

# TOURISTS' EXPECTATION, MOTIVATION AND BEHAVIOR TOWARDS VISITING INTRAMUROS, MANILA

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**Abstract:** Intramuros is a well-known historical site located in Manila which is visited frequently by tourists amounting to 1 million annually. Expectation, Motivation, and Behavior play a vital role on tourists' decision making. In this study, the researchers used the connection of Expectation, Motivation, and Behavior on tourists during and after the trip. The study is quantitative in nature, utilized quota sampling, and selected tourists as the respondents. The researchers provided survey questionnaires to 300 respondents. The result shows that most of the tourists in Intramuros are aged 20 and below, female, with a college level educational background, and Filipino nationals. The result on the expectation showing respondents expect to see beautiful views and places when visiting Intramuros suggests that the tourists did meet their expectation in visiting Intramuros. In relation with motivation, majority of the respondents' motivation to visit Intramuros are the historical places, while the lowest motivation for the respondents is to release from work and school pressure. Overall, the respondents suggest that they are motivated in visiting Intramuros. Lastly, the result on behavior shows that most of the respondents enjoyed visiting Intramuros while the lowest mean was "the visit to Intramuros exceeded my expectation". Overall, the respondents suggest that they agree with the statements on behavior, while there is a significant difference between the age, educational attainment, expectation, and motivation. Nationality is also a factor considered to contribute to a tourist's experience. Tourism experience program is proposed as the output of the study.

**Keywords:** Expectation, Motivation, Behavior and Tourist.

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## 1. INTRODUCTION

The Philippines is known to be one of the tourists' paradises in Asia having several magnificent local spots and panoramic views. This is cited in numerous articles where the Philippines is one of the frontiers in the so-called great beaches and historical scenic spots. According to the Philippine Consulate General of Guangzhou, China (2020), tourism plays an important part in the Philippine economy. The country boasts of rich natural beauty in its many spectacular beaches, sunny weather, and rich biodiversity. More than that, the Philippines' unique and complex culture, as exemplified by its people, cuisine, and lifestyle, attracts many people to visit the country.

There are some plans in dealing with the Intramuros development under Isko Moreno's leadership as Mayor of Manila. Most likely that urban renewal is one of the main concerns as well as solving the problems among the street vendors and the squatter shanties in the area further including illegal parking and traffic problems. The study conducted by Rodrigo et al., (2015) reported that the concept of "Igpaw" is needed for the restoration of the historic walled city. Igpaw is an augmented reality game created by the Ateneo Laboratory of Learning Sciences. Augmented reality can be one of the salient features in modernizing Intramuros as a tourist spot based on the following- a.) interactive applications using

tablets and the like, b.) the need for the modernization of Intramuros creating 3D technologies with lights and sounds, c.) The City Government of Manila and the Department of Interior and Local Government must consider the programs of the Intramuros Administration in order to retain its glory and legacy as one of the best tourist spots in Manila.

The tourists' Motivation, Expectation, and Behavior are some of the factors that affect tourists' travel decision making. Nowadays, different tourist attractions are being developed according to the interests of the people who decide to visit such places; furthermore, it is difficult to determine a visitor's expectation because of this new generation's preferences. According to Mayshle (2014), as a place with many memories, Intramuros, the old walled city of old Manila, has a monumental remembrance of the history of Spanish colonization in our nation especially to the administration of Intramuros. The Intramuros Administration is the agency accountable for the promotion and restoration of Intramuros. Nevertheless, there are various spaces of memory and practices within the walls of Intramuros that question restoration and make it more challenging - that is the discourse the Intramuros Administration sustains. Working on from the physical and solid space of a museum to the wandering space of a walking tour to the momentary spaces of blogs and some websites, this discourse tracks down how the presence notify the universal memory- reminiscing practices located within every place and contemplates how and what meaning is made from such existence.

