



Attractiveness and Competitiveness of Destination Attributes of the Province of Antique

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Abstract

The study assessed the attractiveness and competitiveness of destination attributes of the province of Antique as inputs to the provincial tourism development plan. The study, conducted from October to December 2024, focused on five main destinations such as the municipality of Pandan, Culasi, Tibiao, San Remegio, and Anini-y. A stratified random sample of 397 local, domestic, and international tourists evaluated these destinations across five criteria: uniqueness/natural beauty, historical/cultural value, accessibility, availability of basic utilities, and on-site facilities. Data was collected using a modified and adapted survey instrument and analyzed using descriptive and inferential statistics. Findings revealed that Antique's mountains, sunset views, beaches, landscapes, and coastal features are highly attractive and competitive. Accommodations and recreational facilities were also recognized as strengths. Accessibility, basic utilities, and historical/cultural value were generally perceived as attractive and competitive but require enhancements, specifically in road networks, transportation, and presentation of historical sites. Analysis revealed differences in attractiveness and competitiveness perceptions, except that lower-spending visitors rated historical/cultural value, accessibility, basic utilities, and on-site facilities as more attractive. Significant differences in competitiveness were observed based on daily expenditures, purpose of visit, and length of stay for various attributes, and a significant correlation was found between the perceived attractiveness and competitiveness of all destination attributes. The study concludes that Antique's tourism appeal is fueled by its unique natural assets, attracting local and domestic tourists seeking leisure and recreation. Therefore, it is recommended for government, and private sectors involve in operating tourism destination in the province of Antique to develop comprehensive, sustainable, and attainable plans, specifically in accessibility, basic utilities, and historical/cultural value.

Keywords: destination attributes, attractiveness, competitiveness, tourism development plan, Antique Province, accessibility and utilities, historical and cultural value



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INTRODUCTION

The province of Antique in the Philippines is abundantly blessed with diverse tourist attractions, including beaches, mountains, and cultural sites, leading to increasing tourist arrivals each year. This growth motivates local tourism businesses to further develop and promote both existing and potential destinations, with a strong emphasis on eco-tourism. Visitors to Antique can experience a range of unique attractions such as Mararison Island, Malumpati Cold Spring, the Kawa Hot Bath, mountain resorts, Nogas Island's hot springs, and mountain activities and garden attractions. In Antique province, tourism is

largely focused on a few municipalities. Anini-y, Pandan, Culasi, and San Remigio accounted for over 80% of tourist arrivals, with Culasi, Pandan, and Anini-y leading in overnight stays. These areas attract the majority of tourists, with Culasi, Pandan, and Anini-y being particularly popular for overnight stays. While domestic tourism is growing, the province still sees foreign visitors from countries like Korea, Taiwan, Austria, and the USA. Before the pandemic, specifically between 2017 and 2019, Antique experienced a general decline in tourist arrivals. However, the tourism landscape has shifted during post-pandemic (2023-2024). Although overnight stays have seen a slight dip, there's been a significant increase in same-day

trips, suggesting a strong rebound in tourism, especially for shorter visits, and a change in how people are choosing to travel. (Source: Provincial Tourism Office, 2025).

The attractiveness of a tourist destination, influenced by factors like tourist spots, accessibility, and safety, is crucial for attracting visitors (Morozov and Morozova, 2016). In this study, destination attractiveness is understood as the overall appeal of tourism attributes, including natural and created features, which motivate tourists to visit a particular location. This is measured through key indicators such as uniqueness and natural beauty, historical and cultural value, accessibility, availability of basic utilities, and on-site facilities, using a 5-point Likert scale to capture respondents' evaluations.

Competitiveness is also vital for destination enhancement (Goffi, 2013), requiring tourist input (Vengesai, et al, 2009) and understanding of tourist perceptions (Pearce & Schänzel, 2015). Accordingly, destination competitiveness is viewed as the capacity of a destination to attract and satisfy tourists while sustaining market advantage. Similar to attractiveness, it is assessed using the same set of destination attributes, with respondents rating the level of competitiveness through a corresponding 5-point scale. Research emphasizes proactive visitor experiences (Gany, 2017) and understanding attributes of competitiveness (Ramukumba, 2019; Nadalipour & Khoshkhou, 2017; Klufova, 2016). As tourism drives economic prosperity, increased investment leads to global competition (Reisinger et al., 2018; Dwyer, 2015; Woyo, 2018), necessitating enhanced competitiveness (Dupeyras & Maccallum, 2013; Dwyer, 2015). The tourism industry significantly contributes to the world economy, generating revenue and employment (Musavengane, et al., 2019; Woyo & Slabbert, 2021), contributing to GDP, employment, and exports (World Travel and Tourism Council, 2021), and fostering economic development (Ren, et al., 2019).

Despite the growth of tourism and the availability of statistical data on tourist arrivals

and accommodations, there is a clear gap in understanding how attractive and competitive Antique's tourism destination attributes truly are. In particular, there is limited empirical evaluation of the relationships among key dimensions such as uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and on-site facilities. This gap poses important consequences for tourism planning and development. Without a systematic assessment of these attributes, tourism initiatives may lack strategic focus, leading to underutilized resources, reduced competitiveness against similar destinations, and missed opportunities for sustainable economic and social benefits in the province.

Addressing this gap, the study focuses on tourism development, examining the attractiveness and competitiveness of tourist destination attributes in the Province of Antique. It highlights how the province's natural beauty, eco-tourism resources, cultural heritage, accessibility, and tourism facilities shape its overall position as a tourism destination in an increasingly competitive environment. This area is significant because tourism is a vital driver of economic growth, employment generation, and sustainable regional development. Assessing destination attractiveness and competitiveness is therefore essential in sustaining tourism growth and supporting the provincial government's revenue and development goals (Musavengane, et al., 2019; Woyo & Slabbert, 2021).

