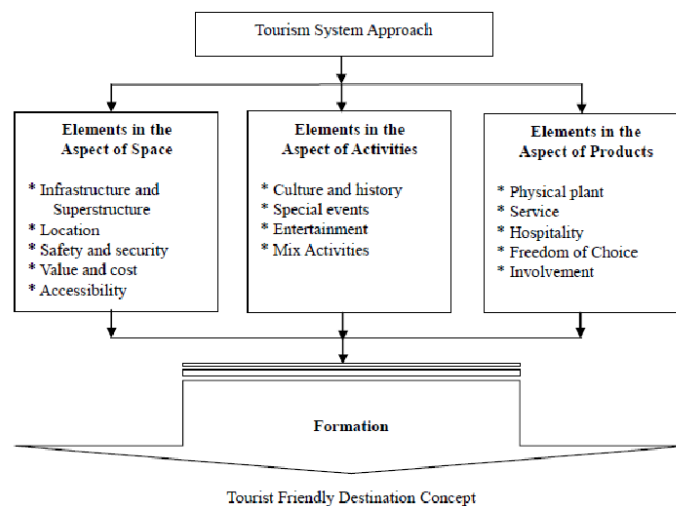


Figure 1: Tourist Friendly Destination Concept Framework

Tourist friendly destination is a concept that can give satisfaction to meet tourist’s demand and supply through contact and maximum use of activities, products and space without any interruptions or problems (Anuar et al., 2013). This concept is not limited for the tourists alone, but also the interested parties that offer tour packages that includes facilities, affordable prices, the use of local infrastructure developments, hotel accommodations, transportation, internet access, all to meet the tourist’s expectations; and lastly the distributed target income to groups of operators, local residents in the area and the stakeholders. The concept of tourist friendly destination occurs however, revolves only of five factors: capacity of tourists to travel, changes in the concept of tourism, tourism & destination selection to motivate tourists, tourists’ tastes change, and the involvement of public and private sectors.

The researcher tried to identify the components and variables in Intramuros wherein each of the factors in the tourist friendly destination concept is applied in tourism enhancement and also to identify strategies that best work for them in developing an action plan for improving tourism in Intramuros to show the edge, relevance and importance of the place. This developed action plan will try to improve and enhance the tourism experience for the tourist visiting Intramuros based on the data gathered from the survey that will be distributed to tourists visiting Intramuros.

This study focuses on assessing Intramuros as a tourist friendly destination. Furthermore, it also attempts to answer the following specific questions:

1. What are the demographic profile of the Respondents in terms of:
 - a. Age
 - b. Nationality
 - c. Educational Attainment
 - d. Income
2. What are the assessment of the different attractions in Intramuros in terms of:
 - a. Activity
 - b. Product
 - c. Space
3. Is there a significant difference in the assessment of tourist friendly concept when grouped by demographic profile?
4. What action plan can be proposed?

2. METHODOLOGY

The researcher used a quantitative type of research with descriptive approach. Quantitative methods comprises objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques (Babbie, 2010). Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. This will be achieved through the use of survey questionnaires.

The researcher used the stratified convenient sampling as the method for the tourists visiting Intramuros in data collection. Stratified sampling is a method wherein the type of data gathering is divided into smaller groups by the researcher. To complete the sampling process stratified sampling can increase the accuracy with the sample size and can randomly select the sample proportionally. Convenience sampling is a technique wherein it relies on data collections to the respondents who are selected because of their convenient time and the proximity to the researcher.

The researcher distributed survey questionnaires to tourists visiting Intramuros wherein the data gathering tool used stratified convenient sampling and will get a minimum of 150 respondents to a maximum of 200. A total number of 5 respondents per attraction that has a touristic value were given survey questionnaires. The researcher conducted the distribution of the survey questionnaires on a weekday that is also convenient to the time of the researcher.

The questionnaires is in a form of likert scale that is commonly used in most questionnaires. The questionnaire is connected with the tourist friendly destination concept.

In the statistical treatment of data, the researcher used weighted mean ranking, percentage and frequency to gather data which was interpreted. The use of weighted mean enabled the researcher to determine the evaluation status of Intramuros based on the tourists visiting the place.

Analytical method or analysis method is a form of procedure or an analysis method where the researcher will be able to unleash the problem and status to get the percentage, frequency, mean, standard deviation and analysis of variance (ANOVA). The percentage and frequency is applied to the profile of respondents, while mean and standard deviation will be applied to assess the services of Intramuros. The researcher will conduct ANOVA or Analysis of Variance by attempting to determine if there are statistically significant differences in the response of the guest in the questionnaire given to them by the researcher.