According to Wang & Qu (2013), expectation has been viewed as benchmarks that consumers use to determine satisfaction or appraise performance of products and services. Expectancy theory suggests that a travel experience that meets or exceeds tourists' expectations will be remembered positively. Expectations determine performance perceptions of products and services as well as perceptions of experiences. Therefore, understanding tourist expectation when they make travel decisions is fundamental to effective destination management and marketing because evaluation of an experience is framed within a tourist's preconceived notions. Recently, tourist expectation has drawn academic attention in studies of travel agencies, accommodation, destination, and heritage site. Previous studies were directed at examining the consequences of expectations through satisfaction and quality perceptions, but major predictors determining tourist expectation have not received significant attention so far in the tourism literature. Travel motivation and destination image are the key factors influencing tourist expectation and play important role in tourist expectation formation.

The motivation to travel establishes a fundamental part of travel behavior and has been inclusively searched and applied in the marketing strategies in tourism. According to Cohen, Prayag, and Moital (2014), Customer Behavior is part of the most studied areas in marketing and tourism field, given the word 'travel behavior' or 'tourist behavior' are commonly used to define this sector of questions. Some all-inclusive analysis of the literature on Customer Behavior ideas and representation exist in the branch of tourism. In the tourism industry, many tourist destination organizations rarely conducting systematic tourists' motivation tracking survey and one reason is because they do not know from where or how to conduct it, this purifies the importance of tourist motivation-based destination image studies. The deficiency of imprecise agreement of motivation construct create the difficulty of discourse of the personal travel causes, along with the experiential study on the causes of travelling are still very tight. If a development in the learning of the relationship in the middle of tourist motivation and the destination images of tourist, it will have a tendency to create a contribution for a huge understanding of the influencing factors for the destination choice of the tourists (Ma, 2016).

## OBJECTIVES OF THE STUDY

The authors of the study opted to conduct research on Expectation, Motivation, and Behavior to develop further knowledge about the correlation of the three factors that affect tourists' travel decision making. This study is significant because examining the issues affecting tourists' Expectation, Motivation, and Behavior will help the researchers determine the preferences of the tourists and how these three major factors affect travel decision making. This study highlights gathered data in a study of local and foreign tourists who engage themselves to travel experience in Intramuros, Manila. An attempt was made to elaborate on the following elements through these statements as enumerated to be answered in the presentation, analysis, and interpretation of data; (1) What is the profile of the respondents relative to: (1.1) Age, (1.2) Gender, (1.3) Educational attainment (1.4) Nationality (2) How do the tourist asses their experience in visiting Intramuros relative to: (2.1) Expectation. (2.2) Motivation. (2.3) Behavior. (3) Is there any significant difference on the respondents' assessment on their experience in visiting Intramuros when grouped according to profile? (4) Based on the given analysis, what tourist experience program may be proposed?

## 2. METHODOLOGY

Since the nature of the study needs the description of the responses coming from the tourists, then the methodology used in the study is a descriptive, quantitative, and analytical design. Describing the responses with numerical analysis which is quantitative in nature evaluated Intramuros as one of the main tourist spots in Manila by the tourists (either Filipino or foreign tourists) who provided authentic accounts of their experiences in touring the Walled City. The design used by the authors of this study is quantitative research design. The research design is further enhanced through the descriptive research design in order to determine the overall experience of the travelers for visiting Intramuros.

The study employed data from local and foreign tourists who visit Intramuros, Manila. The researchers were not able to obtain the total number of tourists visiting Intramuros since the number of visitors every day is not constant. Hence, the respondents were tourists aged 18 to 60 years old. Sample size was determined using quota sampling and the researchers yielded a sample size requirement of at least 300 respondents. The researchers also used convenience sampling to locate available participants within the premises of Intramuros.

The numerical analysis evaluated the responses of the visitors since they were dealing with the ambiance of the Walled City. The survey was subjected for the verification of the statisticians and items were checked for the quality of the questions asked to the respondents. The quantitative data presented, based on the responses gathered from the population of 18 to 65-year-olds, depended on the number of visits in the said tourist spot.

