

Proposed Management and Innovations to the Historical Destinations in CALABARZON: Inputs from Tourists' Motives, Expectation and Experience

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Abstract – *This research assessed the tourists' motives, expectation and experience to historical attractions in CALABARZON. It tested the significant difference in motivation, expectation and experience when grouped according to the profile variables; tested the significant relationship among the three major variables; and proposed a management and innovation plan of historical attractions based on the result of the study. The study used descriptive research method and a modified questionnaire. The participants of the study were tourists from the most visited historical attractions in CALABARZON Region, Philippines. The study concluded that majority of the respondents were 18-26 years old, female, students, visited once the historical attraction; they are local tourists and part of the organized group. The respondents were motivated to visit historical attractions; they had high expectation on its environment, range of attraction, tourism services and transportation. Lastly, they obtained greater experience relating to learning, emotional, meaningful and enjoyment. The researcher suggested management and innovation for historical attractions. The tourists' motive, expectation and experience framework was also proposed.*

Keywords: *Management and Innovations, Historical Destinations in CALABARZON, Tourists' Experience*

INTRODUCTION

The Philippines with its wonderful destinations and impressive scenic view of seascape and landscape are favorite spots of many tourists. The country is also rich in history and culture. Numerous historical landmarks and heroic places were perfectly exhibited in country's heritage attraction. Many people from all over the world visit and love this world-famous tourist destination—Philippines. As reported by The Department of Tourism (DOT) the country attained 6.6 million foreign tourist arrivals in year 2017 which is 11 percent higher than the previous year [1].

In preserving or restoring the place, the architectural monuments or buildings are keeping it as old and authentic which served as great attractors to tourist. It has an important merit to local economy as it provides jobs and extra income. The historic environment considered as an important asset which contributes to national and local economic growth [2].

Visiting such historical places is the subject of appreciation, nationalistic pride and remembering achievements of the Filipinos [3], Expounded cultural tourism with records and collection of objects and events with high historical value.

The study of Trinh and Ryan [4] used a model and textual analysis to investigate the tourists' motives which believed it affects their decision making in choosing cultural/heritage destination. This is similar to the purpose of investigating the motivation of tourists toward historical destination relevant to tourists' preferences.

The tourists' experience is associated to destination's attribute, motivation, expectation and experience [5]. Similar to the study of Quach [6] which the motives and expectation are the predictors of satisfaction or meaningful and learning experience. They believed that expectation straight affects both the perceived value and satisfied experiences [7].

The tourists' experience preferences determined the contents and activities in the destination. As much as possible, these activities must encourage maximum participation of the tourists [8].

Engaging in innovation, the historical destination management understands the systematic process for positive output and gain opportunities to rise above in the future. The destination management incorporate Innovation in the heritage attractions to economically sustainable.

CALABARZON is an acronym of five provinces: Cavite, Laguna, Batangas, Rizal and Quezon. Each province is characterized with different features in terms of its landscape, culture and history. Cavite, Laguna and Batangas are very important in the Philippines' political history. First heroes who revolted against the Spaniards for freedom were born here. Their architectural monuments are the pride of the past. While, Rizal province is named after the "National Hero: Dr. Jose Rizal". The place is with most number of museums and art galleries. In fact, this is the home town of Philippines' National artists ("Carlos Botong" Francisco" and "Lucio San Pedro"). In addition, this is a place where many natural wonder are to be found and historical old churches with full of memories of old Filipinos.

Lastly, Quezon was named after to second Philippine president: Manuel L. Quezon. The province has impressive and vibrant cultural and historical structures and artifacts during the Spanish colonialization. The provinces offer visitors meaningful and authentic experiences – by reason of their natural beauty, cultural riches, or historical relevance.

The researcher hoped that such an investigation contributes to the theoretical understanding of heritage tourism of the entire region of CALABARZON. In addition, this also investigated the attributes of historical attractions which may satisfy tourists' perception and experience, as it will benefit the planners and marketers of historical attractions in formulating, creating and generating strategies to maintain or enhance or sustain the competitiveness of the tourist destinations.

OBJECTIVES OF THE STUDY

This research focused on assessing the tourists' experience to historical attractions in CALABARZON.

Specifically, it aimed to: determine the level of experience in terms of learning experience, emotional experience, meaningful experience and enjoyment; test the significant difference in experience when grouped according to the profile variables; and propose a management and innovation plan of historical attractions based on the result of the study.

