

Theme 2: Challenges of Locally Produced Wine to the Tourism Industry of Abulug, Cagayan

A. Lack of Person Aligned to Do the Job

The productivity of an organization is affected by its flexibility, and this determines its organizational performance. Tourism officials, on the other hand, play an important role on how the tourism industry in a specific location needs to operate, especially in materializing projects for the growth of the local community as tourist attractions. They are also in charge of working with the tourist department and its affiliated organizations and companies to develop and promote tourism in their town.

Some of the verbalizations are as follows:

TO: *“Tignan niyo nalang yung situation ko, I am not really the tourism officer pero I am grateful kase I am able to handle this kind of work for so many years now regardless of my chosen field.”* [Just look upon my situation, I am not really the tourism officer but I am grateful because I am able to handle this kind of work for so many years now, regardless of my chosen field.]

TO: *“Simula noong ako yung na incharge sa position na ito, hindi naging madali yung trabaho. Kasi I also have other responsibilities kasi dapat sa field of health and sanitation lang dapat ako, pero ginampanan ko nadin as sanitary inspector and population officer and also as the designated tourism officer. The first challenge na naencounter namin is yung kulang kami sa tourism personnel which is essential to ensure our municipality’s tourism para hindi mapabayaan.”* [Since I was the one who’s been in-charge in this position, this job was never been easy. I also have other responsibilities because I should be in the field of health and sanitation only, but I also acted as sanitary inspector, population officer, and designated tourism officer. The first challenge that we encountered is that we lacked tourism personnel which is essential to ensure our municipality’s tourism in order to not be neglected.]

TO: *“Unang una gusto naming i-prioritize muna yung mga expected position or pag fill in ng mga expected positions sa supposed to be tourism office ng abulug in that way mas makaka focus kami sa pag develop at pag export ng products ng abulug sa ibat-ibang lugar. Kaya sa paglipat namin sa bagong municipal building, itatransform naman itong old municipality building para maging tourism office, guest house, museum or souvenir shop, pero depende pa sa mapag usapan kasi yun palang naman ang balak namin.”* [“First of all, we want to prioritize the expected position or fill in the expected positions in the supposed tourism office of Abulug. In that way, we can focus more on developing and exporting Abulug’s products in different places. Therefore, when we will move to the new municipal building, we will transform this old municipal building into a tourism office, guest house, museum, and souvenir shop, but it still

depends on what will be discussed because that is what we intend to accomplish.”]

Based on the results, it shows that the lack of person aligned to do the job is considered to be a challenge for the local government of Abulug, Cagayan in manufacturing locally produced wine. Thus, local governments have always played an essential role in promoting tourism development in their communities. This includes infrastructure provision, development of tourism sites and experiences, festival and event support, and implementation of tourist promotion programs (Anonymous, 2017). One of the reasons why the government's role in boosting Abulug's tourism industry was deemed critical is that every organization has objectives and requires adequate employees to improve management. As a result, having adequate staff will result in good management, which will aid in problem solving as well as meeting the essential targets. Importantly, local governments play a critical collaborative role in assisting local communities and companies in capitalizing on their areas' tourist potential (Anonymous, 2017). Thus, having competent, knowledgeable, and action-oriented tourism personnel has a big contribution in attaining success in producing high quality tourism products. Moreover, the organizational framework facilitates the advancement of professional abilities in tourism. The growing demand of tourism firms for competent people capable of supplying excellent tourist products necessitates the need to improve human performance in the field of tourism under current social and economic conditions (Fedulin et al., 2015). If Abulug's tourism office is understaffed, they must prioritize employing qualified individuals capable of providing great tourism products. Staffing is a human resource function that employs talented, skilled, and sufficient personnel, which explains why good staffing benefits the firm and ensures its success. As a result, staffing concerns contribute to the problem of insufficient personnel. Finally, sufficient people who are aligned to perform the job are required by every organization, including Abulug, because they will profit not only from it by planning, controlling, leading, and staffing functions, but also for the entire tourism department to function properly.

B. Lack of Financial Support

A lack of financial support for the tourism industry can be seen in a variety of ways, including a lack of materials and other facilities, a lack of management and supervision, a lack of quality packaging, and a lack of attention to standards and quality assurance. Each of these outcomes can act as a barrier to the development of a specific town.

Some of the verbalizations are as follows:

TO: *“Ni piso wala man lang akong na received from the government, tapos hingi pa sila ng hingi ng report noon, nawawalan ako ng gana kasi nga walang sahod, eh nakakapagod rin.* [I didn’t receive a single peso from the government, and they’re continually asking for reports,

which is why I'm losing interest because I'm not being paid, and it's also exhausting.]

TO: "*Kaya ayun, na apektuhan din yung facilities and equipment namin na kailangan in creating our products, particularly tata wine. Buti sana kung may enough kaming financial support na pwede naming pagkuhanan at gamitin agad in case of emergency eh wala naman.*" [That is why, the facilities and equipment necessary to make our products, particularly Tata wine, are also affected. It would be better if we had adequate financial support that we could access and use in case of emergency, but there is none.]

Based on the results, it shows that the lack of financial support is considered to be a challenge for the local government of Abulug, Cagayan in producing locally produced wine. In this situation, it is seen that a lack of financial support can cause an employee to lose interest for not being paid, as well as a lack of funds in supporting Abulug's tourism sector. With this, it is critical to have adequate facilities and equipment to produce high-quality products because in producing such, financial support is what matters the most. Brand ownerships (Pugh & Fletcher, 2002), successfully influence tourists (Cambourne & Macionis, 2000) having adequate monetary resources (Mahoney & Pandian, 1992), and the firm's competency (Ritchie & Crouch, 2000) is considered to be as having resources in the whole winery business. The key causes of business failure are lack of financial planning, limited access to funds, lack of capital, unplanned expansion, low strategic and financial projections, excessive fixed-asset investment, and capital mismanagement. Many of these causes are issues that the Municipality of Abulug's tourism industry is encountering, which can be successfully controlled by the organization's financial plans. Furthermore, due to lack of financial assistance from the government, Abulug tourism industry was unable to flourish and adapt to change rapidly. In terms of bottling and packaging, they were unable to make a higher-grade Tata wine. As a result, Abulug's tourism industry must work hard to gain government support because cultural heritage is one of the town's advantages, which provides chances to capitalize on such assets.