The data collection tool used in this study is a survey questionnaire. A questionnaire was designed to identify tourists' motivational patterns in visiting Intramuros, Manila as well as their expectation and behavior. The questionnaire began with a series of questions designed to rate the listed indicators using the 4-point Likert Scale, with 4 being the highest score and 1 being the lowest score. The researchers used this to obtain specific responses from our respondents eliminating the chance of providing a neutral response to the study. The scale rating, interval range, and verbal interpretation for the Likert scale are as follows: 4 with an interval range of 3.28-4.00 was interpreted as Strongly Agree, 3 with an interval range of 2.52-3.27 was interpreted as Agree, 2 with an interval range of 1.76-2.51 was interpreted as Disagree, finally, 1 with an interval range of 1.00-1.75 was interpreted as Strongly Disagree. It also suits a descriptive study where participants' opinion is essential.

## 3. RESULTS AND DISCUSSION

**Table 1. Age of the Respondents**

Age	Frequency	Percent
20 y.o. and below	127	42.3
21-30 y.o.	128	42.7
31-40 y.o.	38	12.7
41-50 y.o.	7	2.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Table 1 shows the result regarding the age of the respondents. The result shows that most of the respondents are aged 21 to 30 years old with 128 (42.7%) respondents, followed by respondents aged 20 years old and below with 127 (42.3%) respondents. Finally, the lowest number of the respondents is found in 41 to 50 years old with 7 (2.3%) respondents.

The result shows that most of the respondents are considered young adults as it gained the highest frequency with 128; however, there were also considerable respondents 20 years old and below who are mostly students on their field trip.

**Table 2. Gender of the Respondents**

Gender	Frequency	Percent
Male	139	46.3
Female	161	53.7
<b>Total</b>	<b>300</b>	<b>100.0</b>

Table 2 shows the result regarding the gender of the respondents. The result shows that most of the respondents are females with 161 (53.7%) respondents followed by males with 139 (46.3%) respondents.

Based on the result, there are more females than males. This was perhaps a coincidence that the time the survey was conducted, there were more female respondents than male respondents.

**Table 3. Educational Attainment of the Respondents**

<b>Educational Attainment</b>	<b>Frequency</b>	<b>Percent</b>
High School	146	48.7
College	151	50.3
Masters	3	1.0
<b>Total</b>	<b>300</b>	<b>100.0</b>

Table 3 shows the result regarding the educational attainment of the respondents. The result shows that most of the respondents have a college educational attainment with 151 (50.3%) respondents, followed by respondents that are high school degree holders with 146 (48.7%) respondents. Lastly, the lowest number are master's degree holder with 3 (1.0%) respondents.

The result shows that there are more tourists with an educational attainment of a college degree. The probable reason for this could be linked to a report from PSA (2016) which stated that tourists usually had a college educational background; however, there is also a notable high number of high school student tourists (tourism.gov.ph, 2018).

**Table 4. Nationality of the Respondents**

<b>Nationality</b>	<b>Frequency</b>	<b>Percent</b>
Filipino	241	80.3
Foreign	59	19.7
<b>Total</b>	<b>300</b>	<b>100.0</b>

Table 4 shows the result regarding the nationality of the respondents. The result shows that most of the respondents are Filipino nationals with 241 (80.3%) respondents followed by foreigners with 59 (19.7%) respondents.

The probable reason there are more Filipino tourists in Intramuros is because Intramuros is famous to local travelers. According to tourism.gov.ph (2018), most of the visitors in the Intramuros were local tourists; however, the site is also famous to foreigners as a tourist destination when they visit Manila.

