

# UNDERSTANDING VISITOR'S MOTIVATION IN FORT SANTIAGO, INTRAMUROS MANILA

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**Abstract:** Motivation is what keeps the people to travel for a certain reason or purpose. Motivation helps tourists on deciding where to travel and why. Understanding each visitor's motivation will help the attraction nor the government on how to preserve their place for the benefit of the visitor's and specially the locals. Different visitor's motivation can give more ideas how to satisfy their guests by their own needs and wants. The main purpose of the study is to give and offer more ideas and suggestions on how to satisfy the visitor's by their specific needs and wants. It's also for them how to enhance their attraction for the public. The push and pull theory can help the officials to know what are their visitor's purpose on visiting the Fort Santiago. The objective of the study is to investigate the issues of the motivational concepts of visiting locations such as forms of tourism nature with the ideological dimensions with the demand for places of death and sufferings or other reasons and factors. The researcher used journals from Sekhar, C., Patwardhan, M., Singh, R., Crompton's journals in the internet and other ideas from different tourism research in the library. The researcher used a quantitative analytical method with a descriptive statistical method to gather the informations needed of the researcher to finish and accomplish some of the datas that need the answer of the desired population. It also uses a non-probability sampling with a purposive quota. The findings there are a significant relationship between the profile of the respondents and the visitor's motivation in visiting Fort Santiago.

**Keywords:** Undergraduate, Understanding, Motivation.

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## 1. INTRODUCTION

Understanding the motivational forces behind tourist behaviours could help service providers to augment and adjust their offers to become more appealing to – and hit the right notes for – target tourists. (A. Yousaf, I. Amin, J.A.C. Santos 2018). Understanding such sites may help planners and destination managers develop a better understanding of the most appropriate way to commemorate sites associated with incidents of accidental or violent death. In addition, the respectful development and interpretation of sites associated with death and atrocity will encourage site managers to create places where family, friends and interested visitors can pay respect to the dead, allow visitors to understand the tragedy and to value the site. It shows the different interests and motivations of people or tourists.

Attracting visitors may take place during a tourist's trip planning phase, or may occur as a result of on-site factors at the destination. This distinction deals with planned and unplanned visits. For this reason, identifying when and how a tourist decides to visit such sites and attractions in different places.

Understanding travel motivation therefore becomes a key requisite to understanding tourist destination choice and the entire decision making process. Different tourist motivations shows that there are different reasons why people or tourist visits such sites. It also shows how people being interested in places like Fort Santiago in Intramuros, Manila. Understanding their motivations will help people to have a better attractions and have the knowledge on how should they develop and take more care of what they have.

Buffa's (2015, p. 14051) study of young tourists' profiles and attitudes revealed that 'in the choice of destination the motivations considered most important are the discovery of new cultures, discovery of new landscapes, contemplation of natural and artistic heritage, contact with local community, [and] contact with nature'. The cited author goes on to write:

Most young tourists say they prefer local food, adapt as much as they can to the traditions and customs of the place in which they are holidaying, try to learn about their destination before travelling, would be willing to be involved in events organised by the local community and to interact with it, demonstrate interest in the protection of the authenticity of the destination, even if this means going without certain comforts, find out how to protect the local environment and reduce waste, and are concerned to ensure that their spending benefits the local population. (p. 14051)

Motivation is the driving force behind all behavior. Motivation is the processes that leads people to behave as they do, and the processes begin when a need arises that a consumer wishes to satisfy, whereas a need refers to a state felt deprivation. Therefore, motivation is an internal forces originated from a need not satisfied which impels the individual to involve in a specific behavior. From the destination point of view, understanding visitor's motivations often results in ability to increase visitors' enjoyment; moreover, it makes it possible to attract and retain more visitors (Pratminingsih, S., Rudatin, C., Rimenta, T. 2014)

In tourism industry it will help the economic of one's country to gather more tourist and increase the income of people who are getting interested in such different attractions. It is important to know and understand visitor's motivation to go. It is important to have the knowledge regarding on what people think about visiting sites, specifically the Fort Santiago in Intramuros Manila. As a tourism student, it's a must to know what is your role in tourism industry.