Objectives. The study aimed to determine the attractiveness and competitiveness of destination attributes of the province of Antique. Specifically, it aimed to:

1. Determine the profile of the respondents' characteristics in terms of sex, age, type of tourist/ excursionist, purpose of visit, length of stay, and average daily expenditure;
2. Determine the attractiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value,

- accessibility, availability of basic utilities, and availability of on-site facilities;
3. Determine the competitiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of on-site facilities;
 4. Determine if significant differences exist in the attractiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of on-site facilities when classified according to respondents' characteristics;
 5. Determine if significant differences exist in the competitiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of on-site facilities when classified according to respondents' characteristics; and
 6. Determine if significant relationships exist among the dimensions of attractiveness and competitiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of onsite facilities.

Hypotheses. At 0.05 level of significance, the following null hypotheses were tested:

Ho₁. No significant differences exist in the attractiveness and competitiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of on-site facilities as assessed by the respondents classified according when classified according to respondent's characteristics.

Ho₂. No significant relationships exist among the dimensions of attractiveness and

competitiveness of the destination attributes in terms of uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of onsite facilities.

Theoretical Framework. At the outset, the variable of destination competitiveness in this study is anchored on the Calgary Model of Competitiveness by Crouch and Ritchie (1999), which explains that the success of tourist destinations in the competitive market depends on multiple comparative and competitive factors. A destination that is competitive not only enhances the quality of life for its residents but also benefits the destination as a whole. Achieving competitiveness requires the effective organization and utilization of a destination's resources. Rheeders (2022) further stresses the importance of having a strong measurement system for tourism destination competitiveness, which aligns with the Calgary Model's principles. This system helps stakeholders assess strengths, weaknesses, opportunities, and threats in key areas such as attractions, infrastructure, and resource management. By providing a clear understanding of the current situation, it supports informed decision making and strategic planning, enabling targeted improvements that boost destination appeal and long-term sustainability. Similarly, based on the research of Dupeyras & MacCallum (2013), Tourism Destination Competitiveness (TDC) was described as the capacity of a place to maximize its attractiveness to both the local population and visitors. This involves providing tourism services that are excellent, innovative, and appealing, ensuring they offer great value to consumers. The goal is to increase market penetration in both domestic and international, all the while guaranteeing the efficient and sustainable use of tourism resources.

Likewise, the variable of destination attractiveness in this study is anchored on the Theory of Visitor Attractions by Goeldner et al., (2000), which emphasizes that attractions are the primary motivator for travel and constitute the basis of the tourism sector. Tourists are

drawn to destinations by attractions, driving demand for essential tourism services such as transportation, lodging, and dining. The attractiveness of a destination serves as the foundational element for its overall success in the tourism market. This inherent appeal directly dictates a destination's capacity to draw visitors, as it is the primary motivator for tourists to choose one location over another. Without a strong base of attractive features, whether natural landscapes, cultural heritage, unique experiences, or well-maintained facilities, there is little justification or incentive for investing in the development of tourism related infrastructure and services. Balkaran and Mahara (2013) emphasize that uniqueness is essential for enhancing a destination's appeal. Core resources and attractors are the primary drawing force; however, their ability to attract tourists is significantly constrained if these resources are limited or substandard. Visitors prioritize reliability, efficiency, safety, and cleanliness.

Conceptual Framework. This study investigates how destination attributes in Antique province influence its attractiveness and competitiveness, ultimately informing the provincial tourism development plan. As shown in Figure 1, the framework posits that a tourist's socio-demographic characteristics (sex, age, tourist type, purpose, length of stay, expenditure) shape their perception of attractiveness and competitiveness across key attributes: uniqueness/natural beauty, historical/cultural value, accessibility, basic utilities, and on-site facilities. Luli and Phuong (2025) highlight the influence of demographics on tourist evaluations, while Lee et al. (2015) note the impact of tourist expenditure on local businesses. Marin-Pantalescu et al. (2022) emphasize the importance of length of stay and improving tourism offerings.

The study assumes a synergistic relationship: improvements in one attribute enhance both attractiveness and competitiveness, a concept supported by Erislan (2018), who states that tourism attributes are the fundamental elements that make tourists travel. This aligns

with Crouch's (2011) emphasis on understanding attributes affecting competitiveness. The goal is to provide actionable recommendations for a sustainable and effective tourism plan, as Ritchie and Crouch (2003) underscore the importance of competitiveness for economic, social, and environmental development.

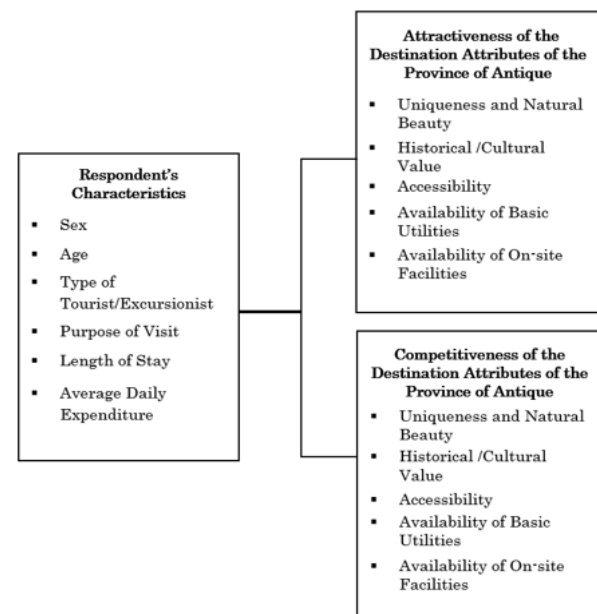


Figure 1
Framework Linking Tourist Characteristics to the Perceived Attractiveness and Competitiveness of Destination Attributes in Antique Province

In this study, same measures were used such as uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of on-site facilities for both Destination Attractiveness and Destination Competitiveness because these factors are fundamental to both concepts. Attractiveness focuses on the pull factors, what makes a destination desirable from the tourist's perspective. The measures directly reflect the qualities that create this desirability. While in competitiveness, however, looks at how well a destination performs in the market relative to others. The Calgary Model of Competitiveness acknowledges that success depends on a blend of factors. These same measures become crucial for competitiveness because a destination that is highly attractive (due to its unique features) but poorly accessible or

lacking in facilities will struggle to compete. Conversely, a destination with good infrastructure (access, utilities, facilities) can leverage its intrinsic attractions (uniqueness, history) more effectively to gain a competitive edge. The model suggests that a destination's ability to deliver on its attractions is key to its success. Attractiveness and competitiveness are not independent. A destination's attractiveness directly influences its potential competitiveness, and its competitive advantages can be used to further enhance its attractiveness. The shared measures highlight this interconnectedness.