CALABARZON Tourist Destinations

In the Philippines, National Museum of the Philippines and National Historical Commission of the Philippines (NHCP) are both responsible for bringing back and conserving the important cultural properties, attractions, and reservations throughout the Philippines [11] while, Department of Tourism (DOT) is authorized or duly constituted by law to handle the responsibility "to

encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and employment and to spread the benefits of tourism to both the private and public sector" [10].

The historical attractions in the country are being acknowledged as "National Cultural Treasures", "National Shrines", "National Historical Landmarks" and "National Historical Markers" based on several criteria and requirements needed to prove the authentic features of the objects or events.

National Historical Commission of the Philippines [11], continuously conducting a research, in order to provide materials to any media platforms to publish and disseminate the historical output. Such practices, would able to maintain the "restoration, conservation, and protection of the country's historical movable and immovable objects". Also, managing, maintaining and administering the national shrines and monuments, historical sites, edifices and landmarks of significant historic-cultural value. Also, NHCP makes a possible way to resolve historical controversies or issues.

Tourists are curious about new experiences, so they generally travel in destinations offering innovative tourist activities. Tourist attractions are place of traveler's interest, varied in different forms. In addition, attractions typically inherent or exhibited the natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

In the country, CALABARZON is symbolically revealed the strong cultural character or identity in the country. The features or attributes are mainly aligned in the historical and cultural elements, especially those located in its historic city center. Meanwhile, the countryside and treasured landscape of national parks and rural landscapes are differing on the ranging of fulfillment and learning objectives [4].

Tourists' Experience to Historical Sites

The heritage tourist experience is the result of the process travelling the attractions. More often the engagement between the attraction and tourists converted their awareness and experience into symbolic meanings that are personal and memorable.

The heritage tourist experience is the result of the process travelling the attractions. More often the engagement between the attraction and tourists converted their awareness and experience into symbolic meanings that are personal and memorable. Therefore, rising amount of tourism service providers was to focus on significant content of authentic architecture, flair and lifestyle of the respective

destinations. Tourists take their steps to fascinating places navigated on their own, trying to strike a balance between cultural immersion, vivid history, sheer natural beauty, and enjoyment.

Historical attractions offer exposure to local culture by giving deep insights into the local culture and traditions such as local trades, customs, art architecture, religion, food and music. These kinds of authentic cultural experiences are tailored according to the demands and needs of the clients, and can be as diverse as a tribal village stay in the jungle-clad mountains [12]. The relaxation experience relates to the typical “sun, sand, and sea” or other of holiday experience of visitors [13].

In historical attractions define the activity which enable the people to experience or explore the diverse culture or ways of life of other people. It is reflecting all the social customs, religious traditions, or intellectual ideas of their cultural heritage [12].

Historical tourists’ experience in the attractions is deep exploring the history and origins of mythology. It emphasizes to create bonds relevance between various peoples of the world throughout the existence.

Learning Experience. The availability of guides can enrich the visitor’s experience; thus their knowledge and skills are very important in the learning experience of the tourist [8]. The experiences to which the visitor is seek to expand his or her visitation horizons. The unique experience depends on the perspective of the individual. For beginner travelers, virtually the location is very “new” to them. For the experienced traveler, it may be difficult to find new travel prospects [13].

Emotional Experience. The destination with its historical value has a particular emotional attraction to individuals. The tourists could increase their interest on arts, craftsmanship, aspiration, ideals or goals in life reflecting from the contributions of the historical leaders. Tourism provides the contacts that make understanding in different context possible among peoples and cultures [13].

This emotional involvement or engagement in the historical evidences of the past is greatly appreciated as it brings something important part in the experience as travelers. Thus, in some cases in the tourism industry historical sites are always part of the itinerary as it completes the entire journey of travelling [14].

Meaningful Experience. They understand and interpret the real world experience by associating the context of historical value to themselves, the representation of the artifacts and heritage events to the place and to the people involve within. This implies

meaningful experience of tourists may not be artificial but instead the realities of living that many of the world’s residents experience everyday [14]. Thus, tourists meaningful experience becomes facts, first - hand understanding and obtained personal connection to historical destination.

Enjoyment. Historical attraction offers educational and exploration activities relevant to social and political facts of the past. The historical tourists enjoyed to achieve and take it into accounts their travel experience while, sharing it with their friends and family [13].