C. Disadvantage of Production Location

The Philippines is prone to typhoons which have been the primary impediment to the growth of the tourism industry. The tourism industry, like other sectors associated with it, has been exposed to the risk of being affected, damaged, and/or completely destroyed by natural disasters, making it vulnerable. The location of the Tata wine production has become prone to risk of being affected by typhoons, which leads to loss of resources and destruction of the site that may seriously compromise the raw materials needed in the overall production of the Tata wine.

Some of the verbalizations are as follows:

TO: "*Yung location ng town, kasi diba nandito kami sa downstream kaya very prone kami sa natural disasters gaya ng floods, tapos pag may bagyo pa, nasisira yung mga raw materials namin, yung mga nipa ganyan, kaya delikado at nakakatakot talaga. Aside from that the processing area is affected as well making it difficult for us to start over.*" [The town's location, since we are situated here in the downstream, we are highly vulnerable to natural disasters such as typhoons, which create floods and even destroy our raw materials (our nipa). Thus, it is really risky and frightening. Aside from that, the processing area is affected as well, making it difficult for us to start over.]

Based on the results, natural disasters such as typhoons are considered to be a challenge in manufacturing locally produced wine. It only shows that typhoons will never bring good to the industry and will just make things complicated and difficult to deal with. Its effect on the production of Tata wine will only make it harder for the locals to cope and thrive. Raw materials and site destruction will only discourage the local winemakers from producing the wine. Tourists are formed by a diverse range of variables and forces, including exogenous ones unrelated to the tourism industry. Natural disasters and unexpected events are prime examples of such deciding factors, as they have serious influence on individuals and society, thus have the potential to drastically and completely change tourist flows (Rosselló et al., 2020). Hence, disasters and other types of crises (diseases, violence, and pollution) might reduce the number of visitors to the afflicted area (Bhati et al., 2016). Therefore, in any kind of disaster, man-made or natural, it will still greatly affect the entire tourism industry and it will become more difficult to produce tourism products consistently. Furthermore, most natural catastrophes have a significant influence on persons, organizations, and communities, and hence on tourist activities. The effects of a catastrophe are likely to have an immediate impact on the tourism industry of a country, but indirect effects on travel to and from the impacted area are also possible (Rosselló et al., 2020). Thus, natural (or man-made) catastrophes of any type are among the factors that make it more difficult to create tourist goods on a consistent basis.

D. Poor Packaging

Packaging plays an important role in the purchasing behavior of customers in buying a certain product. Thus, good packaging is one factor to ensure whether a product is produced with proper procedure, thus having a good quality. Poor packaging, on the other hand, disappoints customers, which may discourage them from purchasing a product. This highlights how improper packaging of goods may lead to sales losses. Poor packaging causes product damage; if packaging is not sturdy enough to endure the circumstances encountered throughout the supply chain, the product is likely to arrive in a much less condition.

Some of the verbalizations are as follows:

JO: *“Yung tata wine kasi dito sa Abulug eh talagang kilalang-kilala na, kaya naman ginagawa din namin talaga yung best namin, pero hindi rin kasi maiiwasan talaga na makaencounter ng challenges, for instance we are under pressure to improve more our product, including the processing, tsaka yung packaging, and... lalong lalo na yung labeling ng product kasi essential yun before na yung product is to be marketed na sa ibat't-ibang lugar. Tsaka yung labeling pa lang maproseso na.”* [Our Tata wine here in Abulug is already well-known. That's why we are also doing our best, but we cannot also avoid to encounter challenges. For instance, we are under pressure to improve our product, including processing, packaging, and most especially labeling the product because that is essential before it will be marketed to different places. The labeling itself is a time consuming process.]

Based on the information, results show that poor packaging is considered to be a challenge for the local government of Abulug, Cagayan in manufacturing locally produced wine. In this situation, it is seen that consumers are dismayed by poor packaging, which may discourage tourists from purchasing a product. This emphasizes how bad packing affects the sales of a specific product. Poor packaging causes product damage if not done properly. According to new research, the packaging of tourism products may develop, offering visitors with a nice, convenient, and fairly priced goods. Excellent product packaging has several benefits and is vital in selling things to a larger audience (Leatherdale & Kuebler, n.d.). Thus, packaging has evolved into an excellent instrument for capturing customer buying intent (Ranjbarian, 2009 & Rosselló et al., 2020). Furthermore, packaging helps to differentiate the product from other similar products, and achieve competitive edge. As a result, it just shows how crucial good packaging is in drawing client attention and giving them a competitive advantage over their competitors when it comes to marketing the Tata wine (Klimchuk et al., 2007). Therefore, to avoid this circumstance, packaging of Tata wine may be improved by making sure that the goods are properly made and that they are well-packed.

E. Difficulty in Complying to Regulations

All businesses, regardless of type, must comply with statutes and regulations issued by different organizations to carry out the purposes of statutes. An organization cannot be compliant by merely complying. Consistent updating of regulatory requirements, assessing the areas where they affect an organization and adopting and monitoring policy changes are required. The foundation of every organization's operations is the ability to meet the different standards imposed by governing authorities. Organizational processes may quickly devolve into chaos if there is no standardization

and/or structure in place to direct what employees should do and how they should accomplish it.

Some of the verbalizations are as follows:

JO: *“You need to comply with various requirements na pinaparequire ng iba't ibang government agencies na affiliated sa tourism. Syempre ayaw naman naming na mag produce ng basta bastang product lang kaya very strict din kami sa mga ganyan.”* [You need to comply with the various requirements required by different government agencies affiliated with tourism. Of course, we wouldn't want to produce any substandard products, that's why we are very strict about such.]