**Table 5. Expectation of the respondents**

<b>Expectation</b>	<b>Mean</b>	<b>Interpretation</b>	<b>Rank</b>
I expect to learn new knowledge and culture when visiting Intramuros.	3.40	Agree	3
I expect to experience new and different things when visiting Intramuros.	3.40	Agree	2
I expect to see beautiful views and places when visiting Intramuros.	3.50	Agree	1
I expect Intramuros to have a unique image.	3.40	Agree	4
I expect Intramuros to respect the natural environment.	3.40	Agree	5
<b>Overall</b>	<b>3.4133</b>	<b>Agree</b>	

Table 5 shows the result regarding the expectation of the respondents. The result shows that the highest mean is found in "I expect to see beautiful views and places when visiting Intramuros" with a mean of 3.4800, interpreted as agree. Meanwhile the lowest mean is found in "I expect Intramuros to respect the natural environment" with a mean of 3.3767, interpreted as agree. The overall mean of 3.4144 for expectation of the respondents suggests that, overall, the tourists met their expectations in visiting Intramuros.

The result revealed that the respondents provided highest mean in "I expect to see beautiful views and places when visiting Intramuros". The probable reason for this was that Intramuros offers an exquisite view and excellent sites. This is because Intramuros is an architectural wonder featuring a Spanish heritage still appreciated by visitors today.

**Table 6. Motivation of the Respondents**

Motivation	Mean	Interpretation	Rank
I visit Intramuros to experience new/different lifestyle	3.30	Agree	4.5
I visit Intramuros to broaden my horizons towards national history	3.50	Agree	2
I visit Intramuros to blend into local culture	3.30	Agree	6
I visit Intramuros because of its historical places	3.50	Strongly Agree	1
I visit Intramuros to satisfy my curiosity of the destination	3.30	Agree	4.5
I can buy well known products in Intramuros	3.10	Agree	11
I visit Intramuros for sight-seeing	3.30	Agree	7
I am excited to try the physical activities that you can do in Intramuros such as bamboo bike and walking tour	3.40	Agree	3
I am excited to meet people of opposite sex	3.10	Agree	10
I am excited to challenge my self	3.20	Agree	8
I visit Intramuros to release work/ school pressure	3.00	Agree	12
I visit Intramuros to get away from the demands at home	3.20	Agree	9
<b>Overall</b>	<b>3.2753</b>	<b>Agree</b>	

Table 6 shows the result regarding the motivation of the respondents. The result shows the highest mean is found in “I visit Intramuros because of its historical places” with a mean of 3.5367, interpreted as strongly agree while the lowest mean is found in “I visit Intramuros to release work/ school pressure” with a mean of 3.0433, interpreted as agree. Meanwhile, the overall mean of 3.2753 suggests that the respondents agree with the statements on motivation.

The probable reason why “I visit Intramuros because of its historical places” obtained the highest mean could be attributed to the fact that Intramuros is a historical site as it offers the aesthetics of the old Spanish architecture. According to Yap (2016), the Intramuros shows the heritage of the old walled city. Moreover, as a heritage, the Intramuros survived hundreds of years by which history is incorporated. This resilience creates a cultural and historical experience among the tourists visiting the site. This reflects the result of the study that the historical background of the Intramuros motivates the tourist to visit the site.

On the other hand, the lowest mean is found in “I visit Intramuros to release work/ school pressure”. This is probably due to the respondents’ primary visiting purpose of gaining historical awareness surrounding Intramuros. This is in contrast with “release of work and school pressure” where travel purpose is recreational, and not historical awareness.

According to Ma (2016), one of the reasons for a tourist’s motivation to travel is for the experience it offers to a human being. This statement explains the tourist’s desire to experience Intramuros because of the history surrounding it, not as a release for work and school related pressure. The experience of travelling for historical awareness mainly motivates the tourists.