The management never stops thinking of a new thing to offer to boost the curiosity and attention of the tourists. Their services are align objectively to provide enjoyment and meaningful experience [14].

The Management and Innovation in Historical Destinations

Learning Experience. The availability of guides can enrich the visitor’s experience; thus their knowledge and skills are very important in the learning experience of the tourist [8]. The experiences to which the visitor is seek to expand his

The features of attractions intend to be relatively competitive advantage. Historical attractions faced particular challenges when comes to innovation associated with the eminent issue of quality [15] and conservation of the historical or cultural resource (UNESCO, 2019).

From other point of view, the opposing aims of drive innovation at historical attractions for sustainability consider changes in the strategies of management at a given time. He also added that innovation at historical destination is poorly understood and limited.

The Innovation focuses on product, process, position and paradigm [16]. In the heritage tourism context, historical tourism management is significantly involve in the creation of meaningful experiences over the process of immersing the aesthetic character and heritage resources, including artifacts, relics, event and symbolic historical or cultural knowledge.

Tourist Area Life Cycle (TALC) as discussed by Kruczek et al. [17] is about the traditional product life cycle wherein it is adapted commonly in some tourist areas. The product life cycle starts from what the tourists discovered, what they wanted to have and see from the place, how they would like to understand and learn from the historical attractions, how the management presents the historical resources.

Historical places increase cultural awareness, however, there are some issues that being tackled like

lack of access, poor facilities and limited local knowledge. As explained by some experts, despite several issues or challenges on the improvement in transportation, infrastructure, facilities, new discoveries from the past writing, artifacts and among other historical materials, exploration of old culture and historical events involvement, consolidation of many historical anomalies and historical remains.

The management of historical destination is concerned with the organization strategy affecting heritage, conservation and tourism values. Also, changes in the perception towards the places of heritage interest and modified interpretation. Therefore, innovation is driving into different levels [16], forming a network of operators who complement one another in the tourism industry is very powerful, it benefits the organization in terms of disseminating of information, identifying status and modifying resource advantages, and the quality of transportation and accommodation on heritage attractions to pull visitors into their area.

METHODS

Research Design

The study used descriptive and based on quantitative analysis to investigate the relationship of tourists' experiences to historical attractions in CALABARZON and the underpinning attributes of the attractions that satisfy the tourists. The empirical study determined the relationship of the perceived elements to tourists' expectation and experience.

Participants

The respondents were the tourists who visited the identified historical sites in CALABARZON. The total number of respondents, 344, came from numerous cultural properties of the region. Sites were categorized as national Cultural Treasures, National Shrine or National Historic Landmarks or National Historical Markers. These sites were identified based on the number of tourist arrivals from the data of DOT such as: Cavite (Aguinaldo Park, Casa Hacienda, Corregidor); Laguna (Museo ni Jose Rizal, Museo ng San Pablo, Underground Cemetery); Batangas (Leon & Galicano Apacible Museum, Mabini Shrine, Malvar Shrine, Marcella Agoncillo and Punta Verde Museum); Quezon (Claro M. Recto Shine and Malagundong Bridge) and Rizal (Angono Petroglyphs and Angono Street Murals).

Instrument

The survey was distributed to different historical sites in CALABARZON Region. In the first part of the questionnaire, the tourists were asked for their demographic profile such as: age, sex, and employment

status, frequencies of visit, type of tourist, travel party and historical sites visited. Secondly, it demined the level of experience in historical sites in relation to: learning experience, emotional experience, meaningful experience and enjoyment.

The last part of the questionnaire is based from the Museum Experience Scale (MES) from the study of Othman [19], "An Empirical Study of Visitors' Experience at Kuching Orchid Garden with Mobile Guide Application". The questionnaire was developed by Othman [19], with the Cronbach alpha for both instruments MES and Multimedia Guide Scale (MMGS) was 0.94 used as considered highly reliable.

The samples of the study were based on the effective size of 0.25, a power probability of 0.95 and an alpha level of 0.05 using G* power 3.1.9. During the conduct of research, participants were selected at random.

Data Gathering Procedure

The researcher administered the questionnaires on-site of where the identified historical sites in CALABARZON. The respondents were given an ample time to answer the questionnaire. The researcher retrieved the questionnaire immediately after completion. Data were tallied, interpreted, analyzed.