Based on the results, it shows that compliance to achieve a high-quality standard product is considered to be a challenge for the local government of Abulug, Cagayan to produce a locally made wine. This is because the local government of Abulug finds it difficult to achieve the numerous criteria from various organizations concerning the production of tourism products and the tourism business as a whole, since they require various requirements that need to be complied with to achieve a high-quality standard product. Hence, people are being stringent by having their own standard before advancing to the aforementioned affiliated organizations. Compliance standards differ by industry and nation. However, in nations with a vibrant commercial and economic environment, regulatory compliance is a fundamental necessity for every industry and every enterprise (Reciprocity, 2021). Thus, standards and regulations are important bases for the development of products (Lunz et al., 2015). Moreover, a firm and a rigorous ethics program is essential in business today. Since tourism is regarded to be an alternative for boosting one's economy, it is only reasonable to impose a requirement that will benefit a worthy purpose. Despite difficulties in meeting statutory standards, regulatory compliance with precise specifications provides various benefits to businesses or organizations, which is why it should be handled seriously (Geddes, 2017).

F. A Call for Modernized Production Method

A new era of global competition for tourist enterprises has emerged as a result of changes in lifestyle, employment, and travel patterns brought about by modernization. As a consequence of these possibilities and restrictions, there is a widening divide between high-tech and internationally linked tourist firms and small firms, which are generally defined by low-tech business methods. To date, much emphasis has been given to online marketing and e-commerce as a means of accessing new markets, interacting with consumers, and establishing companies' names. However, in an increasingly competitive global marketplace, these advancements have become less successful at promoting productivity or creativity than they are at expanding market access and awareness, increasing connectivity, and facilitating finance.

Some of the verbalizations are as follows:

TO: “*Yung mga locals ng Abulug kasi yung nagproproduce at gumagawa ng tata wine. Pero dahil iba na ang generation ngayon, higher tourism officials suggested to us na instead of the traditional way of processing tata wine, it should be done in a modernized way kagaya ng aluminum, ng stove mga ganon as well as yung mga raw materials should be collected from the locals na. Syempre magiging mahirap na yan for the locals because hindi lahat eh mag bebenefit from these changes kasi maaaring mawalan sila ng hanapbuhay.*” [The local people of Abulug are the ones who produce and make Tata wine. But because today’s generation is different, higher tourism officials suggested to us that instead of the traditional way of processing Tata wine, it should be done in a modernized way, such as aluminum, stove, etc., as well as the raw materials that should be collected from the locals already.]

Based on the results, it shows that a modernized production method is considered to be a challenge for the local government of Abulug, Cagayan in manufacturing locally produced wine. The locals of Abulug are the ones who produce the Tata wine which is considered as their livelihood. But then, the higher tourism officials suggest the process to be developed by using the modernized way instead of the traditional way. Yet, this might take time for the locals to get used to which will also lead to loss of their income. One of the main reasons why it became a challenge is that if it did not undergo proper way of cooking, the authenticity of the Tata wine may be lost. Thus, process management of wine fermentations is a crucial aspect in maintaining consistently good product quality (Claus, H. 2019). In research from McKenzie (2021), getting the fermentation temperature just right is also an important element of the winemaking process. Modernization can be an advantage in developing or improving our industry, hence may result in loss of culture which will lead to loss of livelihood of the locals. Nevertheless, adoption will also lead to a more successful industry. Thus, economic prosperity results in widespread cultural changes. However, they argued that cultural values have a long-lasting and independent impact on society. The same is true in the given situation; modernizing the process of making Tata wine will result in pervasive changes that everyone must adopt. As a result, what the locals are used to influence the entire society and culture (Inglehart & Baker, 2000).

G. Diverse Preferences

Having diverse preferences in a society is normal. No one can control someone else’s wants aside from himself only. People’s preferences vary depending on how they perceive things or situations. As a result, it cannot be claimed that what one wants is what everyone wants. That being said, businesses

and/or service providers find it tough to provide and/or cater the needs and wants of their guests/clients. However, even though businesses and/or service providers find it challenging to cater customers and clients with different preferences, they still thrive and keep on doing their best in order for their product to succeed.

Some verbalizations are as follows:

JO: “*Dahil sa gusto namin talagang umunlad yung product namin which is the tata wine, kahit mahirap at challenging na i-cater ang mga tourists na may iba’t ibang preferences ginagawa naming yung best naming.*” [We really want to develop our product which is the Tata wine. Even though it’s difficult and challenging to cater tourists with different preferences, we are still doing our best.]

Based on the results, it shows that diverse preferences are considered to be a challenge in the production of local wine because preferences are not met. Having the capacity to identify the consumer’s preferences is a good step in knowing how to deal with the consumer’s differences. This way, service providers would be able to know what approach or technique is the most appropriate in accommodating the consumers’ diverse preferences. Thus, cultural background has a significant impact on attitudes and purchasing habits with respect to green tourism goods. In other words, visitors’ views and purchasing habits are influenced by their degree of knowledge and values (Chan and Chau, 2021). Moreover, consumer preferences are subjective and are determined by an individual’s likings, personal preferences, and genetic predispositions. To get greatest results, whether developing or marketing a product to the target customers, their particular preferences must be considered (Booker, 2017). Hence, in order to meet consumers’ preferences, service providers must understand the differences in consumers’ perspectives. Service providers must understand that consumers’ preferences may be influenced and/or based on their goals and beliefs, and/or affected by individual concepts and norms. According to new research, accurate view consumer demand is critical whether you sell a product or provide a service. This is because customers determine how likely a firm succeeds (Clark, 2015). Know that all profits come from customers after all, thus businesses and service providers must satisfy their customers’ needs and understand their preferences to an extent that they can anticipate their needs and deliver beyond their expectations. With local government of Abulug’s desire to develop their product, they thrive to do their best to cater customers with diverse preferences. This implies that the local government finds it challenging to cater customers having diverse preferences. It is pretty much essential for new brands to gain and understand their potential customers and their wants and needs.