Significance of the Study. These findings are significant for stakeholders, including the department of tourism, the provincial tourism office, local and foreign investors, the department of public works and highways, non-government organizations, tourism and hospitality businesses, universities and colleges offering tourism and hospitality management programs, the local community, tourists, and future researchers. The results may inform policymakers in creating effective policies, plans, and projects for the tourism industry. Specifically, they can be used to enhance tourism development planning focused on sustainability, improvement, and overall development. Furthermore, the study can contribute to job creation, cultural enrichment, educational opportunities, international understanding, and, most importantly, economic development. Tourists will directly benefit from elevated travel experiences that prioritize value, safety, and sustainability, leading to more fulfilling and personalized journeys. Finally, the insights will be valuable for future researchers seeking to understand the variables impacting destination competitiveness.

LITERATURE REVIEW

Literature and research highlight the crucial role of attractiveness and competitiveness of the destination attributes. Several key issues can impact these attributes, influencing the success and sustainability of tourism

destinations. Addressing these key issues and implementing sustainable tourism practices, destinations can become more attractive and competitive, protect their natural and cultural assets, and provide memorable and pleasurable experiences for visitors while ensuring long-term success and resilience.

"A destination's competitiveness is determined by a number of factors, such as the range of activities it provides, the quality of transportation, its health and wellness offerings, its carrying capacity, and its cost of living. By focusing on these features and enhancing visitor satisfaction, destinations can position themselves as attractive and sustainable tourism destinations (Vodeb and Rudez 2017; Güzel 2017; Bello & Bello 2019; Crouch, 2011, and Hossain & Islam 2019).

The interconnectedness of destination attractiveness and destination competitiveness, emphasizing that destination attractiveness significantly impacts destination competitiveness. According to (Kresic 2008; Islam & Chaudhary 2021; Raimkulov et al. 2021; Cracolici & Nijkamp 2008), destination attractiveness is a key driver of destination competitiveness, directly influencing tourists' decisions. While natural features are seen as the most appealing "pull factors," destination managers have little control over their development, as these attractions are the result of long-term geological and climatic processes. Therefore, understanding and quantifying destination attractiveness is crucial for enhancing competitiveness. Likewise, Sharma, et al., (2018); Morozov and Morozova (2016); and Ramukumba (2019) emphasize that maintaining cleanliness, ensuring visitor safety, optimizing restaurant types, and monitoring service quality are vital for preserving destination originality and attractiveness. Highlighting natural beauty, local features, community behavior, and essential services is also crucial. Effective collaboration between government, the private sector, and stakeholders, including local communities, is necessary for sustainable tourism initiatives. Surprisingly, aspects like accessibility, outdoor activities, and historical

sites were rated lower in importance by tourists, suggesting a need to reassess and prioritize these aspects to enhance destination success and competitiveness.

Vengesayi, et al. (2009) also indicate that destination managers should enhance attractiveness by developing attractions, educating locals on tourism's importance, and promoting friendly interactions with tourists. Prioritizing these attributes and educating locals fosters a welcoming environment, improving the visitor experience and destination image. This insight enables them to prioritize initiatives that will effectively elevate the attractiveness of the destination, which would lead to an improved visitor satisfaction and competitiveness in the tourism industry (Nadalipour & Taghipour 2016; Romero, et al., 2016 and Sánchez & López, 2015).

In today's competitive tourism market, destination attractiveness is a major factor in success. It's not just about having attractions; it's about creating unique, sustainable, and memorable experiences that appeal to tourists. Pavković et al. (2023) contribute to this understanding by revealing that positive perceived quality can compensate for unmet expectations, particularly in cultural, historical, and atmospheric dimensions. This aligns with Prebežac's (2011) distinction between tangible attractions and the cognitive perception of attractiveness, highlighting the importance of managing both. Studies by Kresic (2008), Cracolici and Nijkamp (2008), and Nadalipour and Taghipour (2016) further underscore the need for quantitative tools, holistic approaches that integrate micro and macro perspectives, and consideration of contextual factors in assessing and enhancing destination competitiveness.

Several studies highlight that attractiveness is a key driver of competitiveness in tourism. Kresic (2008) advocates for quantifying attractiveness using the Index of Destination Attractiveness (IDA) to gain a competitive edge. Cracolici and Nijkamp (2008) add that tourist perceptions of destination attributes influence a

region's competitive standing, highlighting the importance of subjective factors like satisfaction. Nadalipour and Taghipour (2016) emphasize considering contextual factors and understanding the distinction between attractiveness and competitiveness to identify strengths and weaknesses. The joint analysis of RTA and DCI validates that destinations should use the integration of micro (tourist perceptions) and macro (tourist flows) to maintain a strong market position. Furthermore, Socio-demographic characteristics significantly influence tourists' perceptions and preferences, impacting destination attractiveness and competitiveness. Dela Cruz (2023) found that factors like gender, age, income, and occupation affect perceptions of safety, cleanliness, and ambiance, highlighting the need for tailored services. Furthermore, Prebežac (2011) differentiates between tangible attractions and cognitive attractiveness, emphasizing the need for both tangible improvements and positive destination branding.

METHODS

Research Design. This study employed a survey-correlational approach to determine the attractiveness and competitiveness of Antique's destination attributes and to identify relationships between variables. This design is appropriate because it allows the collection of standardized data from respondents regarding their perceptions of tourism destination attributes in the Province of Antique through survey questionnaires. It is effective for gathering comparable responses across key indicators such as uniqueness, accessibility, and tourism facilities from a defined sample.

In addition, the correlational aspect of the design is suitable for analyzing the extent to which destination attractiveness is associated with competitiveness, without manipulating any variables. This enables the study to identify whether perceived improvements in destination attributes correspond to higher levels of perceived competitiveness within the context of tourism development in the province.