Ethical Considerations

The research data will be kept confidential for educational purposes only. The researcher got the full consent from the respondents before to administer the research instrument. All types of communication were done with full honesty and transparency. Moreover, participants were freely given decision about whether or not to participate, without any pressure or coercion afflicted upon them.

Data Analysis

After validating the questionnaires, gathered data were encoded, computed, and analyzed by means of Statistical Package for Social Sciences (SPSS). The statistical analyses such as Frequency, Percentage, Ranking and Weighted Mean were used according to the respective objectives of the study. Analysis of Variance (ANOVA) analyzed the significant difference when grouped according to the profile variables.

The given scale was used to interpret the result of the survey: 3.50 – 4.00 = Highly Experienced (HE); 2.50 – 3.49 = Experienced (E); 1.50 – 2.49 = Less Experienced (LE); 1.00 – 1.49 = Not Experienced (NE). The research data were kept confidential for research purposes only. The researcher got the full consent from the respondents

before to administer the research instrument. All types of communication were done with full honesty and transparency.

RESULTS AND DISCUSSION

Table 1. Summary Table of Tourists' Experiences in Historical Attractions

Tourists' Experiences	Composite Mean	Verbal Interpretation	Ranking
Learning Experience	3.64	HE	3
Emotional Experience	3.53	HE	4
Meaningful Experience	3.78	HE	1
Enjoyment	3.76	HE	2

Table 1 presents the summary table of tourists' experiences in historical sites that variables "meaningful experience" garnered a composite mean of (3.78); "enjoyment" (3.76); "learning experience" (3.64); and, "emotional experience" (3.53). All variables were verbally interpreted as highly experienced.

Based from the result, the respondents positively gained a meaningful experience to that of historical attraction. The respondents are able to observe how the destination management restored and maintained the historical values of each facts, events, memorabilia's and artifacts. They were so amazed with the beautiful stories of heroism, nationalism, appreciation to culture and arts, and other historical phenomenon the place possessed with.

For instance, Batangas, Laguna, and Cavite are similar with endowed heroic and patriotism characteristics toward the country. In fact, many of the respondents relate the provinces to Philippine history they knew that three provinces are alliance to have the absolute freedom against the Spaniards. Whereas, Quezon Province and Rizal are named after with the famous personality in the Philippines' political facet.

Tourists' meaningful experience is a significant content. It defines the capacity of the attraction to meet the expectation of the tourist in some or many ways. This can be interpreted as a possession of high quality domain or aspect of the attractions to provide a meaning experience among tourists [14].

In the tourism industry, emotions influence the tourist's decision. The tourists processed human relevance to the place visited, to its culture and practices. Appreciation to the historical values is associated with their feelings [18].

Table 2. Difference of Responses on Experience when Grouped According to Age

Variables	t-value	p-value	Interpretation
Experience			
Learning Experience	1.009	0.314	Not Significant
Emotional Experience	1.020	0.308	Not Significant
Meaningful Experience	0.501	0.617	Not Significant
Enjoyment	1.332	0.184	Not Significant

Legend: Significant at p-value < 0.05

Table 2 presents the comparison of responses on experience in visiting historical attractions when grouped according to age. It was observed that all computed p-values were greater than 0.05 alpha levels, thus the researcher failed to reject the null hypothesis. This means that no significant difference exists and implies that the responses do not vary across the respondents' age group.

Based on value judgment regardless of their age, the way how the respondents define, understand and their experiences as they visit the historical sites.

The demographics, activities and attitude variables are imperative to understand the distinct characteristics of the tourists. These tourists' profiles are essential to include in the conduct of the study [20].

Table 3. Difference of Responses on Experience when Grouped According to Gender

Variables	F-value	p-value	Interpretation
Experience			
Learning Experience	0.734	0.532	Not Significant
Emotional Experience	1.049	0.371	Not Significant
Meaningful Experience	1.177	0.318	Not Significant
Enjoyment	0.985	0.400	Not Significant

Legend: Significant at p-value < 0.05

As seen from the result of Table 3, only travel motivation (p-value = 0.008) and attributes evaluation (p-value = 0.010) showed significant difference on tourists' motives when grouped according to sex. This was observed since the obtained p-values were less than 0.05 alpha levels, thus a significant difference exists, and it was found out that female respondents have significantly higher positive motives on historical sites compared to male on the said component.