H. Improvement of Marketing Strategies

Marketing strategies are crucial in providing goods and services with the highest profit potential. Having said that, a strong marketing plan aids in identifying areas of prospective development and, as a result, it caters to a broader range of client demands. To accomplish this, a thought-out and detailed plan aids in filtering out distractions and/or less successful techniques and unneeded tactics that may disrupt the desired growth and development. With that, marketing is essential to any organization since it allows things to strengthen brand values, boost sales, gain competitive advantage, sales growth, and larger returns, all of which contribute to a company's total success.

Marketing a certain product is not all about the packaging and labeling of the brand and its position to the market. To properly market a product, businesses also have to process legal matters that concern their product. This is to assure that the product they put in the market is of high quality that is approved and accredited by various regulatory authorities such as DOLE, DTI, FDA, and such. Marketing a product could also be in a form of establishment such as souvenir shops, guest house, museum, and others. However, marketing doesn't end on the aforementioned information for it also needs qualified and expert people to properly market a product.

The verbalization is as follows:

JO: *"Ang mga nakikita kong problema aside sa pagproseso, packaging, and labeling, but also yung mga pag accredited by regulatory authorities like sa DOLE, DTI, FDA, and yung iba pa."* [The problem I see aside from processing, packaging, and labeling, is on those accredited by regulatory authorities like DOLE, DTI, FDA, and others.]

Based on the results, it shows that improvement of marketing strategies is considered to be a challenge for the local government of Abulug, Cagayan in manufacturing locally produced wine. A well-defined and coordinated marketing plan is critical for a company's management. Having a team of skilled experts and talented in-house employees is a key role in achieving a company's overall goals and objectives. Thus, understanding the complexities and importance of marketing strategy is critical for corporate management if the organization aims to achieve its long-term and short-term objectives. A good marketing strategy is where a company's future will be determined. Whether it is for short or long term, it is preferable to create one with sufficient knowledge and skill (Bhasin, 2018). In order to achieve this, having people whose expertise is in line to their field of work is important. This is one of the challenges that the local government of Abulug faces because they would want to prioritize filling in the expected position in their tourism office. Moreover, a well-planned marketing strategy opens up a plethora of chances for both large and small enterprises. Things that the local government of Abulug strives to achieve, like proper labeling and packaging, affect customer loyalty; being accredited by various regulatory agencies will

strengthen the brand, and its ability to triumph over market competitors becomes more obtainable (Langford, 2021). Hence, marketing strategies, as opposed to individual marketing plans, should ideally have longer lifespans because they consist of service offerings and other key elements of a company's brand, which generally remain constant over time (Barone, 2021). This implies that the local government of Abulug is challenged with its marketing strategies for they recognize problems that concern their products. Aside from processing, packaging, and labeling, there's also a problem as regards accreditation by various regulatory authorities affiliated with it. Part of their marketing strategy is to convert their old building into a guest house, souvenir shop, and museum. However, they also included in their marketing strategy to prioritize filling in the expected position in their tourism office in order for them to focus more on the development and exportation of the product.

Small communities with distinct and authentic qualities may play an important role in attaining long-term tourism growth. Local products and traditional ways of life that have been preserved are essential marketing tools for potential tourists. In this context, wine tourism should be viewed as a significant and untapped area for tourism development.

Theme 3: Opportunities of Locally Produced Wine to the Tourism Industry of Abulug, Cagayan

A. Attend Seminars

Attending a seminar may help to improve professional communication skills, receive expert information, network with others, and refresh one's confidence and motivation, among other things. Seminars provide thorough exposure to a subject through many expert lectures and conversations. As a consequence, participants leave the seminar with renewed determination to pursue specific objectives and a sense of fresh excitement. This may result in increased productivity and the achievement of professional and academic objectives. Seminars equip people with the right knowledge and skills which could qualify them for a job they wish to pursue. Attending seminars also gives an opportunity for businesses or enterprises to find certified people who are qualified enough to do specific job.

Some verbalizations are as follows:

TO: *"Pero kahit na ganon, we still attend seminars and very eager kami to train others, kasi we are finding qualified persons to fill the roles kasi mag-oopen na kami ng mga positions sa Devolution Transition Plan this 2022 para may sarili na ding office and personnel na tututok sa tourism ng Abulug."* [Even so, we continue to attend seminars and are eager to train others because we are looking for qualified people to fill the roles, especially now that we are re-opening for positions on the Devolution Transition Plan in 2022 so that we will

have our own office and personnel in charge of tourism in Abulug.]

Based on the results, it shows that attending seminar is considered to be an opportunity of locally produced wine to the tourism industry of Abulug. Thus, entrepreneurs must enlist highly qualified individuals, whether employees or outsiders, to help their businesses thrive (Yeboah, 2015). Attending seminars plays a big role for employees to be competent. They should see this as an opportunity to grow and take it seriously for it will also affect the growth of their business. The local government of Abulug should not employ those personnel who are not qualified enough in the tourism department. They should be encouraged first to be equipped with the right knowledge and skills before stepping as a tourism official. Moreover, attending seminars may help improve communication skills, receive expert information, network with others, and reinvigorate drive and confidence (Morgan, 2021). In addition, seminars are recommended for courses that demand debate and critical thinking since they help scaffold deep learning (Al'Adawi, 2017). Thus, regardless if employees are new or old, they must still attend seminars and workshops to gain and retain their knowledge as much as possible. With this, they will be able to perform their duties as tourism employees in a way that could help their community. As a result, it is considered to be an opportunity in their municipality.

B. Promotional Media and Tools

Business owners may believe that digital marketing services are the most important in today's fast-paced digital world. Things like this should always be a top priority so that the business will thrive. Also, some other enterprises promote their product using a mix of traditional and modernized way, such as town festival video clips, brochures, and posters.

Some of the verbalizations are as follows:

TO: *"Syempre, we want to promote our product naman through town festival (Tata Festival), video clips, brochures, at posters..."* [Of course, we also want to promote our product through a town festival (Tata Festival), video clips, brochures, and posters.]