The researcher consulted a statistician regarding the survey form. Since the researcher conducted a Quantitative research, the data gathering will make use of a survey form through stratified convenience sampling technique. In addition, the statistician used SPSS or (SPSS Tutorial, N.D) Statistical Package for the Social Sciences which is a software that is used for editing and analysing all sorts of data gathered by the researcher.

A total of 150 respondents were given the survey questionnaires with the use of stratified convenience sampling wherein the five respondents per attraction in Intramuros were given the survey questionnaires. Non-probability sampling was used specifically stratified convenience sampling.

The distribution of the survey questionnaire was made on February 06, 2018 (Wednesday) from 2:00pm to 6:00pm wherein the researcher asked a colleague for help and the data gathering tool was divided into two. The data gathering was conducted inside Intramuros specifically the attractions inside the place that has a touristic value. The concept used to create the data gathering tool is the Tourist Friendly Destination Concept. The researcher incorporated the dimensions of the concept which is Dimension of Activity, Product and Space. Overall, the data gathering tool has 4 parts namely: Demographic Profile, the assessment of Dimension of Product, Activity and Space. The type of questions that was used in the data gathering tool in form of sentences answerable by likert scale specifically Strongly Agree, Agree, Disagree and Strongly Disagree.

The statistical methods that was used in the treatment of the data is Analytical method or analysis method is a form of procedure or an analysis method where the researcher will be able to unleash the problem and status to get the percentage, frequency, mean, standard deviation, analysis of variance (ANOVA) and the software that was used by the statistician is SPSS Software.

Prior to the distribution of survey questionnaires to the tourist inside Intramuros, the researcher went to Intramuros Administration to seek for consent wherein the researcher gave a letter asking permission to conduct data gathering in Intramuros. The researcher approached tourists in Intramuros and presented the data gathering tool. On the other hand, some tourist did not accept the role of being a respondent for a reason that some have a schedule to follow.

3. RESULTS AND DISCUSSIONS

Presentation of Results and Discussions for Quantitative Data

Table 1: Age of the Respondents

Age Bracket	Frequency	Percentage
13 to 18 y/o	18	12.0
19 - 24 y/o	50	33.33
25 - 30 y/o	45	30.0
31 - 36 y/o	21	14.0
37 - 43 y/o	10	6.67
44 - 49 y/o	5	3.33
50 and above	1	0.67
Total	150	100.0

The demographic profile of the respondents in Table 1 shows that the majority of the respondents are 19 to 24 years old which has a percentage of 33.33%. With this, the researcher found out that most of the respondents are students who also want to learn about place. In addition, most of the respondents are students of the schools inside Intramurals.

The young travelers also known as Generation Z continues to grow and want to stay more in the destination. The destinations that they prefer are café's, restaurants, shopping, and historical sites. (Wyse Travel Confederation, 2018)

Table 1 also shows that the respondent which has the age of 50 and above has the lowest percentage which is 0.67%. The researcher figured out those tourists with that age range might have difficulties touring around Intramuros. In addition, there are high chances that the respondents of this age range are not very much interested in reminiscing a place where wars happened.

There are limitations for and other factors for older people when it comes to traveling. They assess the situation they might encounter, and their ability to achieve goals during the visit (Environmental Research for Public Health, 2015)

Table 2: Nationality of the Respondents

Nationality	Frequency	Percentage
Filipino	91	60.67
Non Filipino	59	39.33
Total	150	100.0

Table 2 shows that 91 respondents which is equivalent to 60.67% of the total respondents are Filipinos because the researcher distributed the survey questionnaires during weekends wherein there are a lot of students around the area and most of the respondents are students.

In addition, Filipinos love for the country shows in many ways. For example, there is a tribute to our country entitled “One Love, One Pinas” was posted by (Choose Philippines, 2016) which aims to make every Filipino see the beauty of our country.

Table 2 also shows that there are 59 respondents which is equivalent to 39.33% of the total respondents are non-Filipinos most probably because the researcher distributed the survey questionnaires during the time of their tour in Intramuros which caused some tourists not to answer the survey.