Population and Sampling Technique. The study focused on various tourism destinations in the province of Antique in the Philippines, specifically in the municipalities of Pandan, Culasi, Tibiao, San Remegio, and Anini-y. These municipalities have been chosen as the population for the study based on data from the provincial tourism office in 2021. The study's respondents consisted of 397 visitors who had visited and explored the tourist destination features in the province of Antique. Their experiences and perspectives provided valuable insights for the research. This study employed stratified random sampling with proportionate allocation.

Research Instrument. This study employed a modified survey instrument, adapted from the Department of Tourism's (Revised 2017) tourism site/attraction evaluation criteria. The researcher selected and adapted the following criteria: uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of onsite facilities.

The survey instrument consisted of three parts:

Part 1. Socio-demographic profile. This segment collected data about the socio-demographic profile of respondents, including optional fields such as name, age category (18–30, 31–45, and 46–59), type of tourist/excursionist (local, domestic, and international), purpose of visit (leisure and recreation, business/professional, visiting friends and relatives, others), length of stay (one night, two nights, three or more nights), and daily average expenditures category (Php3,000.00 and less, Php3,001.00–Php5,000.00, Php5,001.00–Php10,000.00, and others).

Part 2. Perceptions on the attractiveness of tourism destination attributes. This segment included questions that assessed the respondents' perceptions of the attractiveness of the tourism destination attributes in Antique. A 5-point Likert scale (ranging from 1, denoting very not attractive, to 5, denoting very much

attractive) gauged the perceived attractiveness level of each attribute. Although the indicators used were similar to those in the competitiveness segment, respondents were specifically instructed to evaluate each attribute based on its ability to appeal to or motivate them to visit the destination. This ensured that responses reflected the “attractiveness” perspective of the tourism attributes.

Part 3. Perceptions on the competitiveness of tourism destination attributes. This segment focused on gathering insights into how respondents perceive the competitiveness of tourism destination attributes in Antique. The same set of indicators was used; however, respondents were guided to assess each attribute in terms of how it compares with other destinations and how it contributes to the destination's ability to attract and satisfy tourists. The 5-point Likert scale (ranging from 1 denoting as very not competitive to 5 as very highly competitive) will be employed to quantify the level of competitiveness for each attribute.

The instrument underwent content validation to assess the alignment of its items with the core concepts, topics, and domains intended to be measured. The questionnaire's content validity was initially conducted by the researcher and subsequently submitted to a panel of three experts in the tourism field for review. To ensure the reliability of the instrument, a pilot test was conducted with 30 respondents, that include the tourists and excursionists from the target tourist destinations of municipalities of Antique province. The reliability of the instrument was assessed using Cronbach's alpha, which measures internal consistency.

Ethical Consideration. This research prioritized ethical considerations throughout its conduct. Prior to data collection, the research protocol was submitted to the Research Ethics Review Board (RERB) at Central Philippine University (CPU) for approval and issuance of ethical certification. Approval was obtained from all involved sectors or establishments, including the provincial tourism office, municipal tourism

offices, destination site management, and accommodation establishments, for the conduct of the study. All information provided was handled confidentially and solely for research purposes. Respondent identities were kept private and confidential as per legal requirements, with data aggregated in a secure database accessible only to the researcher.

Data Gathering Procedure. To gather data, the researcher personally interacted with tourists who had recently visited and explored tourism destinations in Antique province, utilizing a data-gathering instrument that had been validated for reliability. The study was conducted from October to December 2024. Throughout this period, the researcher directly administered a validated and reliable survey questionnaire to tourists, ensuring accuracy and completeness. To avoid confusion, the researcher explained the purpose and importance of the study to each respondent. Prior to data collection, approval was obtained from the provincial tourism office, municipal tourism offices, accommodation establishments, and destination site management in selected municipalities.

Data Analysis Procedure. The gathered information was encoded, tabulated, computed, analyzed, and interpreted utilizing the Statistical Package for Social Sciences (SPSS, v.20) on a computer. To analyze the data, frequency counts and percentages, mean, T-test for independent samples, Analysis of variance (ANOVA), and Pearson's Product-Moment Coefficient of Correlation (Pearson's r) were used.

RESULTS AND DISCUSSION

Respondents' Profile. Table 1 shows the results of the respondents' profiles. Majority of the respondents were males, aged between 18-30 years old, and these respondents mostly did not stay overnight. Majority, they were local visitors from Antique province, followed by domestic travelers, visiting primarily for leisure and recreation to unwind, enjoy, and experience the scenic beauty, unique natural attractions, and

explore the historical and cultural sites in the province. Visitors spend less when they are in the province of Antique.

Table 1
Respondent's Profile

Category	f	%
Sex		
Male	214	54
Female	183	46
Age		
18 - 30 years old	224	56
31 - 45 years old	113	29
46 - 59 years old	60	15
Type of Tourist/Excursionist		
Local (within Antique Province)	173	44
Domestic	140	35
International	84	21
Purpose of Visit		
Leisure and recreation	286	72
Visiting friends and relatives	72	6
Business / professional activities	24	18
Research-related activities and dining experience	15	4
Length of Stay		
0 Night stay	211	53
1 Night only	91	23
2 Nights	49	12
3 or more nights	46	12
Average Daily Expenditures		
PhP3,000.00 and less	195	49
PhP3,001.00 - PhP5,000.00	101	25
PhP5,001.00 - PhP10,000.00	87	22
Above PhP10,000.00	14	4

Attractiveness of Destination Attributes. Data in Table 2 indicate that the attractiveness of the destination attributes of the province of Antique in terms of uniqueness and natural beauty, historical and cultural value, accessibility, availability of basic utilities, and availability of on-site facilities generally received an attractive assessment. Uniqueness and natural beauty, and availability of on-site facilities were assessed as very attractive. These attributes highlight the mountains and sunset viewing, followed by the beaches and coastal features attributes. Notably, the caves are required to enhance their appeal and accessibility to foster greater appreciation and enticing new

opportunities for adventure and exploration. Likewise, on-site facilities also received very attractive assessments by the respondents, specifically, the condition and structure of accommodation establishments and recreational facilities in the tourism destination sites. However, road networks/infrastructures and the availability of lifeguards/security stations in the destination sites were assessed as lower compared to accommodation and recreational facilities. The historical/cultural value, accessibility, and availability of basic utilities were generally assessed by the respondents as attractive.