Based on the results, it shows that promotional media and tools is considered to be an opportunity to manufacture locally produced wine to the tourism industry of Abulug. In a research from Urgel (2016), since he highlighted the newest trends and sales deals, promotions play an important role in attracting people to the business. In promoting such product, just like in Abulug, they promote Tata wine not just through their fiesta, but also through promotional media such as video clips, brochures, and posters. Thus, the component of marketing that includes delivering corporate, brand, or product messages to target buyers is known as promotion. Traditional techniques of marketing, such as print and television advertisements, are increasingly supplemented by new message channels made

feasible by digital communications. Companies utilize a variety of technologies to help in the delivery of both paid and unpaid promotional strategies. Each tool helps in a unique manner to reaching clients and achieving communication goals (Kokemuller, 2019). Thus, posters and flyers are not only employed in the digital era, but they are also ideal for memorable marketing campaigns that may be executed on a shoestring budget (PrintPlace, 2017). This is considered as an opportunity for well-used promotional media and tools bring something good to a specific town. This way, reaching out to a wider range of customers would be more obtainable. Hence, through these ways of promotion enterprise, one can know what tool is appropriate for a specific promotion. This is because various tools contribute differently in a way that could best attain objectives and reach customers.

C. Involvement in Trade Fair

The Municipality of Abulug, Cagayan joined the agri-trade fair during the celebration of Aggao Nac Cagayan which is held annually. A trade fair is also known as a trade exhibition, trade show, or trade exposition. It is an exhibition prepared for organizations to highlight and showcase their new products and services, to meet with industry partners and customers, and to assess current market trends and opportunities. Joining various events is a great way to make a certain tourism product known to a large number of people. In general, the Abulug Tourism Sector had the chance to join a trade show with booths where they showcased their products and services.

Some of the verbalizations are as follows:

TO: *"Pati na ang pag sali sa Aggao Nac Cagayan. Doon naman, nagkakaroon kami ng chance na mas ma i-showcase yung iba't ibang products lalo na yung Tata wine namin at destinations dito sa Abulug."* [In joining Aggao Nac Cagayan, we have the opportunity to promote and showcase our different products, especially the Tata Wine, and other destinations here in Abulug.]

Based on the results, it shows that joining trade fairs is an opportunity for the locally produced wine to be more popular. Trade fairs play a significant role in marketing, as well as business networking. Thus, large events draw a lot of attention to the host city and generate a lot of money (Zima, 2011). Moreover, the tourism product of Abulug, which includes the Tata wine that is displayed in the market and is exposed to the public, plays an important factor in attracting tourists and/or visitors. It is a great way to get feedback from customers and establish a potential market; conduct research and analyze competition; build commercial structures by finding new partners and distributors; and start joint projects and project partnerships. Furthermore, the people who visit them are most probably on the look-out for relevant or related products and services. It gives a company the chance to gain direct exposure for its products and services in front of its target audience

(Bhasin, 2020). Thus, displaying the Tata wine in the market, which the public will then support, brings economic advantages in the town. Hence, it aids in the networking process as you meet with numerous people who become impressed with the offerings. This, therefore, results in profitable alliances for the Abulug's Tourism Industry (Bhasin, 2020).

D. Attract Foreign Investors

Direct foreign investment is seen as a crucial component of a growing country's economic growth plan. Increased employment, foreign exchange through exports, technical and managerial experience, and rise in the government's tax base are all significant economic advantages for the host nation. The Municipality of Abulug was invited to represent their product, the Tata wine, in WOW Philippines. From there, they had the opportunity to attract those foreign investors who were interested in partnering with them.

Some of the verbalizations are as follows:

TO: *"Doon nagkaroon kami ng opportunity to attract mga foreign investors na interested in partnering with us. Syempre hindi naman magiging possible yung without the help of our congresswoman Baby Alin Vargas, kase she gave us financial support during her term as mayor kaya malaki ang pasasalamat namin sakanya, sa support na binigay niya para sa town ng abulug."* [From there, we had the opportunity to attract those foreign investors who are interested to partner with us. Of course, it would not be possible without the help of our congresswoman, Baby Alin Vargas, who provided financial support during her term as mayor. That is why, we are grateful for the support that she has given for the town of Abulug.]

Based on the information, results show that the local product of Abulug, Cagayan which is the Tata wine is an opportunity to attract foreign investors. Thus, a foreign firm may invest in a host country's communities to start new enterprises, give finance for development initiatives, build or expand manufacturing facilities, or take over an existing business (Brickman, 2009). In fact, foreign investors have a significant advantage in increasing the competitiveness of Tata wine and allowing it access to a larger market. Not only the product be well-known around the world, but it will also help attract greater opportunities for both the goods and the economy. Moreover, foreign direct investment, as a form of international capital mobility, represents an important contributor to more efficient activities in the economy. Furthermore, they enable a speedier entry into the worldwide market and, as a result, enhance the society's living standards. The benefit of foreign investors in the production of the local product of Abulug, which is the Tata wine, is that it creates new jobs and more opportunities (Susic et al., 2017). This can lead to an increased income and more purchasing power for

locals, which, in turn, leads to an overall boost in targeted economies. Hence, foreign investors can stimulate a target country's economic development, creating a more conducive environment for companies and investors while also stimulating the local community and economy (Research FDI, 2021).

E. Word of Mouth

The first user or innovator of a product or service is a valuable asset to a company. As a result, it is often stated that your best salesman is a satisfied customer. Innovators must share their experiences with others because word-of-mouth has a large influence in the business world. For small businesses who undertake affiliate marketing, word of mouth is one of the most essential data sources. Furthermore, for small firms, word of mouth can be a very effective marketing tactic. It's a sort of free advertising that relies on your existing consumers to spread the word about your products and services. Word of mouth marketing is popular among marketers since it raises brand awareness. As a result, word-of-mouth marketing is five times more powerful than sponsored advertising.

