Davao City Destination Competitiveness and Tourist's Behavior

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Abstract: *The tourism industry is widely considered to be an essential component of Davao City's economic growth and development. While many studies have shown how tourists evaluate their travel experience, little is known about important components of destination Competitiveness and tourist behavior. This study determined the relationship between Destination competitiveness and behavior dimensions. Tourist choices for Davao City's Destination competitiveness are assessed by destination marketing and management, Accessibility and information availability, tourism attributes, and tourism resources and value. Likewise, tourist behavioral intentions are evaluated by intention to revisit, word-of-mouth Intention, and loyalty. The study used a questionnaire to collect descriptive quantitative data. Researchers employed the mean, Pearson product-moment correlation, frequency, and Percentage. This survey included 350 international and domestic tourists. The majority of Respondents were females aged 30-39, with a frequency of 56.6 percent, and ages 18-24, with a frequency of 74% According to the data, the majority of tourists visited Davao City within The last 6 months to a year. The result shows that Davao City's destination competitiveness and behavioral intentions were very high. And therefore, destination marketing and management significantly affect tourists" behavioral intentions.*

Keywords: *Tourist Destination Competitiveness, Tourist Behavioral intention*

1. INTRODUCTION

Destination competitiveness is largely concerned with the destination's economic benefits in terms of revenues, taxation, employment, and the destination's and related companies' long-term growth, according to the supply side and/or tourism sector practitioners and policymakers (M Sigala, 2020). From the demand side, the tourists' perspective, destination competitiveness is inextricably linked to the overall quality of the entire tourism experience. The goal of competitiveness is to keep an organization's competitive position through positive consumer and shareholder perceptions while avoiding risks and seizing opportunities in a competitive environment. As a result, by continuing to expand the organization's offerings and skills, competitiveness can be better maintained (Tassawa & Banjongprasert, 2019). (Tassawa & Banjongprasert, 2019). The importance of a tourist destination's image is often recalled because it influences a person's subjective interpretation, subsequent actions, and destination preference. Images, not facts, are more important than tangible tools, and client expectations drive them to act or not act.

Tourism is regarded as an important sustainable livelihood tool and a sector capable of supporting economic growth while also improving a location's social, cultural, and environmental aspects (A Khan, 2020). In this regard, a country that wants to grow while implementing a new competitive strategy must first understand the factors that help or hinder tourism. Tourist behavior refers to the circumstances that lead to consumers purchasing, using, and abandoning tourist services. Services are more difficult to market because they are considered intangible. They are further complicated by the fact that they are typically found in areas where consumer behavior occurs.

Tourist behavior research has identified nine key concepts: decision-making, values, motivation, self-concept, expectations, attitude, perception, satisfaction, trust, and loyalty. Rohman (2020) developed a model titled "A particular model of traveler's destination choice" with the goal of trying to describe awareness, preference, and choice among competing destinations. The model was developed based on research findings in behavioral and cognitive psychology, marketing, and tourism. The Philippines is

one of the Southeast Asian countries that views tourism as a significant source of revenue. According to a report issued by the Philippine Statistics Authority (PSA) in 2020, prior to the COVID-19 pandemic, tourism's contribution to the country's GDP increased from 12.3 percent in 2018 to 12.7 percent in 2019. Domestic tourism expenditures increased by 10.4 percent, rising from P2.85 trillion in 2018 to P3.14 trillion in 2019. The Philippines is home to some of the world's most beautiful natural and man-made destinations. The quality of the tourism experience, according to Cimbaljevi et al. (2018), influences destination competitiveness. The competitive advantage of a location is linked to the quality of its products, as well as its pre-trip planning, on-site, and post-trip experiences, particularly when tourists can participate in on-site co-creation tourism experiences.

As a tropical country, the Philippines is home to many of the world's best resorts and is a popular tourist destination. A resort is defined as a full-service lodging facility primarily aimed at tourists and typically located in areas popular for relaxation or recreation, such as beaches, seashores, scenic or historic areas, ski parks, and spas (Landman, 2020). The variety of services and amenities offered sets it apart from a "basic" hotel. In most cases, a resort hotel offers entertainment and leisure activities.

"Davao City is the regional center of the Davao Region, the most populated city in Mindanao, and the third largest city in the Philippines. Known for its bustling economic activities, urban development, and modern amenities, Davao City is one of the island's most important economies, and the Philippines' third most important urban center. In 2013, the international community recognized Davao as the first 100 percent smoke-free metropolitan in the Association of Southeast Asian Nations (ASEAN) Region. Davao's rich history reflects the resilience and warmth that every resident of Davao City possesses. Davao City's Destination competitiveness has a great impact on tourist behavior because it attracts them and satisfies their visit to the city's tourist destinations. Tourist satisfaction and value have a significant impact on influencing behavior intentions

The researcher is urged to perform this study in order to examine the competitive inputs of Davao City for the destination's competitiveness and touristic behavior using data gathered and recognized by the Department of Tourism. The findings may be useful for prospective investors in the city's tourism industry, as well as for improving the product and services of those that are already in place, and for assisting tourists in making decisions about their next journey.

