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## Marinduque Island: Where Culture and Adventure Meet for Sustainable Tourism

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### Abstract

Marinduque Island is a unique destination that offers a combination of cultural experiences and adventure tourism. To assess the determinants of customer behavior in Marinduque Island, a survey was conducted, and the results were presented in three tables: Summary of Mean for Cultural Experiences, Summary of Mean Ratings for New Environment, and Summary of Mean Ratings for Adventure. The findings of the study indicate that tourists highly value cultural experiences, unique environments, and exciting adventures in Marinduque Island. Specifically, tourists agreed that the creation of natural learning experiences, cultural interactions, and pleasing cultural experiences are important factors that reinforce their intent to return to Marinduque Island. They also agreed that the new tourism destination provides a unique physical environment that encourages return visits and destination loyalty. Moreover, tourists perceived that physical environment changes and unique experiences in Marinduque Island promote exciting experiences in adventure tourism. This suggests that adventure tourism in Marinduque Island is an important factor that contributes to the growth and sustainability of the tourism industry in the area. Based on the results, the study recommends that Marinduque Island should focus on providing tourists with unique and memorable experiences, including cultural experiences, a distinct physical environment, and exciting adventures. The recommendations emphasize the importance of encouraging return visits, promoting destination loyalty, and contributing to the growth and sustainability of the tourism industry in Marinduque Island. In conclusion, Marinduque Island is a valuable destination for cultural experiences and adventure tourism, and the findings of the study provide insights for the development of sustainable tourism programs and initiatives in the area.

**Keywords:** adventure, cultural experiences, Marinduque Island, new environment, return visits, sustainable tourism

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### 1. Introduction

Marinduque Island is one of the most popular tourist attractions in the Philippines, known for its rich cultural heritage, beautiful scenery, and adventure activities. The island's distinct blend of culture and natural beauty draws both domestic and international visitors, making it an important economic contributor to the province. However, the island's rapid growth in tourism has raised concerns about its environmental and cultural impact, emphasizing the importance of sustainable tourism practices. Recent research emphasizes the significance of cultural factors in influencing tourist behavior and intentions. Kim, H., Gursoy, D., & Lee, S. (2020) discovered that cultural experiences have a significant impact on tourists' intention to return to a

destination. Similarly, Wu, M.Y., Liang, S.W., & Lee, C.Y. (2019) discovered that adventure activities have a positive impact on tourist behavior and satisfaction. The negative impact of tourism on the environment, on the other hand, is a growing concern for sustainable tourism development. Sustainable tourism practices are being implemented worldwide, including in the Philippines, to address this issue. Dela Cruz, R. M. C., Alcantara, M. J. C., & Garcia, J. A. M. (2018). conducted a study that emphasized the significance of sustainable tourism practices in the Philippines, emphasizing the need to balance economic development with environmental conservation.

The lack of understanding of how cultural factors interact to influence tourist behavior and intentions to return to Marinduque Island as a sustainable tourism destination is the study's gap. The goal of this research is to close this gap by investigating the relationship between cultural experiences, new environments, and adventure activities, and how they influence tourists' behavior and intention to return to Marinduque Island as a sustainable tourism destination. The study seeks to shed light on the importance of cultural factors in the development and promotion of Marinduque Island as a premier tourism destination in the Philippines.

### Objectives of the study

1. To investigate the interaction of cultural factors and their influence on tourist behavior and intention to return to Marinduque Island as a sustainable tourism destination.
2. To identify effective strategies and practices that Marinduque Island can use to promote sustainable tourism without sacrificing the quality of cultural experiences, new environments, and adventure activities that attract tourists and encourage them to return to the destination.

### 3. Research Methodology

The study used a quantitative research approach to understand the value of cultural factors and their impact on tourists' behavior in Marinduque Island. Specifically, the study utilized a survey questionnaire to gather data from the respondents. The research population for this study was all local and foreign tourists who visited the tourist destinations in four municipalities in the province of Marinduque, Philippines. The researcher delimits the scope of the study to the entire province of Marinduque. The size of the population was determined using Slovin's random sampling formula, which resulted in a sample size of 397 respondents. The study used a quantitative research approach, and statistical tools such as mean and standard deviation were used to analyze the data. The data collected from the survey questionnaire were analyzed to understand the value of cultural factors and their impact on tourists' behavior in Marinduque Island.