The researcher chose this topic to know and deeply understand the different motivations and reasons of tourists why they are visiting the site. The second aim of the researcher is to understand the tourists instincts and reasons about visiting travelling to different country just to visit a certain place, local or international people who travel to know and see the Fort Santiago. It is the landmark of Manila, that serves as the main reason why Manila is known for it's historical city.

## **2. PUSH AND PULL THEORY**

Some previous researchers have been done to find out Push-pull factors when they do travelling and tour. The approachment that have been used to identify push-pull factor are also different, one researcher uses qualitative approaches like personal interview in Crompton 1979 study. (J. Said 2018) Crompton's 1979 push and pull model emphasizes that tourist's choice of a travel destination is influenced by two forces. Push factors that push individuals from home, and pull factors that pull individuals toward a destination. Crompton focused on seven push- socio- psychological factors; escape, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relations and facilitation of social interaction perceived to be related to the tourists themselves; and two cultural pull factors; novelty and education, related to the destination.

For this research it is necessary to include visitor motivations as a push and pull theory. Motivations of individuals to visit regular tourist places include getting acquainted with other cultures and increase one's knowledge and curiosity about these locations. Furthermore, motivations often involve entertainment purposes, such as having fun or seeking adventure. Relaxation, revitalization, being active and get close to nature are also common incentives to visit a certain location. However, these motivations of regular touristic locations might differ from motivations of tourists that visit black spots. Unfortunately, few literatures are available that focus on visitor motivations of Fort Santiago.

Overall, the 'push and pull' theory suggests that people travel because they are 'pushed' by internal and 'pulled' by external forces. Appreciation of this paradigm has been considered important to both destinations and business organizations working in the tourism sector as a driver to attracting visitors and enhance their destination satisfaction (Khuong and Ha, 2014; Reihanian, Hin, Kahrom, Mahmood and Porshokouh 2015).

In some studies like Pearce and Lee (2005) identified fourteen motivation factors that influence tourist behavior. These were novelty, escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, self-development(personal development) relationship (security),self-actualize, isolation,nostalgia, romance and recognition in that order of importance. However, the researcher chose the nine push and pull factors which has seven push factors and two cultural pull factors. The researcher also added some characteristics for basis in pull factors to make it four cultural pull factors, because this will help the researcher to have the specific motivations and reasons of tourists and it will give a different type of research that will serves as the uniqueness of the researcher's study. (Sebastian F., Laing J., Csikszentmihalyi M. p. 124, 2016)

Nowadays, people gather and travel for a reason, some of this are people who like history, who wants to know the tragedy that happened in Fort Santiago since Rizal is one of the famous Filipino Hero that captures other countries and different people to visit and see Rizal's place where he was executed. There are different attractions as well that surrounds and scattered in Manila. The Rizal Monument or Luneta Park, the San Augustin Church, National Museum of the Philippines and many more including the Fort Santiago in Intramuros, Manila.

As time goes by, the researcher will have the knowledge on what is the real motivation for tourists who have different reason in traveling. In this attraction you will see the statue of Rizal, the museum that is dedicated to him, the place where he stayed and condemned death order before his execution. Another tragedy that happened in Fort Santiago is the raising of the American flag where Americans signify the start of American ruling the Philippines. Second, is when the World War II was being held and when the Japanese Imperial Army captured the Fort Santiago to has been used its prisons and dungeons including the storage cells and gunpowder magazines for hundreds of prisoners who were killed near the end of the War. Also, approximately 600 American prisoners of war died of suffocation or hunger after being held in extremely tight quarters in the dungeons at Fort Santiago. But as of today, those dungeons are closed to public due to weak structure and safety of the guests or the tourists.