The goal of this study is to investigate the relationship between destination competitiveness, as well as tourist behavior in destination promotion, before analyzing and exploring the causal relationships. Furthermore, the current research contributes to a better understanding of destination competitiveness and the implications of tourist behaviors in different parts of Davao City's tourist destinations.

The study aims to determine Davao City's destination competitiveness and tourist's behavioral intentions. Further, the study aims to determine the relationship between destination competitiveness dimension and behavior. The study seeks to answer the following questions: What is Davao City's destination Competitiveness in terms of: 1.1 Destination Marketing and Management; 1.2 Accessibility and Information Availability; 1.3 Tourism Attributes; and 1.4 Tourism Resources and Value? What are the tourist behavioral intentions in terms of: 2.1 Intention to revisit; 2.2 Word of mouth intention; and 2.3 Loyalty? Which of the destination competitiveness dimensions significantly affects tourists" behavioral intentions? Hypothesis Ho: None of the destination competitiveness dimensions significantly affects tourists" behavioral intentions.

The study is based on the Social Exchange Theory (SET) of Tourism. SET proposes that indicated support for tourism development be seen as a willingness to engage in an exchange, with inhabitants choosing exchanges after weighing the benefits and costs. According to social exchange theory, people's attitude towards destination competitiveness, and their subsequent support for its expansion, are impacted by their assessments of the benefits of tourism to themselves and their communities (Zel et al., 2017). Siu et al. (2013).

Based on the concept of social exchange theory, people will make decisions based on specific consequences. It will consider the highest profit, incentives, good outcomes, and long-term benefits, for example. People also prefer the contract that gives them the most security, social acceptance, and independence in the tourism environment. On the other hand, people will select solutions with the fewest costs, consequences, and societal repercussions. As a result, every social transaction decision may be challenging, requiring a person to consider a variety of costs and rewards in destination competitiveness.

Another theory which is Azjen's (1985) theory of planned behavior (TPB) proposes that an individual's decision to engage in or refrain from engaging in a specific behavior, such as gambling, can be influenced by their intention to engage in that behavior.

'Intentions are assumed to capture the motivating factors that influence behavior; they are indications of how hard people are willing to try, of how much effort they intend to expend, to perform the behavior. In general, the stronger the intention to engage in a behavior, the more likely its performance (Ajzen, 1991 p. 181).

2. DESTINATION COMPETITIVENESS

Tourism destination competitiveness is critical for achieving and maintaining a favorable position in the global tourism market (Leung &Baloglu, 2013). Understanding the tourism industry requires an understanding of how these destinations are managed (Pike & Page, 2014). Competitiveness is a real concept because of the reality of change, and competitive strategies, or ways of competing in the global market, are important for tourism managers, industry players, and tourism destinations.

The competitiveness of each country's tourism sector determines the strength of the industry, its ability to attract visitors, and, ultimately, its ability to generate wealth (Guaita, Martn, and Salinas, 2020). As a result, and now more than ever, the level of competitiveness of the various countries will be critical for the recovery of the tourism industry. The pandemic has widened the gap between countries, and those with higher competitiveness are expected to face the pandemic's aftermath with greater certainty (Sigala, 2020).

Tourism competitiveness is defined in an updated perspective of Competitiveness, which serves as a reference for this study, as the optimization of the destination's resources, allowing for its development in a way that is compatible with the well-being of the locals and the preservation of resources (Dupeyras and MacCallum, 2013; Martn, Guaita, Molina, and Sartal, 2019). Because of its ability to generate revenue and jobs, the tourism industry is identified as a critical component of the global economy (Musavengane, Siakwah & Leornard 2019; Woyo & Slabbert 2019). For the last two decades, the tourism sector in Zimbabwe has been the third largest contributor to the country's gross domestic product (GDP) (World Bank 2020). Chen (2011) demonstrated that the expansion of inbound tourism has a direct impact on hotel profitability. According to Molina-Azorin et al. (2010), two factors influence firm performance in the tourism industry: location and inherent firm characteristics.

3. METHODOLOGY

3.1. Design

A quantitative research design will be used to investigate Davao City's Destination Competitiveness and Tourist Behavior. A method of acquiring formal objective data with the goal of characterizing variables and their relationships. In order to acquire data from the respondents in this study, the researcher employed a structured interview schedule, resulting in a quantitative research design. The researcher can acquire object data by asking all of the respondents the same questions with predefined replies. According to Saunders et al. (2012), the research design is a general plan to answer a research question. It brings together several components, strategies, and methods to collect and analyze data as a systematic approach to conducting a scientific inquiry.