### . Results and Discussion

**Table 1: Summary of Mean Ratings for Cultural Experiences**

Items of Evaluation	Mean	Std. Deviation	Qualitative Equivalent
Creation of natural learning experience reinforce intent to return to tourism destination	4.02	.870	Agree
Tourist's interactions create cultural experiences that encourage return visit	4.18	.719	Agree

Pleasant cultural travel experience determines my behavior for return intention	4.16	.757	Agree
Creates unique & measurable experiences that stimulate return visit	4.11	.748	Agree
Enjoying, learning & living a different lifestyle encourage future intentions.	4.20	.730	Strongly Agree
<b>Over all Area Mean Score for Cultural Experiences</b>	<b>4.13</b>	<b>0.506</b>	<b>Agree</b>

Based on the results, the statement "Enjoying, learning, and living a different lifestyle encourages future intentions" received the highest mean score of 4.20, indicating strong agreement with the statement. The overall mean score for cultural experiences was 4.13, which is higher than the midpoint of 3, indicating that participants generally agreed that cultural experiences influence their intent to return to the tourism destination Zhang, S., & Huang, Y. (2017).

According to this study, cultural authenticity has a positive impact on tourists' perceived value, satisfaction, and loyalty. According to the findings of this study, cultural activities positively influenced tourists' destination loyalty, particularly for those with a high level of novelty seeking. To attract and retain tourists, tourism destinations provide a variety of cultural activities. Lee, Y. J., Ko, Y. J., & Lee, S. K. (2018). Cultural experiences were found to be an important factor in adventure tourism Kim, J., & Kim, J. H. (2021), with tourists seeking out unique and authentic cultural experiences in addition to physical activities. This supports the table results' high mean ratings for items related to cultural experiences.

**Table 2: Summary of Mean Ratings for New Environment**

Items of Evaluation	Mean	Std. Deviation	Qualitative Equivalent
Travel destination provide new environment encouraging return visit & destination loyalty	4.12	.796	Agree
Physical environment changes promote exciting experiences	4.18	.715	Agree
Unique experiences can be found in the new tourism destination	4.12	.774	Agree
Tourism destination provides an experience of physical environment distinct from home for relaxation & comfort	4.15	.740	Agree
The new environment provides pleasure that encourages intention to return.	4.04	.868	Agree
<b>Over all Area Mean Score for New Environment</b>	<b>4.12</b>	<b>0.543</b>	<b>Agree</b>

The mean scores in Table 2 for the items related to new environment indicate that the provision of a new and unique environment that promotes exciting experiences and relaxation has a positive influence on tourists. These findings are consistent with the literature, as Lee, Y. J., Ko, Y. J., & Lee, S. K. (2018) discovered that tourists' satisfaction with a new and different environment influences their intention to return. Similarly, Liang, S. W., Wang, K. C., & Wu, M. Y. (2019) contend that unique experiences in a new tourism destination can increase

satisfaction, which can lead to positive behavioral intentions such as revisit intentions and destination loyalty.

These findings emphasize the importance of providing a distinct physical environment for tourists in order to entice them to return to the destination. As a result, Marinduque Island should prioritize the development and promotion of its unique natural and cultural attractions, which provide tourists with a new and different experience from their home environment. This can be accomplished through the development of innovative tourism products and services that highlight the island's rich cultural heritage and natural beauty. Furthermore, promoting sustainability in the development and management of tourism products and services can help to ensure that Marinduque Island's unique environment is preserved for future generations of tourists to enjoy.

**Table 3: Summary of Mean Ratings for Adventure**

Items of Evaluation	Mean	Std. Deviation	Qualitative Equivalent
Travel destination provide new environment encouraging return visit & destination loyalty	3.84	.923	Agree
Physical environment changes promote exciting experiences	4.01	.794	Agree
Unique experiences can be found in the new tourism destination	4.11	.778	Agree
Tourism destination provides an experience of physical environment distinct from home for relaxation & comfort	3.81	.955	Agree
The new environment provides pleasure that encourages intention to return.	3.89	.962	Agree
<b>Over all Area Mean Score for Adventure</b>	<b>3.93</b>	<b>.65235</b>	<b>Agree</b>

According to the table results, adventure is an important factor in determining respondents' return visit intentions and destination loyalty. The mean ratings for all adventure-related evaluation items were greater than 3.8, indicating that respondents generally agreed that adventure was a significant factor in their decision to return to a travel destination. The literature backs up the significance of adventure in influencing travel behavior. According to Van der Bij and Pit (2015), adventure tourism is one of the tourism industry's fastest-growing segments, with an increasing number of travelers seeking out adventure experiences. This is consistent with the high mean ratings for items related to physical environment changes that promote exciting and unique experiences in the new tourism destination.