Visiting historical sites, most women are more attracted than men. They can also easily find time to travel and join in historical tour, unlike men, who would do a second thought of joining the said tour. In addition,

men intend to have an active activity rather than sightseeing.

The gender plays a significant role in travel motivation. This is due to role conflict. Men have to allocate time between family and business, work and leisure. This is not the case with most women. However, when children are involved, they normally influence the parent's motivations and choices. In addition, gender will also determine the scope of leisure activities to be made available at the destination [8]

Table 4. Difference of Responses on Experience when Grouped According to Employment Status

Variables	F-value	p-value	Interpretation
Experience			
Learning Experience	5.917	0.003	Significant
Emotional Experience	0.923	0.398	Not Significant
Meaningful Experience	3.300	0.038	Significant
Enjoyment	2.932	0.055	Not Significant

Legend: Significant at $p\text{-value} < 0.05$

Table 4 reveals that there was significant difference observed on tourist's expectation on tourism services and transportation and level of experience with regards to learning and meaningful experience because the obtained p-values were less than 0.05 alpha levels. This means that the responses vary significantly and based from the post hoc test conducted, it was found out that employed respondents have higher expectation as well as positive experience in visiting historical site compared to the others. Those employed respondents have positive experience as they were really able to engage on the activities included in their historical tour. Travel is dependent on disposable income. An individual with no disposable income cannot afford to travel. Income will obviously determine spending for available leisure travel [8].

Table 5. Difference of Responses on Experience when Grouped According to Frequency of Visit

Variables	F-value	p-value	Interpretation
Experience			
Learning Experience	2.789	0.041	Significant
Emotional Experience	1.076	0.359	Not Significant
Meaningful Experience	3.122	0.026	Significant
Enjoyment	4.285	0.005	Significant

Legend: Significant at $p\text{-value} < 0.05$

Table 5 indicates that there was significant difference observed on level of experience as to learning ($p\text{-value} = 0.041$), meaningful experience ($p\text{-value} = 0.026$) and enjoyment ($p\text{-value} = 0.005$) since the resulted p-values were less than 0.05 alpha levels.

Those who visited the attraction more than three times are more observant on some details within the site. They are looking for some improvement or expecting that there are some modifications made every time they return. The quality of their visit turned unsatisfying as they saw the site just the same from the first time they visited the place.

Table 6. Difference of Responses on Experience when Grouped According to Type of Tourist

Variables	t-value	p-value	Interpretation
Experience			
Learning Experience	0.724	0.470	Not Significant
Emotional Experience	1.631	0.104	Not Significant
Meaningful Experience	1.019	0.309	Not Significant
Enjoyment	0.064	0.949	Not Significant

Legend: Significant at $p\text{-value} < 0.05$

Table 6 presents the comparison of responses on experience in visiting historical sites when grouped according to type of tourist. It was observed that all computed p-values were all greater than 0.05 alpha levels, thus, the researcher failed to reject the null hypothesis. This means that there was no significant difference and implies that the responses do not vary across the respondents' type of tourist group.

The local and foreign tourists have similar value judgment to the historical attractions. They both obtained same knowledge and experience; this includes place's history or life story, or may be experiencing the local food and drink and even buying of the native / local product.

People travel for different experiences on different occasions, and that several world and Philippine destinations provide a variety of travel experiences that suits a wide range of travelers. It is best to consider each trip motivator individually and seek a link with a suitable destination that best meets the traveler's motivator/s [8].

As seen from Table, 7, the responses vary significantly on travel motivation (0.001); transportation (0.008) and enjoyment (0.012) because the computed p-values were less than the alpha level. Based from the post hoc test, it was revealed that those who joined on organized group have higher motivation on travel motivation; while those who travelled with family have

higher expectation and the same time have greater experience in visiting historical sites.

Table 7. Difference of Responses on Experience when Grouped According to Travel Party

Variables	F-value	p-value	Interpretation
Experience			
Learning Experience	2.870	0.058	Not Significant
Emotional Experience	0.848	0.429	Not Significant
Meaningful Experience	2.806	0.062	Not Significant
Enjoyment	4.489	0.012	Significant

Legend: Significant at p -value < 0.05

During the tour, the participants or the respondents are already set that they will have a meaningful experience. Also, added to their excitement they will travel together with their friends.

The travel experiences are long one and include a diversity of needs from enthusiasm and drive to self-development and personal growth [13].