3.2. Instruments

In order to complete the research project successfully, the researcher will use a range of technologies to collect and analyze data. The researcher used books as one of its sources of information and will use technology equipment such as computers, laptops, and smartphones to access the internet for information and communication.

3.3. Data Gathering and Treatment

The information and data obtained from the online survey questionnaire were recorded, examined, summarized, and analyzed. The data gathered were totaled and processed for interpretation according to how often participants ticked each item on the online study instrument. The researchers used secondary resources, such as published papers and literature, in addition to primary data to support the survey results.

4. RESULTS AND DISCUSSION

4.1. The Level of Davao City's Destination Competitiveness

The outputs of the sets of data on the destination attributes and tourist visit intention in nature-based tourist destinations in Davao City were presented, analyzed, and interpreted in this segment and ordered based on the objectives of this research. The order of the discussion on the mentioned topics is as follows: First, the level of destination attributes in nature-based tourist destinations in Davao City; Second, the level of tourist visit intention in a nature-based tourist destination in Davao City; Third, significant relationship between destination attributes and tourist visit intentions in a nature-based destination.

Destination Marketing and Management	4.31	0.54	Strongly Agree
Accessibility and Information Availability	4.50	0.46	Strongly Agree
Tourism Attributes	4.46	0.44	Strongly Agree
Tourism Resources and Value	4.42	0.48	Strongly Agree
Weighted Average	4.42	0.48	Strongly Agree

The study of Zeng and Gerritsen (2014) proves the findings acquired. Complex data and judgment behaviors, tourist promotion, and the focus on guiding principles for engaging with customers are all significantly influenced by social media. Utilizing social media to advertise travel-related items has shown to be a successful tactic. Furthermore, information and communication technology are crucial to the tourist industry's promotional efforts, sales, and maintenance of client relationships. The most crucial information is obtained via online interpersonal influence or word of mouth, especially when tourists choose a place (Zivkovic, Gajic & Brdar, 2014).

Table 2 demonstrates Davao City's Destination Competitiveness, which influenced tourist destination marketing and management, with an overall mean of 4.31, corresponding to a very high description and a standard deviation of 0.54. The respondents were greatly impacted by destination marketing and management, which influenced their decision to visit tourism spots in Davao City. Furthermore, accessibility and information availability have a considerable influence on destination competitiveness, with a mean of 4.50 and a standard deviation of 0.46. Another indication that has a significant impact is tourist qualities, which have a mean of 4.46 and a standard deviation of 0.44, indicating a very high description. Tourism resources and value received a mean of 4.52, indicating a very high description with a standard deviation of 0.48.

The findings of the study relate to Guaita, Martn, and Salinas (2020) destination competitiveness wherein the strength of an economy's tourism sector impacts its capacity to draw tourists and, eventually, its capacity to create income and the optimum use of the area's resources, enabling for development that is harmonious with maintaining resources and the welfare of the community.

According to the book of Palmer, Javier Rey-Maquieira, and Vicente Ramos (2020) "Destination Competitiveness", defines destination competitiveness in a conventional manner that emphasizes the capability to boost tourism expenditure, lure visitors through providing pleasant and memorable experiences, yield profit, better the well-being of destination residents, and conserve the natural resources of the destination for future generations.

Secall (2003), competitiveness refers to accomplishing goals in a sustainable manner, surpassing the average performance of the industry. This goal is achieved by generating financial, social, and environmental profits through interaction between the community and public organizations to ensure tourist satisfaction. Abreu-Novais, Ruhanen, and Arcodia (2015) share the same perspective as Secall regarding competitiveness and define it as the ability of a destination to achieve its objectives by taking into account three factors: the attractiveness of the destination, sustainability, and the resident population. (Abreu-Novais et al., 2018).

This implies that accessibility and information availability affects tourist destination competitiveness, Enhancing accessibility and ensuring the availability of accurate and accessible information are critical factors for improving the competitiveness of tourist destinations. The study that destination management organizations, tourism authorities, and stakeholders may focus on improving infrastructure, transportation systems, and information dissemination channels to foster destination competitiveness.

Table2. *The Level of Tourist Behavioral Intentions*

Indicators	Mean	SD	Description
Intention to revisit	4.23	0.71	Strongly Agree
Word of Mouth Intention	4.63	0.44	Strongly Agree
Loyalty	4.73	0.38	Strongly Agree
Weighted Average	4.53	0.51	Strongly Agree

Table 3 displays the tourist behavioral intentions to return to Davao City, which have a mean of 4.23 (very high) and a standard deviation of 0.71. As a result, the respondents' tourist behavioral intentions towards revisiting tourist locations in Davao City are highly noted. The general perception of visiting tourist attractions in Davao City received a very high grade. It signifies that all respondents intend to return to Davao City's tourist sites. Word-of-mouth intention, on the other hand, received a mean of 4.63 and a standard deviation of .44, indicating that Davao City's tourist behavior is very high based on the criterion. Meanwhile, with a mean of 4.73 and a standard deviation of 0.38, loyalty indicates that tourists are committed to returning to Davao City's tourist locations, and Davao City's tourist behavior is quite high. Understanding and understanding of visitor behavior, which is critical to the growth of the tourism industry, are required for the effective extension of tourism services.