Furthermore, accessibility attributes required significant improvement to create positive and inclusive tourism experience, specifically, the accessibility of destination to another destination sites, transport services available in the area, availability of transportation options, well-connected roads, accessibility of destination sites to all including those people with disabilities, seniors, and families with children, convenient travel routes, and the diversity of shopping like grocery/supermarket facilities in the area as assessed by the respondents lower compared to other attributes.

The findings suggest that Antique Province possesses attractive recreational facilities, inland/mountain resorts, pools and spring destinations, and beach resorts, leveraging its natural beauty. However, to elevate the tourism sector to a highly competitive level and meet the holistic needs of a thriving industry, strategic planning, development, and sustainable practices are required to improve accommodation and food and beverage service facilities, road networks, lifeguards, and security stations. This aligns with Islam and Chaudhary (2021), who highlight that while natural features are strong 'pull factors' and elicit a 'wow' effect, destination managers must also focus on factors within their control, such as infrastructure and amenities. The variations in destination decision-making processes underscore the importance of considering diverse pull factors and local context in tourism

management and marketing strategies for Antique Province.

Table 2
Attractiveness of Destination Attributes in Terms of Uniqueness and Natural Beauty, Historical/Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of On-site Facilities.

Destination Attributes	Mean	Desc.
Overall Mean	4.17	A
Uniqueness and Natural Beauty	4.41	VA
Climate	4.25	VA
Mountains	4.63	VA
Waterfalls	4.37	VA
Rivers	4.40	VA
Beaches	4.49	VA
Caves	4.02	A
Landscapes	4.41	VA
Sunset Viewing	4.62	VA
Coastal Features	4.47	VA
Historical/Cultural Value	4.12	A
Churches	4.13	A
Historic monuments	4.02	A
Local cuisines	4.31	VA
Festivals	4.29	VA
Arts and Craft	4.16	A
Museums	3.83	A
Accessibility	4.06	A
Accessibility of a destination to another destination sites	4.12	A
Transport services available in the area	4.01	A
Availability of transportation options	4.01	A
Well-connected roads	4.10	A
Accessibility of destination sites to all including those people with disabilities, seniors, and families with children	4.05	A
Convenient travel routes	4.08	A
Diversity of shopping like grocery/supermarket facilities in the area	4.01	A
Availability of Basic Utilities	4.08	A
Cleanliness of water supply	4.31	VA
Electrical power supply	4.15	A
Sanitation Facilities (i.e. restrooms, hand washing stations, trash receptacles)	4.20	A
Communications (i.e. internet, telephone)	3.88	A
Healthcare services (i.e. basic health clinic, first aid stations, emergency contact formation)	4.04	A
Drainage/sewerage system	3.95	A
Solid waste management system	4.01	A
Availability of On-site Facilities	4.21	VA
Condition and structure of Accommodation establishments in the tourism destination sites	4.30	VA
Condition and structure of food and beverage service facilities in the tourism destination sites	4.24	VA
Condition and structure of recreational facilities in the tourism destination sites	4.31	VA
Directional and information signage	4.14	VA
Inland/mountain resorts facilities	4.21	VA
Pools and spring destination sites	4.25	VA
Beach resorts facilities	4.28	VA
Road networks/infrastructures	4.03	A
Lifeguards/security stations available in the destination sites	4.07	A

Legend: 4.21 - 5.00 = Very attractive (VA); 3.41 - 4.20 = Attractive (A); 2.61 - 3.40 = Neither attractive/Nor not attractive (NA) = 1.81 - 2.60 Not attractive (Not A); 1.00 - 1.80 = Very unattractive (VU)

Therefore, while Antique can capitalize on its natural assets, strategic improvements in accessibility, basic utilities, and safety measures, as supported by Hossain and Islam (2019), Sardak et al. (2020), and Riwu et al. (2023), are paramount for attracting a wider range of visitors and ensuring a positive experience. By prioritizing infrastructure investment, cultural preservation, and targeted marketing, Antique can create a more vibrant and sustainable tourism industry that benefits both the local community and visitors alike, ultimately enhancing its appeal as a premier destination.

Competitiveness of Destination Attributes. Data in Table 3 shows that the competitiveness of destination attributes of the province of Antique in terms of uniqueness and natural beauty, historical and cultural value, accessibility, availability of basic utilities, and availability of on-site facilities generally received competitive assessment by tourists and excursionists. Notably, uniqueness and natural beauty advanced higher assessment compared to other destination attributes assessed as very competitive. While the destination attributes such as accessibility, availability of basic utilities, and availability of on-site facilities were perceived by the respondents as competitive. The natural attractions of Antique province, such as climate, mountains, waterfalls, rivers, beaches, and landscapes, sunset viewing, and coastal features, are consistently assessed as very competitive and serve as assets for its tourism industry. However, caves have a lower assessment, but are still considered competitive, indicating that strategic planning to improve the level of competitiveness of this attribute is needed. Historical and cultural value, accessibility, and availability of basic utilities generally received lower assessments but were still competitive. Local cuisines and festivals are highly rated and considered the strongest attributes among historical and cultural attractions. However, enhancing the appeal and presentation of historical and cultural attractions, especially historic monuments and museums, is necessary to create more competitive tourism

offerings. Similarly, basic utilities, specifically the cleanliness of water supply at the destination of Antique province, are perceived as very competitive. On-site facilities, specifically the condition and structure of recreational facilities in the tourism destination sites, inland/mountain resorts facilities, pools and spring destination sites, and beach resorts facilities, also received high ratings of assessments. This indicates that these attributes provide satisfaction and a good quality experience for tourists and excursionists.

Table 3
Competitiveness of Destination Attributes of the Province of Antique in Terms of Uniqueness and Natural Beauty, Historical/Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of On-site Facilities.