A lot of people are unwillingly answering surveys since there are a lot of fraud surveys or poll going around attempting sell their products. People tend to get bored answering surveys since it is a reason for them not to hold or check their phones. (Megan, 2104)

Table 3: Highest Educational Attainment of the Respondents

Highest Educational Attainment	Frequency	Percentage
Elementary Graduate	1	0.67
High school Graduate	38	25.33
Vocational Graduate	9	6.00
College Graduate	101	67.33
Others	1	0.67
Total	150	100.0

Table 3 shows that majority of the respondents are college graduates which has a percentage of 67.33%. According to (Bicikova, 2014), student travel market has often been referred to as a “lucrative niche market”, with the observation of the researcher during the data gathering, it is shown that some of the respondents are former students of the schools inside Intramuros.

Table 4: Monthly Income of the Respondents

Monthly Income	Frequency	Percentage
5,000 – 15,000	19	12.67
15,000 – 25,000	31	20.67
25,000 – 40,000	32	21.33
40,000 – 45,000	17	11.33
45,000 – 55,000	20	13.33
55,000 and above	31	20.67
Total	150	100.0

Table 4 indicates that the majority of the respondents’ monthly income is 25,000-40,000 having a percentage of 21.33%. Also, as shown at the table above, the minority of the respondents’ monthly income is 40,000-45,000 with a percentage of 11.33%.

According to (Salary Explorer, 2019), the median salary in the Philippines is 29,000 PHP per month, which means that half of the population are earning less than 29,000 PHP while the other half are earning more than 29,000 PHP.

Also, there is a diagram shown in the website of Salary Explorer wherein, 75% of the population are earning less than 50,000 PHP while 25% are earning more than 50,000 PHP.

Table 5: Dimension of Activity in Intramuros

Dimension of Activity	Mean	Interpretation	Rank
Cultural and historical sites are developed as a tourism product.	3.57	Strongly Agree	1
Different cultural and historical sites are tourist friendly.	3.49	Agree	2
Different entertainment activities are present.	3.37	Agree	3
Adequate and quality of mixed activities are offered.	3.27	Agree	5
Events that may be attended and experienced by the tourists are offered.	3.31	Agree	4
Total	3.40	Agree	

4.51-5.00 Strongly Agree, 3.51-4.00 Agree, 2.51-3.50 Undecided, 1.51-2.50 Disagree, 1.00-1.50 Strongly Disagree

In terms of the Dimension of Activity in Intramuros, the respondents strongly agree that the destination offers attractions that promote the cultural and historical sites as a tourism product. In addition, the respondents agree that there are different activities may be experienced by the tourist such as the Kalesa tours and the Bambike tours.

Also, results show that the respondents agree that there are different events held at Intramuros which may be attended by the tourists. Lastly, the respondents of the study also agree that there are different entertainment activities offered in the site. For our country, arts and entertainment is a rising industry in our country and it plays an important role in a life of a Filipino especially performing arts. (Global Ateneo University, 2016)

According to (Anuar et al., 2013), the dimensions of activity for a destination to be considered as a tourist friendly destination is for it to develop cultural and historical sites as a tourism product, there should be a presence of different entertainment of activities, diverse and adequate number of mixed activities should be offered, and lastly, the presence of events that will meet the desire and demands of the tourists.

Table 6: Dimension of Product in Intramuros

Dimension of Products	Mean	Interpretation	Rank
Both natural and man-made attractions are tourist-friendly.	3.45	Agree	3.5
Quality services in terms of reliability of products that are tourist friendly are offered.	3.51	Strongly Agree	1
Employees are friendly and reliable.	3.47	Agree	2
Quality goods and services are offered to tourists.	3.43	Agree	5
Employees of Intramuros are involved in providing quality experience to tourists.	3,45	Agree	3.5
Total	3.46	Agree	

4.51-5.00 Strongly Agree, 3.51-4.00 Agree, 2.51-3.50 Undecided, 1.51-2.50 Disagree, 1.00-1.50 Strongly Disagree

Table 6 shows that the respondents strongly agree that there are quality services offered in intramuros which are tourist friendly. In addition to this, the respondents agree that the dimension of products in Intramuros are tourist friendly and the service providers inside the destination are friendly, reliable and involved in providing quality experience to tourists.

A study by (Anuar et al., 2013) entitled Developing of Tourist Friendly Destination Concept: A Quantitative Study states that efforts to develop this concept should be evaluated according to the perspective of domestic tourists for a reason that this kind of tourists are only seen as dominant in tourism activities but they are the ones who are directly affected by the development and provision of infrastructures, superstructures, facilities, amenities, services, hospitality, activities and lastly, tourism product marketing.