The result relates to (X Liu 2020), where the most significant factors or indicators of future travel behavior are tourist behavior and attitude. The behavior of one tourist may be representative of the behavior of others given the importance that tourists play in society. Through their acts, tourists create social norms of behavior in the context of tourism.

This implies that loyalty affects the tourist's behavioral intentions highlighted the nature of tourist loyalty and its impact on behavioral intentions. It emphasizes the importance of nurturing and maintaining loyal customers through strategies that enhance satisfaction and strengthen emotional connections with the destination.The study establishes a positive relationship between tourist loyalty and behavioral intentions. It suggests that tourists who exhibit higher levels of loyalty towards a destination are more inclined to engage in positive behaviors, such as repeat visits, positive word-of-mouth recommendations, and a willingness to spend more money on various tourism-related activities.

Table3. *Correlation Matrix of the Measures of Davao City's Destination Competitiveness and Tourist Behavioral Intentions*

Davao City's Destination		Tourist Behavioral Intention		
Competitiveness	**Intention to revisit**	**Word of Mouth Intention**	**Loyalty**	**Overall**
Destination Marketing And Management	.428**	.303**	.227**	.410**
Accessibility and Information Availability	.404**	389**	.299**	.443**
Tourism Attributes	.458**	.430**	.382**	.514**
Tourism Resources and Value	.386**	.449**	.337**	.464**
Overall	**.493****	**.466****	**.368****	**.541****

*p<0.01

Table 4 shows the correlation matrix of the measures of Davao City's destination competitiveness and tourist behavioral intentions. Furthermore, because the correlation is significant at the 0.01 level, the table shows that the null hypothesis significantly does not affect tourists" behavioral intentions. The variables' relationship indicates that Davao City's destination competitiveness destination marketing, accessibility and information availability, tourism attributes, and tourism resources and value significantly do not affect tourist behavioral intentions. The indicators of Davao City's destination received very high ratings based on the data obtained, indicating that the respondents consider these aspects when deciding whether to revisit a particular tourist destination in Davao City.

Destination Marketing and Management brings together many different groups to work towards a common objective of creating a well-managed, sustainable tourism attraction. It is a continuing process that necessitates destination planning for the future while taking into account social, economic, cultural, and environmental risks and possibilities.

Adopting a Destination marketing and management approach allows communities and destinations to adjust to changing conditions and choose the type of tourism they want and the advantages they want, while actively managing these. "Understanding the tourism industry requires an understanding of how these destinations are managed (Pike & Page, 2014)."

The findings of this study supported the Social Exchange Theory's (SET) concept that people base their choices on certain outcomes (Zel et al., 2017). Siu (2013). It will take into account the most profit, incentives, positive results, and long-term advantages. Individuals also favor contracts that give them the greatest sense of security, acceptance by others, and independence in the tourism industry. On the other side, people will pick the solutions that have the fewest drawbacks, costs, and effects on society. Every social transaction decision may therefore be difficult, requiring a person to weigh a number of benefits and drawbacks in the context of destination competitiveness.

The overall implication, the study emphasizes the importance of destination competitiveness in shaping tourist behavioral intentions. It highlights the specific dimensions that significantly influence various behavioral intentions, providing valuable insights for destination managers and policymakers to enhance destination competitiveness and attract more visitors.

5. CONCLUSIONS AND IMPLICATIONS

The study revealed that in terms of destination marketing and management, accessibility, information accessibility, tourism qualities, and resources and value, Davao City had very high levels of destination competitiveness. It suggests that tourists were looking to revisit Davao City. They were looking for a reasonably priced, had excellent service, had good infrastructure, had enjoyable tourist activities, and were conveniently located. Also, it suggests that Davao City's tourism industry will probably grow if it adds new attractions with high standards for service, a solid reputation, and a tranquil, unique ambiance. It suggests that the traveler sought for tourism destinations in Davao City that offered reasonable rates, flawless service, good facilities, enjoyable tourist activities, a secure environment, and convenient travel locations.Davao City saw a very high degree of tourist behavior intentions, including plans for repeat visits and recommendations of the city to others and Tourism behavior intentions are highly influenced by destination marketing and management. It implies that tourist intentions to revisit Davao City is highly linked to marketing and management.

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