

EMPIRICAL ANALYSIS OF THE 5-A'S OF TOURISM AND ITS IMPACT ON TOURISTS' TRAVEL INTENTIONS

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Abstract: Tourism is a significant indicator and driver of economic and social development. It stimulates income, employment, and investment. Additionally, it produces significant collateral advantages, such as the preservation of natural resources, cultural assets, enhanced infrastructure, and facilities for the local population. But tourism can affect travelers in a favorable or bad way depending on planning, development, and management.

This research study validated the 5-A's of tourism namely – Attraction, Accessibility, Accommodation, Amenities and Activities - affect travelers' intentions.

Based on the study's findings, the researchers came to the conclusion that tourists' intentions to travel are primarily influenced by a variety of factors, including their own preferences, expectations, motivations, and satisfaction, as well as destination marketing and other elements.

For a destination to achieve high profitability rate, it must prioritize attracting visitors. And destinations can only succeed in attracting visitors if the location possesses the attributes that will draw positive impact to the tourists.

Keywords: Tourism, Tourism Attraction, Tourism Accessibility, Tourism Accommodation, Tourism Amenities, Tourism Activities

RESEARCH BACKGROUND

The tourism industry, usually known as the travel industry, is associated with the concept of people traveling from one place to another, either locally or globally, for leisure, social, or business reasons. It is closely related to the hotel, hospitality, and transportation industries, and much of it revolves around keeping visitors happy, active, and well-equipped during their time away from home. It is also vital to the growth of global markets.

It increases economic revenue, provides thousands of employments, in which, according to Journal of Xi'an University of Architecture & Technology (2019), the tourism industry has twisted an actual transformation for millions of people's lives by pouring development or growth, generating massive revenue, creating various jobs, and dipping poverty among nations across the regional and universal borders.

However, achieving economic growth through tourism industry is quite difficult because it takes a lot of work and preparations. In order for a specific destination to succeed, it needs to consider and prioritize attracting visitors. And destinations can only succeed in attracting visitors if the location is accessible, has different accommodation and activities to offer. (easynterglobal.com)

Tourists may be driven to travel for a variety of reasons, including physical and mental refreshment, as well as the pursuit of excitement, amusement, or pleasure. Typically, when travelling, a visitor considers the five essential aspects which also known as Dickman's 5As of tourism. It consists of:

1. Attraction, refers to all of the characteristics that draw a traveler. It might be a location, such as nature, lakes, beaches, or monuments;

2. Accessibility refers to how to get to or from the point of interest. Ways to get there
3. Accommodation or a place to stay or a place to stay overnight while traveling;
4. Amenities: All additional services that we require while traveling for a nice and comfortable living environment, such as food, drinks, sanitary facilities, and so on;
5. Activities such as nature hikes, climbing, trekking, mountain biking, walking tours, city bike tours, canoe hire or camping. According to Mavondo (2022). Tourists' subjectivities have an important effect on behavioral intentions. He also added that travel intention primarily arises from a combination of personal preferences, expectation, motivations, and satisfaction as well as destination marketing and other factors.

Tourist destinations and their components play a significant role in attracting tourists, the researchers conducted this study to assist the tourism sector by giving valuable information that can be used in planning and decision making. Since 5A's of tourism are the factors most tourists consider before traveling, it is essential for tourism business to understand how these factors affect tourists' travel intentions after gaining experiences from a destination they have visited. With that said, the primary purpose of this paper is to investigate and pinpoint the effect of the 5A's of tourism on visitors' travel intentions. Specifically, this study sought to determine:

1. The tourist perception towards the destination in terms of accommodation, attraction, amenities, activities, and accessibility.
2. The effect of the destination's attributes to the tourist's travel intentions.