In Crompton's study it shows that it has a nine motivational factors including the seven push socio psychological factors and the two cultural pull factors. Crompton's study focuses on the nine factors, while in this study the researcher will be focusing with twenty motivational factors, wherein you will find ten motivational push factors and as well as ten motivational pull factors for more informations to gather and for more understanding in visitor's motivation.

The researcher claimed that this study is unique because it will give the idea of understanding tourists motivations in visiting sites specifically the Fort Santiago. And it named the immortal defense fortress of historical conquest in the Philippines. And, the unforgettable historical life of the Philippine National Hero Dr. Jose Rizal.

The aim of this study is to focus the understanding the motivations of the tourist visiting the Fort Santiago. The study investigates the issues of the motivational concepts of visiting locations such as forms of tourism nature with the ideological dimensions with the demand for places of death and sufferings or other reasons and factors. The researcher examines the specific motivations of visiting such sites experiences in relation to modern-day mortality.

The researcher will study and understand the visitor's motivation in visiting Fort Santiago in Intramuros Manila using the following factors. Specifically, the researcher sought to answer the following questions:

1. The demographic profile of the respondents.
  - 1.1 Age
  - 1.2 Gender
  - 1.3 Educational Attainment
2. How do the researchers assess the visitors' motivation to visit Fort Santiago?
  - 2.1 Push Factors
  - 2.2 Pull Factors
3. Is there a significant relationship between the profile of the respondents and their assessment in visitors' motivation to visit Fort Santiago?
4. What motivational program for Fort Santiago can be proposed?

### **3. METHODOLOGY**

In this study, quantitative research was used in this study. The researcher chose this type or research design because it is most commonly used and it's easy for the researcher to assess this because it will be easy to identify the basic needs and objectives of the study. Foreigners and Filipinos are the ones to be choosed for the research participants since the study is focused on visitor's who are visiting the Fort Santiago. Descriptive method is used for the sampling method, for instance the survey questionnaires are in line and known to use this kind of method.

There are approximately 300 tourists who had been part of the research population, it is focused more on foreigners who visits and come to see the site. The researcher did not only focus to the foreigners but also Filipinos are included in this study. It means that the researcher focused on everyone regardless of nationality.

Fort Santiago is the location where the researcher chose to conduct their study and understands tourists motivation in Fort Santiago, Intramuros, Manila. The researcher asked for the lists of tourists who visits the site, unfortunately the administration didn't provide the information as the researcher asked for the information needed. The administration were not given the opportunity to know the different kinds of tourist that visits the site because this is not part of the organization. The office only provides the fees, but not asking for some survey or some informations about the visitors.

Survey Questionnaires were used as the researchers sampling tool(s) to gather informations and to help the researchers aim their respective answers to reach the objectives of the researcher in this study. The researcher did personally distribute the survey questionnaires to their desired participants. The answering of the survey questionnaires is distributed inside and outside of the Fort Santiago, it is a huge attraction that's why the researcher think of segregating the questionnaires in half. Half of it are for the foreigner tourists and the remaining half is for the local tourists. Weekdays and weekends are quite best day to conduct a survey to the tourists around Fort Santiago. Weekdays because there are less people, it has more time to choose participants in this study. In weekends, it is more crowded because of the group of people who are visiting the site and sometimes educational tours are being held. Quite many times the researcher should go back and visit the chosen attraction for understanding tourists motivatation. The researcher divided the 300 tourist who has been part of the study. From February to April the researcher distributed the questionnaires for the 300 tourists during the three months of allotted time to achieve and fulfill the 300 participants. It was distributed on during the summer of 2018.

Quantitative analytical method was used by the researcher with a descriptive statistical method to gather the informations needed of the researcher to finish and accomplish some of the datas that need the answer of the desired population. It also uses a non-probability sampling with a purposive quota. The Push and Pull Theory that the researcher used shows the different types of reason and motivations in each factors for every tourists. In this theory the motivations of visitor's were already determined accordingly to the presented ideas in the theory that the researchers used and chose.