Destination Attributes	Mean	Desc.
Overall Mean	4.15	C
Uniqueness and Natural Beauty	4.41	VC
Climate	4.33	VC
Mountains	4.60	VC
Waterfalls	4.37	VC
Rivers	4.40	VC
Beaches	4.50	VC
Caves	3.97	C
Landscapes	4.44	VC
Sunset Viewing	4.58	VC
Coastal Features	4.47	VC
Historical/Cultural Value	4.04	C
Churches	4.09	C
Historic monuments	3.93	C
Local cuisines	4.28	VC
Festivals	4.21	VC
Arts and Craft	4.06	C
Museums	3.69	C
Accessibility	4.03	C
Accessibility of destination to another destination sites	4.12	C
Transport services available in the area	4.00	C
Availability of transportation options	3.99	C
Well-connected roads.	4.06	C
Accessibility of destination sites to all including those people with disabilities, seniors, and families with children	4.01	C
Convenient travel routes	4.03	C
Diversity of shopping like grocery/supermarket facilities in the area	3.96	C
Availability of Basic Utilities	4.07	C
Cleanliness of water supply	4.34	VC
Electrical power supply	4.14	C
Sanitation Facilities (i.e. restrooms, hand washing stations, trash receptacles)	4.20	C
Communications (i.e. internet, telephone)	3.87	C
Healthcare services (i.e. basic health clinic, first aid stations, emergency contact information)	4.04	C
Drainage/sewerage system	3.94	C
Solid waste management system	3.97	C

Availability of On-site Facilities	4.19	C
Condition and structure of accommodation establishments in the tourism destination sites	4.19	C
Condition and structure of food and beverage service facilities in the tourism destination sites	4.16	C
Condition and structure of recreational facilities in the tourism destination sites	4.23	VC
Directional and information signage	4.15	C
Inland/mountain resorts facilities	4.34	VC
Pools and spring destination sites	4.26	VC
Beach resorts facilities	4.25	VC
Road networks/infrastructures	4.07	C
Lifeguards/security stations available in the destination sites	4.06	C

Legend: 4.21 - 5.00 = Very attractive (VA); 3.41 - 4.20 = Attractive (A); 2.61 - 3.40 = Neither attractive /Nor not attractive (NA) = 1.81 - 2.60 Not attractive (Not A); 1.00 - 1.80 = Very unattractive (VU)

Antique's tourism potential is strong appreciations to its uniqueness and natural beauty, but to truly succeed, it needs strategic investment in cultural and historical sites, accessibility, basic utilities, and on-site facilities. By building on its strengths and addressing weaknesses, Antique can become a more well-rounded and very competitive destination. These findings align to the study of Perea and Buiza (2024) emphasizes that competitiveness of tourist destinations worldwide is of vital importance for any destination to develop and improve its positioning in the global, national and/or regional market, because the actors of tourist destinations are aware that the greater the number of tourists and tourist spending in the destination, the greater the economic development that directly and indirectly affects the different actors, the ultimate objective being to improve the quality of life of the people in the community.

Inferential Analysis of Attractiveness of destination attributes. Data in Table 4 show the results of analysis of the Attractiveness of destination attributes of the province of Antique in terms of uniqueness and natural beauty, historical and cultural value, accessibility, availability of basic utilities, and availability of on-site facilities as assessed by the respondents. The findings revealed no significant differences based on sex, age, type of tourist, purpose of visit, and length of stay.

The consistency of results highlights the attributes as strong and appealing across all demographic and travel-related factors, providing a solid foundation for destination branding and marketing. However, destination attributes such as historical and cultural value, accessibility, availability of basic utilities, and on-site facilities showed significant differences based on the respondents' average daily expenditures. Perception of attractiveness of historical and cultural value, accessibility, basic utilities, and on-site facilities indicates that lower spending visitors generally assessed this attribute as more competitive than high spending visitors.

Overall, the respondents' assessments of Antique's destination attributes reveal a mixed picture, highlighting both strengths and areas for potential improvement. Antique's uniqueness and natural beauty are consistently perceived as strong and appealing across all demographic and travel-related factors, providing a solid foundation for destination branding and marketing. However, perceptions of historical and cultural value, accessibility, basic utilities, and on-site facilities show more variation depending on the tourist type, length of stay, and spending habits. Specifically, international tourists tend to value the historical and cultural aspects more, while higher-spending tourists place greater emphasis on the quality of basic utilities. On-site facilities may require tailored improvements to cater to younger visitors, domestic tourists, and those visiting for specific purposes like research or dining, as well as addressing the needs of tourists staying for two nights and those in the middle-expenditure categories. These findings underscore the importance of a nuanced tourism management approach that leverages Antique's inherent strengths while addressing the specific needs and expectations of different visitor segments to enhance overall satisfaction and competitiveness.

The significant variation in respondents' assessment of Antique's destination attributes, such as historical/cultural value, accessibility,

Table 4

Difference in the Attractiveness of Destination Attributes in Terms of Uniqueness and Natural Beauty, Historical and Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of On-site Facilities

Category (n = 397)	Attractiveness of Destination Attributes of the Province of Antique in Terms of Uniqueness and Natural Beauty, Historical and Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of On-site Facilities														
	Uniqueness and Natural Beauty			Historical and Cultural Value			Accessibility			Availability of Basic Utilities			Availability of On-site Facilities		
	M	F/t value	Sig	M	F/t value	Sig	M	F/t value	Sig	M	F/t value	Sig	M	F/t value	Sig
Sex															
Male	4.39			4.10			4.02			4.07			4.22		
Female	4.43	0.795	0.427	4.16	0.911	0.363	4.10	0.475	0.365	4.09	0.290	0.772	4.22	0.385	0.701
Age															
18 - 30 years old	4.41			4.13			4.05			4.12			4.25		
31 - 45 years old	4.41	0.083	0.920	4.16	0.716	0.489	4.00	1.668	0.190	3.98	1.737	0.177	4.17	0.999	0.369
46 - 59 years old	4.38			4.04			4.23			4.08			4.17		
Type of Tourist/Excursionist:															
Local	4.38			4.14			4.06			4.04			4.19		
Domestic	4.41			4.10			4.01			4.12			4.26		
International	4.45	0.636	0.672	4.27	1.561	0.170	4.07	1.696	0.135	4.22	1.632	0.151	4.10	0.810	0.543
Purpose of Visit															
Leisure and recreation	4.43			4.12			4.05			4.08			4.23		
Business/professional	4.33			4.25			3.83			4.12			4.18		
Visit friends & relatives	4.34			4.05			3.90			3.98			4.17		
Other purposes such as research-related activities and dining experiences	4.41	0.882	0.450	4.36	1.238	0.296	4.58	2.028	0.109	4.42	2.032	0.109	4.67	0.715	0.546
Length of Stay															
0 Night Stay	4.41			4.18			4.16			4.13			4.26		
1 Night Only	4.39			4.07			3.89			4.00			4.26		
2 Nights	4.35	0.878	0.452	3.92	2.546	0.056	4.01	1.169	0.321	3.98	1.475	0.221	3.83	2.936	0.221
3 or more nights	4.49			4.21			4.01			4.08			4.42		
Average Daily Expenditures															
PhP3,000.00 and less	4.44			4.23			4.09			4.10			4.31		
PhP3,001.00 - PhP5,000.00	4.35			3.96			3.91			3.93			4.04		
PhP5,001.00 - PhP10,000.00	4.42	1.080	0.358	4.11	3.971*	0.008	4.11	3.701*	0.012	4.14	3.408*	0.018	4.16	6.048*	0.000
Above PhP10,000.00	4.32			3.96			4.49			4.38			4.44		