STUDY FRAMEWORKS

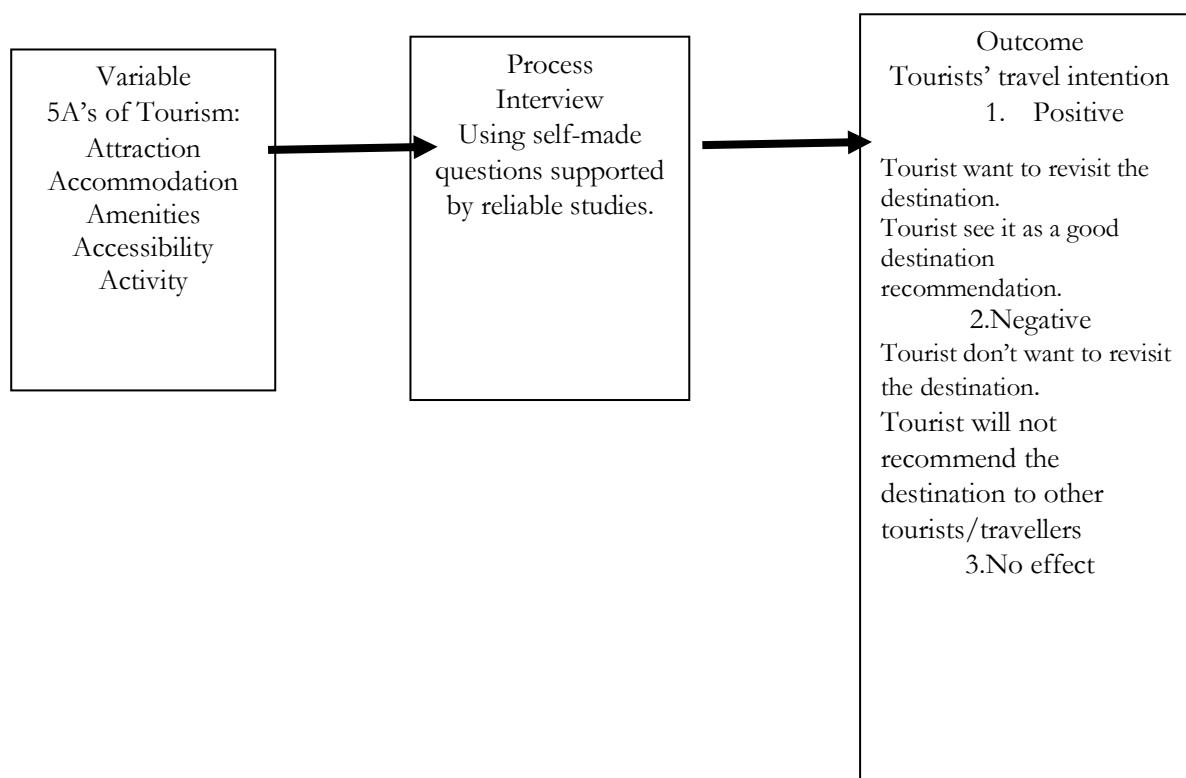
The goal of this study is to ascertain the effects of 5A's of tourism on tourists' travel intentions. The researchers focused on the attributes of tourist destination with underlying factors that affect the traveler's choice. Moreover, the respondents of this study were individuals who have visited a certain tourism hub in the Philippines. They were selected through purposive sampling technique and data were collected through interviews

The study is anchored towards the value of customer loyalty, The dimension of loyalty is a topic of boundless attention for the marketing academic literature. The relation that loyalty has with the results of establishments has been tested by several studies and the search to hold gainful customers has become a maxim in stable management.

Tourist destinations have not put attention in this matter. However, the difficulty involved in determining the loyalty of a tourist destination is a brake on its acceptance by those in charge of destination management. The expediency of measuring loyalty lies in being able to apply approaches which enable improving it, but that also effects on the enrichment of the organization's results (Journal of Xi'an University of Architecture and Technology, 2019).

(Impact of Five A's of Tourism on Tourist Loyalty in Tamil Nadu Tourism with reference to Coimbatore City. (in press). Journal of Xi'an University of Architecture & Technology, Volume XI (Issue XII, 2019), 1006–7930. <http://www.xajzkejdx.cn/gallery/110-dec2019.pdf>)

In the light of the above discussion, the importance of the 5A's of tourism were addressed. The previous study focused on the mediation of 5A's of tourism and tourist satisfaction. It was said that it is important to always consider the enhancement of the 5A's of tourism.



METHODOLOGY

The researcher used causal research design, which serves as a tool to determine the effect of 5A's of tourism on tourists' travel intentions. Explanatory research is another name for causal research. It is a type of research that looks for a cause-and-effect relationship between two distinct events. This would happen if one of the independent variables changed, causing changes in the dependent variable.

The respondents of this study have been chosen through purposive sampling technique thru Focus Group Discussions. The primary data were gathered through interview using self-made questionnaires. It focuses on determining the effect of destination's attributes on the travel intentions of tourists in terms of accommodation, attraction, accessibility, amenities, and activities.