The study also discovered that adventure tourism is frequently associated with relaxation and stress relief, as evidenced by the high mean rating for the item related to a new environment providing a physical environment distinct from home for relaxation and comfort. This suggests that adventure tourists may seek out new experiences that can provide a sense of pleasure and relaxation as a way to escape their daily lives.

### 5. Influence of Cultural Factors

This study's findings are consistent with previous research demonstrating the importance of cultural experiences in influencing tourist behavior and intentions to return (Li et al., 2018;

Tasci et al., 2019). Tourists seek cultural experiences to learn about the local people's history, traditions, and way of life, and these experiences provide a unique and memorable aspect of their travel.

The new environment also has a significant impact on tourist behavior and intent to return. The mean score for new environment was 3.93, indicating that tourists value Marinduque Island's distinct physical environment, which provides relaxation and comfort, when compared to their home environment. This is consistent with previous research that has demonstrated the significance of the physical environment in influencing tourist behavior and intention to return (Chen & Tsai, 2019; Kim & Kim, 2021).

Finally, adventure activities have a significant impact on tourist behavior and intent to return. The average score for adventure activities was 3.93, indicating that tourists are looking for unique and exciting experiences that will entice them to return. This is consistent with previous research, which has demonstrated the importance of adventure activities in influencing tourist behavior and intent to return (Kim & Kim, 2021; Tasci et al., 2019). Overall, the findings indicate that cultural experiences, new environments, and adventure activities have a significant impact on tourist behavior and intention to return to Marinduque Island as a sustainable tourism destination. These factors should be prioritized in the development of effective strategies and practices for sustainable tourism on Marinduque Island.

## **6. Conclusion**

Cultural experiences, new environment, and adventure activities significantly impact tourists' behavior and intention to revisit Marinduque Island as a tourism destination. These factors should be carefully considered in the development of sustainable tourism practices that balance the need for economic growth with environmental and cultural preservation. Furthermore, cultural experiences have been identified as a key factor in promoting sustainable tourism by allowing locals to share their culture while also benefiting from tourism development. Effective strategies could include initiatives that promote responsible tourism behavior, such as education and awareness campaigns for tourists, community-based tourism, and collaboration between stakeholders in the tourism industry.

Overall, the objectives of the study highlight the importance of understanding how cultural factors interact to influence tourist behavior and intentions to return to Marinduque Island as a sustainable tourism destination. According to the findings, adventure, new surroundings, and cultural experiences are important factors in promoting sustainable tourism practices. Effective strategies should be put in place to ensure that tourism development is long-term, preserves local culture and environment, and benefits both tourists and the local community.

## **Limitation and Recommendation**

Based on the findings and results presented in the tables, the following recommendations can be made:

1. Developing and promoting cultural tourism packages that highlight the destination's cultural heritage and provide opportunities for tourists to engage with local communities and learn about their culture.

2. Investing in infrastructure and facilities that enhance the physical environment of the destination, such as developing new trails and outdoor recreational facilities, to provide novel and engaging experiences for tourists.
3. Creating programs and activities that promote sustainable tourism practices, such as offering eco-tourism experiences that respect and preserve cultural sites and natural resources.
4. Developing marketing campaigns that emphasize the unique and exciting aspects of the destination, such as promoting the destination as a place of constant discovery and adventure.
5. Offering training and support to local tourism operators and service providers to ensure that they can provide high-quality experiences that align with the destination's cultural and environmental values.
6. Overall, these programs and outputs aim to create a unique and memorable experience for tourists, promote sustainable tourism practices, and contribute to the growth and sustainability of the tourism industry in the destination.
7. For further study, Collect data from tourists, local communities, tourism operators, and other stakeholders, the study could employ a mixed-methods approach that includes surveys, interviews, and observation of tourism activities. Also, the study could also assess the challenges and opportunities encountered in implementing the various programs and activities, and make recommendations for future development and improvement.

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