Some of the verbalizations are as follows:

JO: *"Alam ko tourism students kayo kaya di na bago sa inyo yung word of mouth. Eh diba ang word of mouth is very effective sa pag advertise? Kaya ayon, even foreign tourists who visit our municipality, sila na yung nag-i insists mismo on trying our tata wine. Also, everytime na may tourists from other places na nagvi visit dito, kami na yung nagvo volunteer to give them tata wine as our "pabaon". Eh yon, way na rin namin yon to promote our municipality kasi galing na mismo yung feedback sa mga taong naka experience na ng product namin at naka visit na dito sa Abulug."* [I know that you are tourism students so word of mouth is not new to you anymore. And isn't it that word of mouth is effective in advertising? Due to that, even foreign tourists who visit our municipality are the ones who insist on trying the Tata wine. Also, everytime that there are tourists from other places who visit here, we are the ones who voluntarily give them Tata wine as souvenirs. And that is also our way to promote our municipality because the feedback comes from the people who already experienced our product and who's already been to Abulug.]

Based on the results, it shows that word of mouth is an opportunity for locally produced wine to be known in the industry of Abulug, Cagayan. Thus, word of mouth is usually considered as one of the most powerful influences on customer behavior. When making purchase choices and planning future behavior, customers consider word of mouth to be the most important source of information. Tourist satisfaction, for example, is extremely important since it

influences behavioral intentions, word of mouth, and purchasing decisions (Daugherty and Hoffman, 2014). In other words, total satisfaction leads to the potential of revisiting the destination and promoting a specific product. Moreover, a single recommendation can have significantly larger impact in today's hyper-connected society, leading to word of mouth marketing (WOMM) or word of mouth advertising tactics to capitalize on the potential (Glover, n.d.). Therefore, word of mouth is seen as an efficient means of marketing the Tata wine in order to attract more customers who are interested in it. Likewise, it is helpful in advertising, which includes any way that people talk about brands, products, or services in dialogue with others. Feedback from the people who have already tasted the Tata wine and who have visited Abulug is indeed helpful to the product. Foreigners are even the ones who insist on trying the Tata wine. Hence, with word-of-mouth marketing, customers and other fans effectively conduct marketing at little or no expense to the company. They promote directly to their network, either in person or through social media, making word of mouth not only cost-effective, but also very valuable (Mosley, 2022).

F. Tata Festival

Festivals and other events are major attractions for destination marketers when it comes to attracting potential tourists. In fact, special events are proven to be a good strategy for places to get attention and establish a reputation. Events provide a number of advantages in addition to promoting the location and improve its image. When building better products and services, it is critical to understand visitors' motivations because they are strongly tied to pleasure, which is a key component in comprehending festival-goers' decision-making process.

The verbalizataion is as follows:

TO: *“Syempre, we want to promote our product naman through town festival (Tata Festival)”* [Of course, we want to promote our product through town festival which is the Tata Festival.]

Based on the results, it shows that the Tata Festival is one of their ways to promote their locally produced wine, which contributes to the tourism industry of Abulug, Cagayan. Worldwide, festivals and local special events are used as key elements within regional development strategies. Festivals and local special events are widely acknowledged to make an important contribution to the economic development of their local areas, as they provide opportunities for tourism promotion, commercial outcomes, and increased inward investment in host regions (Getz, 2007; Van de Wagen, 2005), and contribute to the extension of the tourism season (Huang, Li & Cai, 2010; Boo and Busser, 2006; Kotler, Haider & Rein, 1993; Mehmetoglu and Ellingsen, 2005). However, the question of their contribution to the conservation of cultural heritage and traditions through an interpretation in tourism

also requires attention. Thus, Tata Festival is a major attraction for destination marketers when it comes to attracting potential tourists. In fact, Tata Festival is an efficient strategy for Abulug to get attention and reputation for its municipality, as well as for their local products to be known and marketed, most especially their major product which is the Tata Wine. Undoubtedly, festivals and local special events are used as key elements within regional development. Therefore, Tata Festival, in promotion of the Tata Wine, makes a significant economic contribution for the development of their local community, tourism promotion opportunities, as well as a boosting inbound investment to other places (Stankova, 2015).

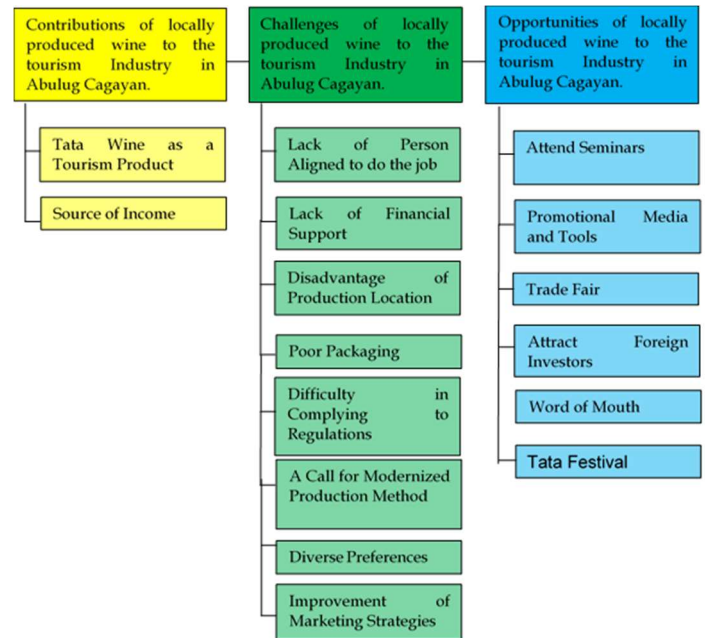


Figure 1. Contributions, Challenges and Opportunities of Locally Produced Wine to the Tourism Industry of Abulug, Cagayan

IV. CONCLUSION

This study concluded that upon exploring, the locally produced wine has contributions which are as follows: (1) Tata wine as a tourism product; (2) source of income; and (3) Tata festival. There were, however, challenges associated with the presence of these contributions which are as follows: (1) lack of person aligned to do the job; (2) lack of financial support; (3) disadvantage of production location; (4) poor packaging; (5) difficulty in complying to regulations; (6) a call for modernized production method; (7) diverse preferences; and (8) improvement of marketing. Despite of this, the study concludes that the locally produced wine still thrives as there were opportunities presented which are as follows: (1) attend seminars; (2) promotional media and tools; (3) trade fair; (4) attract foreign investors; and (5) word of mouth. All in all, this study concludes that the findings are more of challenges than contributions. But there were also opportunities that were revealed.