The data were collected from the six municipalities in Marinduque. Before performing the interview, the researchers sought their permission first. Multiple data sources were gathered, following the qualitative research tradition.

DISCUSSION OF RESULTS

To analyze the data gathered, researchers used narrative analysis. Narrative analysis was used by researchers to better understand how research participants construct stories and narratives based on their own personal experiences.

Part 1: 5 A's of Tourism

The answers of the respondents are as follows:

ACCOMMODATION	
Respondents: A, B, D, E, F, H, I, K, L, M	Responses "The best stays and experiences I've ever had were all topped by this." The staff was extremely helpful and accommodating. It

	was an ideal place to stay and the location offered excellent value for money. It is a highly recommended destination. The cottages and rooms were outstanding clean, and perfect.
C, G, J	“The ambiance in Maniwaya Island is generally laid-back and relaxed, but in terms of their accommodation, I just find it a bit overrated” “The accommodation rate is a bit pricey; I just find the cottage too expensive.”

ATTRACTION	
Respondents: A, B, C, D, E, F, H, I, K, L, M	Responses Everything is nice, extraordinary and commendable. It is a beautiful tropical destination because of its natural attractions and offers various activities for visitors. Maniwaya Island has a unique blend of natural beauty, culture, and outdoor activities that makes it a great destination for travelers who seek adventure and relaxation in a serene and tropical setting.
G & J	It is not really worthy of my money. I found the entrance fee and the environmental fee is expensive.

AMENITIES	
Respondents: A, B, D, E, F, H, I, K, L	Responses Accommodations on the island provide basic amenities such as comfortable beds, air-conditioning, and private bathrooms, which most of the tourists appreciate. The restaurants and bars on the island serve a variety of local and international cuisine and refreshing drinks. The facilities in Maniwaya Island are generally comfortable and suitable for visitors who want to experience an island life.
C, G, J, M	Their rates are too expensive for their facilities and amenities. Not really satisfied with the services.

ACTIVITIES	
Respondents: A- M	Responses The Maniwaya Island’s activities really drawn good experience in most of the respondents. They found the activities enjoyable and fun but most of them are a bit disappointed for its price range. But in general, they found Maniwaya Island as a great destination for those who to enjoy experience a tropical kind of vacation.

5. ACCESSIBILITY	
Respondents: A, B, C, D, E, F, G, H, I, J, K, L, M	Responses All of the respondents did not experience any difficulties during their travel from their place to the island. They enjoyed the scenery while they’re on their way to the destination. For them, it was an awesome and enjoyable

	experience. Some also added that even though the destination is quite far, it didn't bother them because they feel safe and secured.
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Based from the aforementioned, the following can serve as a synthesis from their responses:

1. In terms of accommodation, tourists are really into cleanliness and peacefulness. Based on the responses, the ideal place for them are those who cater excellent services, laid-back and relaxing ambiance and of course accommodating staff. According to Tribe and Snaith (1998) and Truong and King (2009), tourists are greatly satisfied when their accommodation is pretty and attractive, modern and fashionable, having pleasant and friendly staff, having eye catching view. Et al. Gnanapala (2015), also identified that the facilities in the accommodation like room services and maintenance, quality and standard of bathrooms, night life and entertainments, shopping facilities and recreational facilities positively influence the satisfaction level of travelers.

However, based on the answers of the respondents, some of them said that the tourist spot's Island's accommodations and services are too expensive for what they can offer. Jeyamugan (2018), reveals that reasonable price for accommodation, safety of visitors and emergency preparedness positively impacts on tourists' perception which in turns derives higher satisfaction.

2. Attractions are one of the fundamental elements of tourism. The tourist won't be inspired to visit a location unless the attraction is not appealing. According to Kozak and Rimmington (2000), tourists mainly select their destination, utilize goods and services at the destinations, and tend to revisit those destinations according to the satisfaction they gain. Therefore, tourist satisfaction is very essential in promoting destinations. The components of a product known as attractions influence an individual's choice to visit one location over another while choosing a travel destination. Based on the responses above, it appeared that most of the respondent's experience satisfaction in terms of Maniwaya Island's attractions. Most of them said that everything about the island were nice, extraordinary and commendable. However, some of the respondents were not satisfied due to its price range, but in general, most of them considered the island as a great destination for travelers who seek adventure and relaxation in a serene and tropical setting.
3. Based on the respondents, they experienced great time with the tranquil vibe of the island and had a pleasant stay because of the available amenities. Most of them, appreciated the accommodations on the island because of the provided good amenities such as comfortable beds, air-conditioning, and private bathrooms. Consumers are now becoming more interested in an accommodation that offers amenities that improve their experience during their stay, places that are now called "Instagram able or trendy or aesthetic". In the meantime, people have placed more emphasis on the general sense of well-being, which reflects the overall wellness and happiness or a high satisfaction with life (Grzeskowiak and Sirgy, 2007). Though some of the respondents were disappointed because of the expensive rates in Maniwaya Island, still majority of them were satisfied and contented.
4. As what we can see from the respondents' answers, the destination is much worth it when there are some activities to enjoy and experience. One of the factors they are considering is to create a memorable experience. According to Hicham Rajraji (2022), It is common knowledge that tourism activities refer to all kinds of activities that visitors are able to do in a tourism destination. There are a number of activities that attract tourists to a particular destination.