The researcher used a statistical methods such as frequency and percentage for the statement of the demographic profile 1. While for the statement of assessment of motivators, mean and standard deviation will be applied. Chi-square test of relationship will be also applied to analyze and gather the datas in the survey questionnaires.

#### **4. RESULTS AND DISCUSSIONS**

This part showcase the demographic profiles of the different respondents. The variables are Age, Gender and Educational Attainment. For Table 1 it shows the frequency, percentage, valid percentage and cumulative percentage of the respondents.

1. The demographic profile of the respondents in terms of:

##### **1.1 Age**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>18-23</b>	<b>116</b>	<b>38.7</b>	<b>38.7</b>	<b>38.7</b>
<b>24-29</b>	<b>56</b>	<b>18.7</b>	<b>18.7</b>	<b>57.3</b>
<b>30-35</b>	<b>30</b>	<b>10.0</b>	<b>10.0</b>	<b>67.3</b>
<b>36-41</b>	<b>43</b>	<b>14.3</b>	<b>14.3</b>	<b>81.7</b>
<b>42 and above</b>	<b>55</b>	<b>18.3</b>	<b>18.3</b>	
<b>TOTAL:</b>	<b>300</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Most of the respondents are between 18-23 years old, corresponding to 38.7% of the total respondents. On the other hand, the least of the respondents are between 30-35 years old, with only 10% of the total number of respondents.

Youth tourism market is regarded as the one of the most important tourism markets since youth travellers are in the first phase of their travel career that may potentially affect their future travel behaviour (Eusébio & Carneiro, 2015). Although youth tourism market has considerable potential to boost travel and tourism demand, less attention is given to this tourism segment (Boukas & Sourouklis, 2015). For youth tourists, there are various travel purposes and motivations to travel. Educational tourism takes a significant part as a most reasonable factor among others (Moisă, 2010; Ayalon & Schnell, 2014).

World youth tourism industry is estimated to be approximately 190 million international travelers per year. According to UNWTO forecasts, 2020 will be about 300 million young people who will travel in a year, accounting for 320 billion dollars in market value. WISE (The World Youth Student and Educational) defines youth tourism as a form of tourism that include independent travelers (young people are not accompanied by a parent or guardian personally) for periods of less than one year, with ages between 15 and 29 years, individuals have the motivation for such movement willingness to construe experience vital to experience new culture and to benefit from new learning opportunities formal or informal in an unknown environment, different at normal everyday life. Educational tourism, traveling students and young people plays a very important role for world tourism. Around 90`s, young travelers have represented 15 % of the tourist market. In the past decade has increased by 20% and in the near future is expected to increase by 25%. Young people today want to travel as far to go as long, resulting in more spending, but managed to keep in touch with home more than ever before.

Young people are adventurous and want to develop their own knowledge. Often chooses to work in the places they choose to visit. They have an important role in attracting new visitors to their destination. Young people are adventurous and want to develop their own knowledge. They have a wide variety of forms of tourism for young people from which to choose. Each form itself helps to progress and evolve in different ways. (AM Ghete, 2015)

The UNWTO's 2016 Annual Report confirmed the importance of youth travel, stating that it 'has become one of the fastest-growing segments of international tourism representing more than 23% of tourists travelling internationally each year' (UNWTO, 2016). Richards (2015) also confirmed that the number of youth travellers is increasing. This is in line with tourism growth in general, but young people in many countries around the world have recently acquired more purchasing power (Richards, 2015).

The findings of the respondents age we can say that most of the respondents are categorized in 18-23 years old because of the area around it and the attraction itself. It is known for histories and just a miles away from different schools in Intramuros, Manila where most of the people there are students and still at a very young age.

### 1.2 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	194	64.7	64.7	64.7
Male	106	35.3	35.3	
Total:	300	100.0	100.0	

Most of the respondents are female, corresponding to 64.7% of the total respondents. On the other hand, the male of the respondents are with only 35.3% of the total number of respondents.

The total number of respondents are 300 to be exact. The results shown above that the most answered questionnaires are from female respondents.