Table 7: Dimension of Space in Intramuros

Dimension of Space	Mean	Interpretation	Rank
Quality and planned infrastructure to be seen by tourists are present.	3.39	Agree	2
Adequate and good quality of amenities and facilities are provided.	3.24	Agree	4
Planned facilities and amenities for disabled people are present.	4.2	Agree	1
Transportation networks are organized in terms of routing, parking and traffic signs.	3.11	Agree	5
Safety and security provided by the equal distribution of guards in all areas	3.31	Agree	3
Total	3.23	Agree	

4.51-5.00 Strongly Agree, 3.51-4.00 Agree, 2.51-3.50 Undecided, 1.51-2.50 Disagree, 1.00-1.50 Strongly Disagree

Table 7 shows that the respondents agree with regards with the Dimension of Space in Intramuros. Specifically, the destination’s planned infrastructure, good quality amenities, accessibility & safety and security.

In relation to this, a study by (Ayob & Marson, 2014) states that due to some unfortunate events and incidents that happened few years ago, Malaysia having the image as safety and secure destination was destroyed. With this, outstanding effort is required in order for Malaysia’s tourism industry to recover from this negative impact.

Table 8: Significant difference in the assessment of tourist friendly concept when grouped by Age

Dimension	F-Value	P-Value	Interpretation	Decision
Activity	2.54803	0.03049	Significant	Rejected
Product	1.03412	0.39993	Not Significant	Accepted
Space	3.93346	0.00226	Significant	Rejected

Verbal Interpretation: NS if Pvalue > 0.05 Significant if Pvalue < 0.05

There is a significant difference in the overall assessment of the respondents when grouped by age, since the F-value of 3.194 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. Also, with the results of the data that was gathered, it indicated that respondents from the age group 1 or ages 13-18 years old gave the lowest overall assessment of Intramuros.

Table 8 shows that there is a significant difference in the overall assessment of the respondents when grouped by age in relation with the dimension of activities and space offered in Intramuros. (Lynch, et al. , 2013) stated that older tourist had lower interest in activities that required more time and physical activities. In contrast, more educated tourist had higher interest in participating or visiting a destination that has to do with cultural or historical tourism activities.

On the other hand, the table above also shows that there is no significant difference in the dimension of products in Intramuros when grouped by age. This also shows that ages 13 and above may purchase the products and experience the services offered in Intramuros. In terms of dimension of products, specifically service and hospitality and involvement of service providers in Intramuros, it is shown that training employees would give more opportunities and positive impacts with regards to the kind of services provided to tourists. (Dhar, 2015)

Table 9: Significant difference in the assessment of tourist friendly concept when grouped by Nationality

Dimension	T-Value	P-Value	Interpretation	Decision
Activity	2.54803	0.03049	Not Significant	Accepted
Product	1.009	0.31490	Not Significant	Accepted
Space	0.717	0.47505	Not Significant	Accepted

Verbal Interpretation: NS if Pvalue > 0.05 Significant if Pvalue < 0.05

There is no significant difference in the overall assessment of the respondents when grouped by nationality, since the t-value of 0.497 has a p-value greater than 0.05. The null hypothesis of no significant difference is accepted. This indicated that Filipinos and Non-Filipinos respondents gave the same overall assessment of at Intramuros.

In terms of the nationality, results showed that there is no significant difference with regards to the respondents' overall assessment of Intramuros being a tourist friendly destination. With the researcher's observation, both Filipinos and non-Filipinos respondents answered the survey as if they are both tourists.

In contrast to this, a study by (Kim, 2013) stated that factors in relation to having memorable tourist experience must be emphasized upon designing and promoting tourism for groups of people, separately. These factors must both satisfy all of the tourists or visitors regardless of their cultural orientations.

Table 10: Significant difference in the assessment of tourist friendly concept when grouped by Highest Educational Attainment

Dimension	F-Value	P-Value	Interpretation	Decision
Activity	5.89683	0.00344	Significant	Rejected
Product	2.83728	0.0618	Not Significant	Accepted
Space	4.45947	0.01318	Significant	Rejected

Verbal Interpretation: NS if Pvalue > 0.05 Significant if Pvalue < 0.05

There is a significant difference in the overall assessment of the respondents when grouped by highest educational attainment, since the f-value of 6.819 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. This indicated that respondents from the high school graduates gave the lowest overall assessment of Intramuros.