* $p < .05$

availability of basic utilities, and availability of on-site facilities, underscores the importance of perceived value in shaping destination attractiveness. This aligns with Mahdzar et al. (2015), who emphasize that a destination's appeal hinges on offering unique and advantageous tourism activities and experiences. In Antique, the ability to afford the costs associated with enjoying the destination's amenities directly influences how visitors perceive its attractiveness. This highlights the need for Antique's tourism management to not only enhance the core attributes that define its unique appeal but also to strategically address

the affordability and accessibility of these attributes across different expenditure levels. By cultivating a perception of value and ensuring that a range of experiences are accessible to diverse budget levels, Antique can

effectively shape positive perceptions and drive increased tourist visitation, reinforcing its competitive advantage as a desirable destination. This necessitates a focus on both enhancing unique attributes and strategically managing the perceived value proposition for different visitor segments.

Inferential Analysis of Competitiveness of Destination Attributes. Data in Table 5 show the results of analysis of the competitiveness of the destination attributes of the province of Antique in terms of uniqueness and natural beauty, historical and cultural value, accessibility, availability of basic utilities, and availability of on-site facilities as assessed by the respondents. The findings revealed no significant differences based on sex, age, type of tourist, purpose of visit, and length of stay. However, statistically significant differences

Table 5
Difference in the Competitiveness of Destination Attributes in Terms of Uniqueness and Natural Beauty, Historical and Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of On-site Facilities

Category (n = 397)	Competitiveness of Destination Attributes of the Province of Antique in Terms of Uniqueness and Natural Beauty, Historical and Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of On-site Facilities														
	Uniqueness and Natural Beauty			Historical and Cultural Value			Accessibility			Availability of Basic Utilities			Availability of On-site Facilities		
	M	F/t value	Sig	M	F/t value	Sig	M	F/t value	Sig	M	F/t value	Sig	M	F/t value	Sig
Sex															
Male	4.41			4.04			4.00			4.07			4.18		
Female	4.40	0.225	0.822	4.05	0.096	0.923	4.05	0.710	0.478	4.07	0.033	0.974	4.20	0.342	0.733
Age															
18 - 30 years old	4.40			4.04			4.04			4.10			4.22		
31 - 45 years old	4.42	0.070	0.932	4.07	0.375	0.667	3.95	1.146	0.319	3.99	1.096	0.335	4.14	0.733	0.481
46 - 59 years old	4.42			3.98			4.11			4.11			4.19		
Type of Tourist/Excursionist:															
Local	4.41			4.09			4.07			4.06			4.21		
Domestic	4.44			4.06			4.04			4.14			4.24	1.400	0.223
International	4.27	1.078	0.372	3.91	1.044	0.392	3.76	1.320	0.255	3.69	2.650*	0.023	3.95		
Purpose of Visit															
Leisure and recreation				4.04			4.05			4.07			4.19		
Business/professional	4.44			4.17			3.83			4.05			4.19		
Visit friends & relatives	4.26			3.93			3.90			3.96			4.10		
Other purposes such as research-related activities and dining experiences	4.30	2.511	0.058	3.93	2.201	0.087	3.90	4.845*	0.003	3.96	4.435*	0.004	4.10	3.822*	0.010
	4.51			4.18			4.58			4.66			4.67		
Length of Stay															
0 Night Stay	4.42			4.13			4.15			4.16			4.24		
1 Night Only	4.38			3.99			3.89			4.01			4.15		
2 Nights	4.42	0.201	0.896	3.84	3.004*	0.030	3.90	5.510*	0.001	3.94	2.818*	0.039	4.10	1.235	0.297
3 or more nights	4.38			3.96			3.83			3.91			4.13		
Average Daily Expenditures															
Php3,000.00 and less	4.47			4.15			4.10			4.12			4.27		
Php3,001.00 - Php5,000.00	4.31			3.87			3.87			3.92			4.05		
Php5,001.00 - Php10,000.00	4.39	2.699*	0.045	4.03	4.303*	0.005	4.02	2.802*	0.040	4.10	2.490	0.060	4.15	3.753*	0.011
Above Php10,000.00	4.33			3.82			4.19			4.27			4.40		

*p < .05

were found based on other factors: uniqueness and natural beauty destination attributes based on average daily expenditures; historical and cultural value based on length of stay and average daily expenditures; accessibility based on purpose of visit, length of stay and average daily expenditures; availability of basic utilities based on purpose of visit, length of stay; and availability of on-site facilities based on purpose of visit and average daily expenditures.

The respondents' assessments of Antique's destination competitiveness reveal a different interaction of perceptions, requiring a strategic approach to tourism management. While the uniqueness and natural beauty attributes consistently influence all demographics, making a strong foundation for branding, other attributes require more attention. Historical and cultural value is perceived differently based on tourist type, indicating a need to better cater to international visitors and enhance their

appreciation of Antique's heritage. Accessibility is strongly linked to the purpose of visit. The assessment of basic utilities is significantly influenced by tourist type and length of stay, highlighting the need to upgrade infrastructure to meet international standards and ensure a consistently positive experience for longer-staying visitors. Finally, on-site facilities are perceived differently based on the purpose of visit and average daily expenditure, underscoring the importance of providing a range of options that cater to diverse needs and budgets, particularly focusing on the mid-range spending group to enhance their overall satisfaction. This finding aligns with Riwu et al. (2023) emphasize the critical role of adequate facilities (main, supporting, and complementary) and quality services (direct evidence, reliability, responsiveness, assurance, and empathy) in increasing tourist satisfaction, encouraging repeat visits, and generating positive word-of-mouth. By focusing

on both diversifying its offerings and enhancing the quality of its facilities and services, Antique can create a more compelling and competitive tourism destination.