**Table 7. Behavior of the Respondents**

Behavior	Mean	Interpretation	Rank
I am very satisfied with my visit in Intramuros	3.30	Agree	4
I am pleased that I decided to visit Intramuros	3.30	Agree	5
I totally enjoyed visiting Intramuros	3.50	Agree	1
My visit to Intramuros exceeded my expectation	3.30	Agree	6
I will speak highly of this tourist’s destination to my friends and colleagues	3.30	Agree	3
I felt at home in this tourist destination	3.30	Agree	2
<b>Overall</b>	<b>3.2983</b>	<b>Agree</b>	

Table 7 shows the result regarding the behavior of the respondents. The result shows that the highest mean, when it comes to the tourist behavior, is found in “I totally enjoyed visiting Intramuros” with a mean of 3.3500, interpreted as agree while the lowest mean is found in “My visit to Intramuros exceeded my expectation” with a mean of 3.2533, interpreted as agree. The overall mean of 3.2983 suggests that most of the respondents agree with the statements when it comes to behavior.

The probable reason the respondents totally enjoyed visiting Intramuros is because of the historical experience it provides; further, this interests the tourists who appreciate the heritage and history surrounding the Intramuros. According to Cohen and colleagues (2014), tourist behavior is important in a sense that a good expectation and motivation affect the behavior; therefore, they are basically connected to one another. Furthermore, based on the result of the study, the respondents' motivation is to naturally enjoy their visit in Intramuros, as behavior of the respondents suggests.

Meanwhile, the lowest mean is found in "My visit to Intramuros exceeded my expectation". The probable reason to this could be due to competition from other Spanish aesthetics destinations in the Philippines as this aesthetics theme is common in the Philippines. These themes are evident in Ilocos Sur, Bataan, and Taal, Batangas, to name a few. Hence, exceeding expectation could not be met since there are other places in the Philippines with similar aesthetics and theme probably already visited by the respondents.

**Table 8. Significant Difference between the age and the Expectation, Motivation and Behavior of the Respondents**

Age	P-value	Interpretation	Decision
Expectation	0.010	Significant	Reject
Motivation	0.006	Significant	Reject
Behavior	0.086	No Significant Difference	Accept

Table 8 shows the result regarding the significant difference of the age of the respondents and their assessment of Expectation, Motivation, and Behavior. The result shows that age is a factor when it comes to expectation and motivation as their p-values are less than the level of significance of 0.05. On the other hand, age is not a factor when it comes to behavior because the p-value is more than the significance level of 0.05.

The result shows that Motivation and Expectation is a factor when it comes to the age of the respondents as respondents with younger age provided higher assessments of expectation and motivation than older respondents. This means that older respondents have a higher expectation and different motivation as compared to respondents with a lower age.

**Table 9. Significant Difference between the gender and the Expectation, Motivation and Behavior of the Respondents**

Gender	P-value	Interpretation	Decision
Expectation	0.576	No Significant Difference	Accept
Motivation	0.537	No Significant Difference	Accept
Behavior	0.426	No Significant Difference	Accept

Table 9 shows the result regarding the significant difference on the gender of the respondents and their assessment of Expectation, Motivation, and Behavior. The result shows that gender is not a factor when it comes to the respondents because all the p-values are more than the significance level of 0.05.

The result reflects that there is no significant difference with the gender of the respondents and the said expectation, motivation, and behavior. A probable reason for the result is that everyone has an expectation, motivation, and behavior towards everything regardless of sexual orientation. Different age groups have the same assessment of expectation, motivation, and behavior.

**Table 10. Significant Difference between the educational attainment and the Expectation, Motivation and Behavior of the Respondents**

Educational Attainment	P-value	Interpretation	Decision
Expectation	0.002	Significant	Reject
Motivation	0.001	Significant	Reject
Behavior	0.149	No Significant Difference	Accept

Table 10 shows the result regarding the significant difference on the educational attainment of the respondents and their assessment of expectation, motivation, and behavior. The result shows that educational attainment is a factor when it comes to expectation and motivation as their p-values are less than the level of significance of 0.05. Meanwhile, educational attainment is not a factor when it comes to behavior since the p-value is more than the significance level of 0.05.



The result shows that Motivation and Expectation are factors to the educational attainment of the respondents as respondents with lower educational attainment provided higher assessments of expectation and motivation compared to respondents with higher educational attainment. This means that respondents with a higher educational attainment have a higher expectation and different motivation as compared with respondents with a lower educational attainment.