V. RECOMMENDATIONS

The scope of this study is limited due to the small number of participants involved. Therefore, the researchers advise future researchers to enhance the sample size and broaden the scope of the study because Tata can generate a variety of goods other than Tata wine, such as vinegar. Moreover, future researchers who will conduct a similar study should expand the number of participants by not just limiting it to the Local Government Unit of Abulug, but involve as well the winemakers and other consumers.

This study focused on how the Tata wine helps in promoting a town. The future researchers can also determine the other locally produced products which also help in promoting a town. Thus, study other products that help in promoting a town aside from the locally produced wine, "Tata wine".

The researchers also recommend improving some aspects that could help market Tata wine, such as its bottling and packaging. Design and development of packaging materials should be done for an added market value. The alcohol, sugar content, and other nutrient contents should be reviewed for the development of product label. Thus, the researchers also suggest the local government to strengthen their present strategies and/or formulate new ones beyond word of mouth.

Hence, we recommend that the Municipality of Abulug must focus first on putting permanent employees in the tourism department so that their tourism will be developed; products will be improved, destinations will be known, and the rest will follow. There should be facilities for Tata winemakers so that they can gather as one, and all of them will benefit. The Abulug government must also put forth effort, time, and financial assistance in order to manage the production of their offered products successfully and efficiently, since it is not just for them but for the entire Abulug. Thus, mass production of the nipa wine should be undertaken as part of the income generating activities of Abulug, Cagayan.

Lastly, the researchers encourage the Local Government Unit of Abulug to conduct studies regarding their local products such as the Tata wine that could serve as a credible source for future researchers who wish to conduct a similar study.

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Factors Affecting The Purchase Intention Of Tourists To Tour Packages In Sta. Ana, Cagayan

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Abstract— Traveling to different locations, both domestic and international, has already become possible since the COVID-19 protocols were lifted. Tour operators design tour packages that adhere to protocols and provide welcoming packages that meet not only tourists' expectations and budgets, but also their safety and security. Tourists consider a variety of factors, allowing them to confidently enjoy the services provided, which are influenced by price, itineraries/activities, review ratings, promotions, and package inclusions. This study was carried out to determine how factors influence tourists' purchase intentions for tour packages in Sta. Ana, Cagayan, using a convenience sampling technique. The findings of the study revealed that price and itinerary influence the purchasing intention of tourists to tour packages in Sta. Ana, Cagayan to a great extent. The findings also revealed that there is no significant difference in the factors influencing purchase intention. This implies that profile has nothing to do with the purchase intention of tourists to tour packages in Sta. Ana, Cagayan.

Keywords— *Purchase Intention, Tour packages, Price, Itineraries, Sta. Ana, Cagayan*

I. INTRODUCTION

The means of traveling to different destinations around the world has become limited due to travel restrictions and the spread of the COVID-19 pandemic. Public health precautions such as lockdowns, social distancing, and stay-at-home orders have been implemented and enforced at the local, regional, and national levels. Accordingly, tourists' attitudes towards travel experiences are expected to shift on a large scale. Likewise, Jiang & Ritchie (2017) underline that tourists' perceptions are bound to dramatically change

following disasters, which will likely gravitate towards more emphasis on safety and security considerations (Nazneen & Hong, 2020; Villace-Molinero et al., 2021). Nevertheless, understanding tourist behavior post-disaster is considered critical in providing blueprints for resilient initiatives from tourism providers (Tsai et al., 2016), which would be amplified by taking into account the extended tourist experience.

Tourists can possibly relax, as well as enjoy their vacation without worrying about their health and safety, while participating in several activities that are included in their tour package. Moreover, the quality of tour packages is an instrument in encouraging tourists to purchase them. In particular, these tour packages were full of adventure activities. Tour packages are a convenient way to organize a vacation without having to do the legwork of reserving everything yourself. Most tour companies include tickets, hotel stays, rental vehicles, tours, and meals in the package price. This saves tourists time in planning their vacations because all they have to do is book a flight and a tour package in advance for a fixed price. Tour packages offer visitors an inexpensive way to receive everything they need for their vacation, with no additional work required from them other than purchasing their flights or travel destinations online prior their vacation.

When it is intended to purchase a tour package, the intention of purchasing is now one of the contemplative cognitive behaviors (Dadwal et al., 2020). First, tourists will go through customer service, gather information about the tour package based on their preferences, and incorporate their suggestions— specifying the details of what they want in the

tour package: including the date, number of pax, price range, tour duration, and so on. Then, they will go through online reviews, checking for itinerary and tour inclusions, as well as the price range, and whether a promo is offered by the agency. As stated previously, a tourist's intention to purchase a tour package is influenced by a number of external and internal factors.

Tour packages are a total tourism product as they generally include transport from the place of origin to the destination, accommodation at an en route place or at the destination, and other recreational or travel services. These tour packages were arranged by travel agencies where the tourists would purchase the all-inclusive price, but they would not determine the price of a single element of the tour package. Tour package, in addition, is a convenient one stop solution wherein it offers tourists a perfect spot to explore, comfortable and cozy lodging, ground transportation, satisfying activities, flexible services, and more. A tranquil travel service can haggle better arrangements— to guide tourists in all aspects of the trip, to luxuriate the tour efficiently, and to modify the tour anytime. Tour package will help tourists navigate through areas that are unfamiliar to them, and offer a well-planned arrangement that gives tourists a peace of mind, while spending quality time with family.