Results show there is a significant difference in terms of the assessment of Dimension of Activity and Space of the respondents when grouped according to highest educational attainment.

One of the factors that influence a tourists' level of interest in cultural or historical activities is also education. It is seen that more educated tourist had higher interest in participating in a particular tourism activities. (Lynch, 2013)

Table 11: Significant difference in the when grouped according to Monthly Income

Dimension	F-Value	P-Value	Interpretation	Decision
Activity	0.57887	0.71612	Not Significant	Accepted
Product	0.46261	0.80356	Not Significant	Accepted
Space	1.77029	0.12258	Not Significant	Accepted

Verbal Interpretation: NS if Pvalue > 0.05 Significant if Pvalue < 0.05

Table 11 shows that there is no significant difference in the overall assessment of the respondents when grouped by the respondent's monthly income, since the f-value of 0.956 has a p-value greater than 0.05. The null hypothesis of no significant difference is accepted. Also, this indicates that the overall assessment of the respondents in Intramuros is the same across all income groups.

According to the results of the data gathered, the assessment of the respondents with regards to dimension of activity, product and space are not significantly different in terms of the respondents' monthly income given that not all of the attractions and activities in Intramuros require fees. In contrast, the kind of tourism offered in Intramuros which is cultural tourism, attracts high-quality and high-spending tourists (McMaus, 2016)

4. CONCLUSION

Coherent with the main objective of the research which is to assess Intramuros as a Tourist Friendly Destination and come up with an action plan that will help the destination to maintain its position in the Tourism industry, the following conclusion were derived specifically in terms of Dimension of Activity, Product and Space.

The result of the study shows that most of the respondents are Filipinos who are 19-24 years old wherein most of the highest educational attainments of the respondents are college graduates. In addition, majority of the respondents' monthly income is 25,000 to 40,000php per month. Intramuros is perceived to be a tourist friendly destination in terms of the activities, products and space as rated by the tourists.

Based on the findings that the researcher gathered, most of the respondents are comprised of college graduates that have the age range of 19-24 years old. One reason could be the presence of schools inside Intramuros. Also, there are many areas in Intramuros that may be enjoyed by the tourists of that age. One good example of this is the parks which can be used for relaxation.

All in all the results of the respondents' assessment of Intramuros as a Tourist Friendly Destination ranges from Strongly Agree to Agree. Based on the findings, it shows that in terms of the dimension of activity, the variable that got the lowest mean is Activity 4 which is "Adequate quality of mixed activities are offered". For the dimension of product, product 4 in the survey questionnaire which is "Quality goods and services are offered to tourists", got the lowest mean. Lastly, in terms of the dimension of space, space 4 which is "Transportation networks are organized in terms of routing, parking and traffic signs." got the lowest mean.

Based on the researcher's observation during the execution of data gathering, some parks are used by college graduates for having dance rehearsals and bottle flaring. By this, the destination may have the potential of attracting more tourists because of the presence of different activities that may be experienced by tourists. Hypothesis states that the provided and offered activities, products and space in Intramuros contributes to the destination being classified as a Tourist Friendly Destination as per rated by the tourists.

The researcher was able to assess Intramuros if it is a Tourist Friendly Destination. Future researchers can make use of the gathered results for future research/es about Intramuros. This research may be passed to Intramuros Administration in order for them to maintain the kind of Tourism there is in Intramuros.

On the other hand, this study limited its ability to generalize the results because of the number of respondents that were part of the research given that the researcher only distributed survey questionnaire to the minimum number of respondents which is 150. Furthermore, future researchers may use this study as reference when conducting a study regarding Tourist Friendly Destinations.

PROPOSED ACTION PLAN FOR INTRAMUROS

The objective of the study is to assess Intramuros as a Tourist Friendly destination taking into consideration the Dimensions of Activity, Product and Space. With the results gathered for this study, the researcher came up with an action plan that will best fit the role of Intramuros in the Philippines as a tourist friendly destination. This proposed action plan will be useful for the local government, business establishments inside Intramuros and for the tourists.

RATIONALE

The image of a specific destination is certainly helpful in providing the tourist an idea of what to expect in a particular tourist destination. The Philippines' "Walled City" that is known to be Intramuros is also one of the oldest district in Manila that experienced many unfortunate events yet it is a tourist destination in the present time.