**Table 11. Significant Difference between the Nationality of the Respondents and the Expectation, Motivation and Behavior of the Respondents.**

Nationality	P-value	Interpretation	Decision
Expectation	0.000	Significant	Reject
Motivation	0.000	Significant	Reject
Behavior	0.003	Significant	Reject

Table 11 shows the result on the significant difference on the nationality of the respondents and their assessment of Expectation, Motivation, and Behavior. The result shows that nationality is a factor when it comes to expectation, motivation, and behavior as their p-values are less than the level of significance of 0.05.

The result shows that Expectation, Motivation, and Behavior are factors when it comes to the nationality of the respondents as local respondents provided higher assessments of expectation, motivation, and behavior compared with foreigner respondents. It also indicates that foreign respondents have a higher expectation and different motivation and behavior as compared with the local respondents.

#### **ACTION PLAN**

Based on the findings, the researchers have created an improved tourist experience program which will improve the motivation, expectation, and behavior experiences of the tourists visiting Intramuros. The output has five objectives. First is to designate a zone for the street vendors in Intramuros. Vendors should be relocated to a specific zone to accumulate garbage in a single place and prevent pollution. This will improve the natural environment in Intramuros. The second objective is to market Intramuros as a historical and recreational tourist site. This move will improve the marketability of Intramuros; hence, more tourists will be motivated to visit because of the area's historical value. The third objective is for the Intramuros management to add more tourist activities - not only historical activities but also other activities that tourists will enjoy. The fourth and fifth objectives of the study are based on the significant difference of the profile of the respondents and their assessments of the expectation, motivation, and behavior. The fourth objective is for the Intramuros management to add more cultural engagement activities. Examples of cultural engagement activities include cooking Filipino cuisines and traditional pottery. Lastly, the fifth objective of this output is the regular monitoring of the foreign tourists in Intramuros. This will help identify the problems foreign nationals have encountered in their visits then arrive at possible solutions that can be proposed to improve the expectation, motivation, and behavior of foreign tourists.

#### **4. CONCLUSION**

The result on the expectation shows that the respondents expect to see beautiful views and places when visiting Intramuros. This suggests that the tourists did meet their expectation in visiting Intramuros. In relation with the motivation, majority of the respondents are motivated to visit Intramuros for its historical places while the lowest motivation for the respondents is release from work and school pressure. Overall results suggest that the respondents are motivated in visiting the Intramuros. Lastly, the result on behavior shows that most of the respondents enjoyed visiting Intramuros while the lowest mean is obtained by "the visit to Intramuros exceeded my expectation". Overall results suggest that the respondents agreed with the statements on behavior.

The result on the significant difference of the profile of the respondents and their assessment of Expectation, Motivation, and Behavior shows that there is significant difference with age and educational attainment regarding expectation and motivation. On the other hand, there is no significant difference with gender and nationality regarding expectation, motivation, and behavior. Based on the findings, the researchers therefore conclude that most of the tourists in Intramuros are aged 21 to 30, female, with a college level educational background, and are Filipinos. Furthermore, the respondents agreed that Intramuros meets their expectation, that it motivates them to visit Intramuros, and agreed with the statements on Behavior. Meanwhile, there is a significant difference in factors regarding age and educational attainment.

## 5. RECOMENDATIONS

The researchers developed a set of recommendations based on the lowest of each mean on each factor - Expectation, Motivation and Behavior. First is designating a zone for the street vendors in Intramuros. Second will be to market the Intramuros as a historical and recreational tourist site. Third is for the management of Intramuros to add more tourist activities such as Filipino Costume Rentals and Intramuros Universities Tour. Fourth is for the Intramuros management to add cultural management activities like cooking Filipino Cuisines and Traditional Filipino Pottery. Lastly, the Intramuros management should regularly monitor feedbacks from foreign tourists.

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