A tourism destination may offer a variety of activities to its visitors. Activities such as sightseeing, swimming, playing, and taking photographs are just some of these options. And based on the respondents who went to Maniwaya island, it has a lot of activities to try and enjoy. It is something that they had never experienced where they are from. They also said that the island has a good environment and peaceful to do such activities. But on the other hand, some of them are disappointed with its price.

The respondents' travel experience going to Maniwaya was fun because of the natural beauty of the islands that you will see during the boat ride, travel time was even unnoticeable, security and safety that they felt were also for them to enjoy the long ride. According to the World Health Organization (WHO, 2023), "an estimated 1.3 billion people - about 16% of the global population - currently experience significant disability". Accessibility for all tourism facilities, products, and services should be a central part of any responsible and sustainable tourism policy. Accessibility is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues. In this case, the tourists felt that they were treated fairly, it shows in the result of the respondents. The staff provided good service in terms of assistance and answering inquiries, they were also approachable and friendly.

Part 2: Tourists' Travel Intentions

According to the results of the conducted interview, the majority of respondents consider Maniwaya Island to be a tropical haven that provides tourists with a variety of outdoor activities, stunning beaches, and picturesque landscapes. They added that the island is calm, restful place and has a laid-back atmosphere that makes it a great choice looking for a quiet getaway from bustle city life. They also said that because of its laid-back atmosphere, it is a great place for people looking for a quiet getaway from the bustle of city life. There were some of the respondents who disagreed with the majority's claim, but still can't deny the fact that Maniwaya island is really one of the province's gem.

Based on the gathered information, researchers found out that 10 out of the 13 respondents answered that they would still consider revisiting the place (which reflects positive travel intention), because, based on their own preferences, Maniwaya Island possesses positive attributes. While the rest of the respondents said that, due to what they have experienced and their own perspective, they not recommend the place to other tourists. (Negative travel intention).

Recommendations

Based on visitor experiences, several recommendations have emerged to enhance the tourism offerings on Maniwaya Island. Firstly, there is a need for pricing transparency and separate fees. Visitors have expressed concerns about overpricing and a lack of clarity regarding entrance fees, environmental fees, and accommodation costs. To address this, it is recommended that the island authorities or accommodations clearly communicate the breakdown of fees, ensuring visitors understand the charges and feel confident about the value they are receiving.

Environmental conservation is also a vital aspect. To preserve Maniwaya Island's natural beauty, the authorities should enforce sustainable practices and educate visitors and locals about responsible tourism. Implementing waste management systems, promoting eco-friendly activities, and supporting local conservation efforts will contribute to the long-term sustainability of the island as a tourist destination.

Lastly, continuous improvement is crucial. Establishing a feedback mechanism for visitors, such as suggestion boxes, feedback forms, or online surveys, can provide valuable insights for further development and enhancement. By actively seeking and considering visitor feedback, the authorities and businesses can identify areas for improvement and ensure the best possible tourism experience on Maniwaya Island.

By addressing these recommendations, tourism at hand can provide a more unforgettable experience for visitors while promoting environmental sustainability. The improvement of the transportation system will also attract more tourists.

Ergo, the tourists' travel intentions can vary depending on the destination's attributes, such as accommodation, attractions, amenities, activities, and accessibility. Travel intentions can be positive or negative, depending on the satisfaction of the tourists. In conclusion, since tourists travel intentions always depend on how the 5 A's of tourism give them satisfaction, it is important for business owners in the island to identify visitors' preferences and concerns, which will be very helpful for the destination to attract more guests and tourists, that will lead to a higher profitability rate.

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