The researcher proposed an action plan that will help Intramuros Administration maintain its practices and services provided to tourist to continue meeting the demands of the tourist which will then result to their satisfaction in visiting the tourist friendly destination. This proposed action plan will be useful for the local government, business establishments inside Intramuros and for the tourists.

The proposed action plan is based on the results of the gathered data. Specifically, variables in the dimension of activity, product and space that got the lowest mean and taking into consideration the significant difference in the assessment of the respondents when grouped by demographic profile.

PROPOSED ACTION PLANS:

1. Dimension of Activity

1.1 Mix Activities

Based on the results, respondents “agree” that there are adequate number of mixed activities offered in Intramuros. In line with this, the researcher created a brochure that will promote the activities in Intramuros which includes, Intramuros tours, shopping, dining, and even staying at the hotels that are located in the country’s walled city. The said brochure may be distributed by the service providers inside Intramuros to the tourists upon entrance.

Intramuros Administration will first conduct a meeting with all the personnel of Intramuros including the service providers of different establishments in the area that there will be a brochure that each establishment must have in case a tourist asks what else can they do in the area. The brochure will enable the tourists to become aware that Intramuros has a lot to offer.

Results showed that there is a significant difference of the assessment of the respondents when grouped by age and highest educational attainment. With this, the researcher came up with a brochure that will be understood by the tourists of all ages.

2. Dimension of Product

2.1 Service

Quality goods and services must be provided to tourists visiting intramuros. All service providers inside Intramuros must always take into consideration that tourists’ desire to learn, explore new experiences and expand their meaning of life is the reason why they travel.

Based on the results of the data gathering, most of the respondents “agree” that quality goods and services are offered to tourists inside Intramuros.

With this, the researcher came up with an action plan that will help improve these offerings by conducting a seminar headed by Intramuros Administration that is related to standardising the brand of product and service in Intramuros. The seminar will include the type of greeting, tours and values that must be practiced by all service providers inside Intramuros. The said seminar must be attended by all service providers inside Intramuros.

By standardising the brand of service in Intramuros, the employees under Intramuros Administration and all the tourism related establishments will have more chance to showcase the true Filipino hospitality and service in which we are known for. Greetings in Intramuros for example can be “Maligayang pag dating sa Intramuros!” while for closing phrases, “Salamat sa pag bisita sa Intramuros!” can be used. Also, the type of values that must be practiced by the employees inside Intramuros must promote true Filipino values and that is being caring and hospitable.

3. Dimension of Space

3.1 Location

In terms of the location, the researcher came up with an action plan that is connected with the destination’s transportation networks. Based on the results, this is the factor in the Dimension of Space that got the lowest rating by the respondents.

Based on the observation of the researcher, there are many streets that may be crossed in the area upon entering Intramuros. With this, more signage regarding the parking spaces must be added in the area in order for the tourists to easily access these parking areas and this will also lessen traffic jams. Traffic jams in Intramuros occur because of the presence of tourist busses that are loading and unloading tourists at places that are not designated for drop off.

This action plan will be headed again by Intramuros administration who will be the implementing body, to be followed by all tourist establishments.

According to the results, there is a significant difference with the assessment of the dimension of space when grouped according to age and highest educational attainment. In relation to this, the map that the researcher included in the brochure that will given to the tourists upo entry in Intramuros can be easily understood and read by people of all ages

Road Map of Activities

Specific Objectives	Activities	Implementing Bodies	Timeframe	Result	Budget
Conduct a meeting with the Intramuros Administration personnel who will distribute the brochures upon entry of the tourists.	Intramuros Administration will announce to all service providers that having a brochure to be distributed for tourists' use is a must	Intramuros Administration	2 Days/ Twice every year	To promote positive tourism experience and to increase chances of meeting the tourists' expectations and demands	20,000-50,000PHP
Conduct a seminar in relation to providing quality goods and services to tourists	Tackle standardising the brand of service in Intramuros and topics that enhances quality of goods and services as well as the demands of the tourists in the present time	Intramuros Administration	1 day/ Every 6 months	To standardize and enhance the quality of goods and services that will be provided to the tourists	20,000 to 50,000php
Improvement of Transportation Networks	Addition of a map in the tourist guide brochure for tourists' reference regarding the parking areas in Intramuros	Intramuros Administration	N/A	Increased accessibility for tourists as well as smooth flow of routes and decreased chances of traffic jams.	20,000 to 50,000Php

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