ITB Berlin, the world's leading travel trade fair, provided the backdrop to announcing the Global Report. The initial results indicate that across the private and public sectors women are harnessing the potential of tourism to become financially independent, challenge stereotypes and start their own businesses:

- The majority of the tourism workforce worldwide is female
- Tourism offers greater opportunities for women's entrepreneurship than the wider economy

- Tourism policies are increasingly addressing gender equality

Research has also shown more and more women are challenging gender stereotypes in the sector. In Morocco, women have been issued tour guide licenses for the first time. An airline in the UK has doubled the number of female pilots they employ. Uganda’s Hotel Owner’s Association is now led by its first female CEO, Jean Byamugisha.

These are but a few examples which can be found around the world. Together, they add up to a growing trend. Technology has also been an important factor for empowerment, providing women with more training opportunities and stimulating entrepreneurship through easier access to the tourism market.

In the public sphere, policy-makers are waking up to the importance of gender equality in tourism putting measures in place to ensure that women get a fair share of the benefits that tourism can bring.

She also added that, “Women are not just consumers of tourism; they are also owners of tourism businesses, and custodians of ecotourism. Greater efforts are needed to reflect this visibly through ensuring high-level decision-making positions in the sector.

UN Women is compiling the second edition of the Global Report on Women in Tourism in collaboration with UNWTO, GIZ, the World Bank Group and Amadeus. (UN WOMEN, 2019)

### 1.3 Educational Attainment

	Frequency	Percent	Valid Percent	Cumulative Percent
College Graduate	143	47.7	47.7	47.7
Elementary Graduate	6	2.0	2.0	49.7
Highschool Graduate	110	36.7	36.7	86.3
Other	41	13.7	13.7	
<b>Total:</b>	<b>300</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Most of the respondents are from Highschool Graduate, corresponding to 86.3%, while the least respondents base from educational attainment are the College Graduate, which has got 47.7% of the total number of respondents.

The findings of the respondents age were similar to the findings of (Eusébio & Carneiro, 2015) where a lot of travelers nowadays were young people at a very young age. They tend to travel more rather than the older ones because they are the influencers of this generation. They are curious with a lot of things and they do have a lot of reasons for travelling. Regardless of socioeconomic class, the positive effects of youth travel extend far beyond the classroom educational travel correlates with two of the markers most commonly seen as indicators of success: higher education and personal income. Nine out of ten people who took educational trips during their youth say the experiences helped their education or careers. Educational travel influenced the career choices of more than half (52%) of those surveyed.

Adults who experienced educational travel as teens have a median income \$5,000 higher or earn 12 percent greater personal income annually than their peers. Increased travel is linked to higher education, regardless of gender, ethnicity or other demographic factors students who took educational trips were more likely to graduate from high school, attend college and go to graduate school. A majority of adults (57%) who took educational trips as children and teens attained a college degree or went on to do post-graduate work, compared to those who did not (33%). With each trip, the positive effect of educational travel grew stronger. Nearly all (95%) adults who traveled five or more times were more likely to graduate from high school, and nearly two-thirds (63%) of that group went on to graduate from college. Nine out of ten people who took educational trips say the experiences helped their education or careers.

### 2.1 Push Factors

I visit Fort Santiago...

The table below shows that among the 10 push factors, the 8<sup>th</sup> item obtained the highest mean of 3.610, with a standard deviation of 0.5588. This implies that, the respondents “strongly agree that the first reason that motivates them to visit Fort Santiago is to gain knowledge in histories. On the other hand, the least motivator is item number 10. This only shows that the least reason for them to visit Fort Santiago is the evaluation of themselves. The mean is only 3.023, and a standard deviation of 0.6814. The item was interpreted as agree. Meaning, they all agree that the least reason to visit the place is evaluation of self. Overall mean is 3.324 and a standard deviation of 0.4305. This means that in terms of push factor, the respondents are motivated in visiting the place.