Respondents who travelled together with their family have higher experience in relation to the enjoyment. Meanwhile, on their way to the historical attraction, family bonding starts already inside the car. They sing and laugh together, share so much talk with the whole family, until they reach the site and finish the tour. The quality time spent together by the family is enjoyment of everyone.

Family travel arrangements are associated with life stages of the family. The presence of young children tends to reduce the number of trips taken, as the children mature; however, families increase their travel activities [13].

Table 8. Difference of Responses on Experience when Grouped According to Location

Variables	F-value	p-value	Interpretation
Experience			
Learning Experience	39.279	0.000	Highly Significant
Emotional Experience	12.541	0.000	Highly Significant
Meaningful Experience	23.014	0.000	Highly Significant
Enjoyment	23.455	0.000	Highly Significant

Legend: Significant at p -value < 0.05

It can be gleaned from Table 8 that all computed p -values were less than 0.05 alpha levels, this means that the responses vary statistically and based from the post

hoc test conducted, tourists from Batangas have significantly higher response than the other provinces.

Based from the result, the respondents from Cavite obtained higher experience in exploring and have an in depth learning about the historical attractions. Meanwhile, the respondents in Laguna were able to connect themselves to the historical sites. The respondents can easily relate themselves to the attraction since this is well-known and National Hero of the country Dr. Jose P. Rizal. Lastly, the respondents from Rizal have obtained learning and understand the significance of the place since this is the famous and one rare historical site of petroglyphs in the country.

In every travel, tourists intend to collect beautiful memories. This meaningful experience allows it happen. The historical heritage provides an authentic experience which may relate to appreciate the way of life of the past and how it is being valued today; admire the uniqueness of human creations in arts, architecture and experience aspirations from the heroes who serve the country and die for the country [14].

Proposed Management and Innovations to Historical Attractions Based on the Result of the Study

KRA/ OBJECTIVES

Emotional Experience

- To intensify the emotional experience of the tourists visiting the historical attractions

STRATEGIES

Management

- May invest to on-line shop and on-site shops to sell books, magazine or any items relevant to the historical attraction
- May have a budget allocation for collecting more historical items and authentic artifacts not limited to specific subject matter and showcase it through various sections/showroom areas
- Invest for additional space for facilities and amenities for the construction of garden or parks or picnic ground facilities for quick stop layover of tourists
- May consider to use social media accounts for taking massive electronic marketing collaterals and opportunity to reach out different audiences

Innovation:

- May have a photo studio or provide photographic/panoramic view for photo opportunity being with the historical items
- May conduct cultural events or program most of the time to encourage family and other organized group e.g. present relevant puppet shows for or relevant film viewing for students and adults

OUTCOMES

- The tourists may have educational souvenir materials to sustain the continuity in their experiences to historical attractions
- The tourists get busier and involve to historical attractions
- The tourists have a better place for quick break and refresh from long hours of travel or tours while appreciating the historical attractions
- The attraction has a farther and larger scope of audiences via social media
- Dissemination of information among the first timer or repeat tourists is faster and easier
- The tourists can post their panoramic selfie/groupie images in his/her social media account and this may serve as marketing tool of the historical attractions
- The tourists will experience the to the added features of the historical attraction and attend to its organized events
- The historical attraction became a family oriented environment at the same time

CONCLUSION AND RECOMMENDATION

Majority of the respondents were at the age of 18-26 years old, female, students, visited once the historical site; and part of the organized group. Respondents were obtained greater experience relating to learning, emotional, meaningful and enjoyment. There was significant difference observed in experience when grouped according to profile variables. Meanwhile, the level of experience is on learning and meaningful experience. Finally, the significant difference of responses according to location were noted almost on all given context of experience. Finally, the researcher was able to propose a management and innovation for historical attractions.

The proposed management and innovation for historical attractions may be implemented and evaluate its effectiveness thereafter. The significant findings of the study may be shared to the public and the concerned government agency like Department of Tourism through conferences. The proposed framework may also be utilized by other researching to test its validity and reliability as well as its applicability to other tourist destinations. Serve this study is only limited to CALABARZON region, other researchers may explore other regions of the country for better generalizability of the findings off the study. Future researcher/s may conduct similar studies focusing on museums' innovation using different variables such as; open innovation, social enterprise, and social innovation perspectives.

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