Correlation Analysis of Attractiveness and Competitiveness. Data in Table 6 reveal that positive and significant relationships existed in all the dimensions of attractiveness and competitiveness of the destination attributes of the province of Antique, uniqueness and natural beauty, historical/cultural value, accessibility, availability of basic utilities, and availability of on-site facilities. Given the positive correlations observed between all dimensions of attractiveness and competitiveness in Antique's tourism attributes, the implications for strategic development hinge critically on the statistical significance of these relationships. The statistically significant correlations suggest a real interdependence between these dimensions, highlighting the need for a holistic approach to tourism destination development in Antique.

Table 6
Relationships Among the Dimensions of Attractiveness and Competitiveness of the Destination Attributes in Terms of Uniqueness and Natural Beauty, Historical/Cultural Value, Accessibility, Availability of Basic Utilities, and Availability of Onsite Facilities of the Province of Antique

Variables (n=397)	Dimensions of Competitiveness of the Destination Attributes of the Province of Antique									
	Uniqueness and Natural Beauty		Historical/Cultural Value		Accessibility		Availability of Basic Utilities		Availability of On-site Facilities	
Dimensions of Attractiveness of the Destination Attributes of the Province of Antique	r	r-prob (Sig.)	r	r-prob (Sig.)	r	r-prob (Sig.)	r	r-prob (Sig.)	r	r-prob (Sig.)
Uniqueness and Natural Beauty	-	-	.497**	.000	.353**	.000	.386**	.000	.400**	.000
Historical/Cultural Value	-	-	-	-	.413**	.000	.416**	.000	.463**	.000
Accessibility	-	-	-	-	-	-	.779**	.000	.638**	.000
Availability of Basic Utilities	-	-	-	-	-	-	-	-	.655**	.000
Availability of On-site Facilities	-	-	-	-	-	-	-	-	-	-

*p < .05

**p < .05

The positive correlations observed between attractiveness and competitiveness dimensions in Antique's tourism attributes attractiveness and competitiveness in Antique's tourism require a strategic, holistic development approach. This finding aligns with Ramukumba

(2019), highlighting that even with good infrastructure, a lack of resources limits appeal. Sustained success needs continuous evaluation and enhancement of both factors. Antique should invest in interconnected areas like accessibility, and it is also suggested that focusing on resources to complement its strengths. Assessing attractiveness and competitiveness from stakeholder perspectives is essential for comprehensive planning.

Conclusions. In conclusion, while the province of Antique excels in its scenic landscapes, natural attractions, good conditions of accommodation, and recreational facilities, forming a strong base for nature-based tourism, there's a need to focus on enhancing accessibility, transportation options, and basic utilities to create a more inclusive and fulfilling experience for all visitors. The consistent appeal of Antique's province core attributes across various demographics presents a solid foundation for strategic branding and marketing efforts. By understanding the influence of visitor spending habits and travel patterns on destination perceptions, targeted development plans can be implemented to cater to diverse visitor segments. The interconnectedness of the destination's attributes emphasizes the importance of holistic tourism development, where improvements in one area positively impact others, boosting Antique's overall attractiveness and competitiveness. Furthermore, incorporating the research findings to address some issues on attractiveness and competitiveness is a valuable strategy for the province to fully realize its potential as a tourism hub. By understanding the specific needs of every tourist and what attributes need improvement, Antique can strategically organize and develop its offerings to meet visitors' expectations, leading to good quality services and visitor satisfaction. This includes focusing on cultural and historical value, and accessibility to fully maximize the visitor's experience.

Recommendations. To enhance tourism destination attributes in the province of Antique, a multifaceted approach is essential.

The Department of Tourism may consider the findings of this study for the program and project development. This development should focus on key destination attributes like natural beauty, cultural value, accessibility, utilities, and facilities to create a comprehensive and competitive tourism plan.

The Provincial Tourism Office can use the findings of this study to cultivate tourism development planning to enrich the province's attractiveness and competitiveness, especially by focusing on cultural and historical value, utilities, and accessibility, ensuring visitors have the best possible experience.

Local and Foreign Investors may enable to allocate capital effectively to projects that align with market demand which is necessary for potential visitors.

Local Government Unit (LGU) can prioritize fundings like in infrastructure, marketing, and conservation efforts that maximize the destination's attractiveness and competitiveness.

Department of Public Works and Highways (DPWH) can prioritize planning and projects in road networks, bridges, and other infrastructure projects that enhance accessibility to key attractions, improve the visitor experience, and support the sustainable growth of tourism in the province.

The Local Tourism and Hospitality Businesses directly provide services and experiences that shape a visitor's perception of the destination. By collaborating with local government and actively engaging with visitors, they contribute to a unified tourism strategy and gather essential feedback. These businesses are key to marketing the province as a top destination, and the insights from this study can guide their ongoing efforts to refine and improve their strategic initiatives.

The Universities and Colleges with Tourism and Hospitality Programs can use the results to emphasize the importance of destination

attractiveness and competitiveness in their curriculum. This could involve incorporating lessons on tourism promotion and development while maintaining a focus on what makes a destination appealing and competitive.

The Local Community benefits through job creation, cultural enrichment, educational significance, foster international brotherhood, and world understanding, and most importantly boost economic development. Therefore, the local community plays a crucial role in promoting the province as a tourist destination. By collaborating with their local government, they can help identify and develop areas that highlight the province's unique appeal, ensuring sustainable and responsible tourism growth.

Tourists can empower to experience the province of Antique tourism destinations to its fullest and to appreciate Antique's unique attributes.

Future Researchers can expand the study's scope by considering additional towns, provinces, and variables like affordability and sustainability to validate and broaden the research.

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