	Mean	Standard Deviation	Interpretation	Rank
1. To escape from a mess in my surroundings	3.127	.7016	Agree	9
2.To explore new things and explore the site	3.507	.5695	Strongly Agree	3
3.To evaluate myself	3.023	.6814	Agree	10
4. To seek relaxation	3.260	.6167	Agree	6
5.Giving respect or admiration to the site	3.570	.5533	Strongly Agree	2
6.To return to the place I visited	3.207	.7342	Agree	7
7.Enhancement of family relationship	3.203	.6609	Agree	8
8. To gain knowledge in histories	3.610	.5588	Strongly Agree	1
9.To find thrills and excitement	3.357	.6814	Agree	5
10.To visit a place I have not visited before	3.380	.7376	Agree	4
<b>Overall</b>	<b>3.324</b>	<b>.4305</b>	<b>Motivated</b>	

Motivational push factors can be a first step toward defining target market segments that could contribute to a marketing strategy for the promotion of reenactment sites. Push factors are intrinsic drives that motivate people to travel. If known, a common set of push factors as related to reenactment could be used to formulate a marketing strategy to diversify and increase attendance. Motivation is understood as the underlying power of rise and directly affect behavior. Motivation appears when a person wants to fulfill the needs.

Motivation is understood as the underlying power of rise and directly affect behavior. Motivation appears when a person wants to fulfill the needs. Motivation commonly related to Push-pull factors that affects visitors’ behavior. Push factors is a socio- psychological visitor contract that affects on their motivation to visit an attraction and destination (peaceful, loneliness, to feel a new experience,) (J. Said 2018)

2. How do the researchers assess the visitors’ motivation to visit Fort Santiago?

### 2.2 Pull Factors

I visit Fort Santiago...

The table shows that among the 10 pull factors, the 7<sup>th</sup> item obtained the highest mean of 3.613, with a standard deviation of 0.5399. This implies that, the respondents “strongly agree that the first reason of them to visit Fort Santiago is because of the authenticity or the originality of the site. On the other hand, the least motivator is item number 10. This only shows that the least reason for them to visit Fort Santiago is just for sightseeing purposes. The mean is only 3.373, and a standard

deviation of .6896. The item was interpreted as agree. Meaning, they all agree that the least reason to visit the place is just for sightseeing purposes.

	Mean	Standard Deviation	Interpretation	Rank
1. Novelty of the site	3.437	.5357	Agree	9
2. For educational attainment	3.503	.6309	Strongly Agree	7
3. Because the culture of the site is attractive	3.580	.5519	Strongly Agree	3
4. To see the uniqueness of the attraction	3.507	.5636	Strongly Agree	6
5. Because of the historical value of Fort Santiago	3.607	.5350	Strongly Agree	2
6. The scenic beauty of Fort Santiago	3.580	.5639	Strongly Agree	4
7. The authenticity or the originality of the site	3.613	.5399	Strongly Agree	1
8. Easy access and affordable to go to the site for tourists.	3.470	.6612	Agree	8
9. Just for sightseeing purpose	3.373	.6896	Agree	10
10. Because of the structures of the site that makes it different to other historical attractions	3.567	.5715	Strongly Agree	5
<b>OVERALL:</b>	<b>3.524</b>	<b>.4259</b>	<b>Highly Motivated</b>	

Overall mean is 3.524 and a standard deviation of 0.4259. This means that in terms of pull factor, the respondents are highly motivated in visiting the place.

Visitors' perception as a whole perception to the tourist site is the image of destination. The image of destination is a key factor and stimulus for the tourists when they choose destination. perception of someone's experience related to his feel involves between experience from surrounding environment stimulant and followed by activity as a responses or answer from the stimulant. Perception refers to how human feels, processes mentally and acts to the information that received from surrounding environment.

Positive image perception from a destination become the most favorite choice among the other at the same alternative. So that negative image perception will lessen the number of visiting. Factors that influence tourists to visit a destination are the attitude towards the destination, the opinion from relatives and friends, experience from previous travelling and the limited of time and financial. Based on tourism perspective, Darnell and Johnson 2001 found that the level of satisfaction causes the intention to come back to the destination. (J. Said, Maryono, M. 2018)

### 3. Is there a significant relationship between the profile of the respondents and their assessment in visitors' motivation to visit Fort Santiago?

#### Relationship between demographic profile and push factors

Demographic Profile	Chi-square value	df	p-value	Interpretation
Age	12.14	8	0.145	Not Significant
Gender	0.899	2	0.638	Not Significant
Educational Attainment	3.95	6	0.684	Not Significant



**Relationship between demographic profile and pull factors**

Demographic Profile	Chi-square value	df	p-value	Interpretation
Age	18.03	8	0.021*	Significant*
Gender	3.86	2	0.145	Not Significant
Educational Attainment	4.75	6	0.576	Not Significant

The two table shows the relationship between the demographic profile and the assessment of the respondents on the push and pull factors motivation. A p-value less than 0.05 indicates a significant relationship. Looking at the p-value column, only one demographic profile was found to be significantly related to their motivation, specifically pull factors. The only demographic profile that is significantly related to the factors is the age. This means that the pull factor assessment of the respondents depends on their age. The young and old have different assessment of the pull factors.

The rest of the demographic profile does not influence the motivation of the respondents. Pull factors are typically destination specific, that is, characteristics of the destination setting itself attract certain travelers. One could say that pull factors are more identifiable because they are external factors that they can be visibly compare between destinations.

Thus, different destinations have different pull factors, and it is possible to learn what it is about any given destination that governs travel decisions. Therefore, identifying a common set of pull factors applicable globally to all reenactment sites is not as easily accessible because each individual is not only motivated for unique reasons but they are also attracted to the nature of the experience rather than the unique geographical factors.

**5. CONCLUSION**

The following results were derived based from the outcome of the survey. Most of the customers are Female, Highschool Graduate and ranges in 18-23 years old. The researcher assessed the push and pull factors of visitor’s motivation in Fort Santiago, Intramuros. Found out that when it comes to Push Factor, there is a significant relationship between age, gender, educational attainment and the reason why they are visiting the said attraction. However, there is no significant relationship between the demographic profile of the respondents between the Pull Factors according to Crompton’s study.

The Fort Santiago is offering a discounts for students, senior citizens. The fare for the regular is Php 75.00 while for the discounted persons with ID presented is Php 50.00. The researcher found out that there is a museum dedicated to the Philippine Hero none other than Dr. Jose Rizal, that shows His personal life during his stay inside the Fort Santiago. They should create more historical stories about the place for the visitor’s satisfaction and maybe it will be their reason to come back visiting the Fort Santiago.

**6. OUTPUT**

The researcher could assess an activity about the history of Fort Santiago. A film viewing would help people to gain knowledge about the attraction that they are visiting. It will be implemented everyday and every Rizal Day on the 30<sup>th</sup> of December. Since there is already a Rizal Museum inside the place, they could allot a room for them to use for the film viewing which is included in the entrance fees. This film viewing would help visitors from international and local to gain more knowledge of Fort Santiago. The film would tackle about what happened in the Filipino history and the Filipino Hero. It will take about 30 to 45 minutes for the each group that will watch. Providing the good and knowledgable entertainment for the tourist will make them keep coming back and being interested for every event that is happening and presenting the culture and nature of the attaction.

Another activity that the organization could assess Cultural Events such as dance contest, theaters that will attract more visitors. This kind of event could happen during Filipino month so that tourists woud have the idea to go to the country during the Filipino month. Giving them historical knowledge about the attraction would give them excitement on how the place was built and what is the place about before it becomes a historical attraction in the country. For every part of the event should have trivias about how and what happened in that specific area. Given that the Fort Santiago is a authentic, original and historical place for everyone, visitors would appreciate small gestures that the organization provide for everyone to have a wonderful and knowledgable tour and visit.

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