Since Cagayan Province opened after the COVID-19 outbreak, many tourists will want to visit different destinations, particularly in the Municipality of Sta. Ana, such as Anguib Beach, Nangaramoan Beach, Palaui Island landscape and seascape, Crocodile Island, Cape Engano, and many more. Tourists travel to explore and experience adventure after being isolated in their respective homes for two years. As the travel market matures, customers desire more diverse package products and/or customized packages. The issue of the influencing factors of the decision-making process of tourists to tour packages has not yet been fully investigated by tourism and hospitality researchers. Most of the existing studies focus on the identification and analysis of consumer behaviors and their decision-making process. Although some analyze the influence of factors such as online reviews and prices, they don't analyze several factors in a comparative framework (Pinto & Castro, 2019). Given the current findings of the prior literature gathered in this work, a study on the factors that affect tourists' purchase intention to tour packages was conducted. Specifically, this study sought to determine the profile of the respondents, to what extent do the factors affect the purchase intention of tourists to tour packages in Sta. Ana, Cagayan along price, promotions, rating/online reviews, itinerary and package inclusions, and if there is a significant difference on the factors affecting the purchase intention of tourists to tour packages in Sta. Ana, Cagayan when grouped according to profile variables.

II. METHODS

A quantitative research design was used in this study employing descriptive surveys to determine the factors affecting the purchase intention of tourists to tour packages. This study was conducted in Tuguegarao City, Cagayan. The respondents of the study were tourists from outside Cagayan province who are interested in availing tour packages in Sta. Ana, Cagayan. Moreover, convenience sampling method had been used in choosing the respondents. This study used a modified questionnaire from Pinto & Castro (2019), which identified factor that influences the final decision, considering the purpose, price, promotions and online reviews, and photos. The adapted questionnaire was modified to fit the context of the study and to answer its research questions. The items on the questionnaire were divided into two parts. The first part identifies the respondents' profile, including their age, sex, civil status, educational attainment, monthly income, and preferred type of travel. The second part states the factors affecting tourists' purchase intention to tour packages in Sta. Ana, Cagayan. The second part was answered using a 4-point Likert scale (4 = very great extent, 3= great extent, 2 = least extent, and 1= no extent at all). The said questionnaire underwent a Content Validity Index Test. The researchers asked permission from the Academic Dean and Vice President for Academics through a letter before the conduct of data gathering. After approval, the researchers began with the gathering of data. Informed consent was handed out alongside the questionnaire that informed the respondents of the aggregation, research opportunity, and voluntary involvement. In order to collect data, the questionnaire was converted into a Google form and a printed survey questionnaire, along with a sample tour package that was shown to the respondents.

The researchers asked potential respondents where they are from and if they are familiar with Sta. Ana, Cagayan. Before moving on, the researchers asked if the respondents know what a tour package is, and if not, they will discuss it. The respondents are also shown tour packages for their convenience. When the data had been collected from the questionnaires employed, it was tallied, analyzed and interpreted, subsequently. Ethical considerations are strictly adhered to in the conduct of this research. Participating in this research is voluntary, and respondents are free to withdraw their participation at any time without negative impact on their social status and dignity. Their responses to the questionnaire and ethical issues considered were concealed from the public. Consent was obtained by explaining to the participants the purpose and importance of the research. Moreover, enough time was given to the respondents to answer the following questions. Considering the researchers' position as students, this study does not involve any amount or solicitation for the study's expenditures. Frequency and percentage were used to describe the profile of the respondents. Mean was used to determine the extent of the factors affecting the purchase intention of tourists on tour packages with the following range and qualitative description: 3.50-4.00= very great extent, 2.50-3.49= great extent, 1.50-2.49= least extent, and 1.00-

1.49= no extent at all. Independent sample t-test and one-way analysis of variance (ANOVA) were used to test if there is significant difference on the factors affecting the purchase intention of tourists to tour packages in Sta. Ana, Cagayan when grouped according to profile variables.

III. RESULTS

TABLE I. PROFILE OF THE RESPONDENTS

Variables	Categories	Frequency	Percentage
Sex	Male	52	65.00
	Female	28	35.00
	Total	80	100.00
Age	30 and below	45	56.25
	31-40	15	18.75
	41-50	13	16.25
	51-60	6	7.50
	60 and above	1	1.25
	Total	80	100
Civil Status	Single	45	56.30
	Married	32	40
	Widowed	3	3.80
	Total	80	100
Monthly Income	10,000 and below	31	38.80
	10,001-20,000	15	18.80
	20,001-30,000	17	21.30
	30,001-40,000	17	21.30
	Total	80	100.00
Highest Educational Attainment	Elementary Graduate	5	6.30
	High School Graduate	20	25
	College Graduate	47	58.80
	Master's Degree Holder	6	7.50
	Doctorate Degree Holder	2	2.50
	Total	80	100.00
Preferred Travel Type	Solo Traveler	15	18.80
	Group (Friends) Traveler	19	23.80
	Family Travel	46	57.50
	Total	80	100.00
Occupation	Government Employee	22	27.50
	Security Guard	5	6.30
	Business Related	15	18.80
	Freelancer/Housewife /farmer	26	32.50
	Others	12	15.00
	Total	80	100.00
Number of Travel in a Year	5 and below	68	85.00
	6-10	9	11.30
	11 and above	3	3.80
	Total	80	100.00

Table 1 shows that majority of respondents are men, between the ages of 30 and below, the majority are single, have monthly income of P10,000 or less, have earned a college degree, and prefer to travel with their families who make an average of 5 or below trips together per year. Furthermore, it can be seen that majority of the respondents work as freelancers, farmers and housewives.

TABLE IIA. FACTORS AFFECTING THE PURCHASE INTENTION OF TOURISTS TO TOUR PACKAGES ALONG PRICE IN STA. ANA, CAGAYAN

Factors	Mean	Qualitative Description
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1. Tour package that is within the budget.	3.60	To a Very great extent
2. Tour package offers group discounts.	3.59	To a Very great extent
3. Tour package's price is negotiable.	3.44	To a great extent
4. Tour package's price is proportionate to the tour's inclusions and duration.	3.48	To a great extent
5. Tour package providers are ready to accept at least 50% down payment, with the remaining half due upon the arrival of tourists.	3.63	To a very great extent
Average Mean	3.55	To a very great extent

Table 2a shows that under the price factor, tourists will purchase tour packages in Sta. Ana, Cagayan if it accepts at least 50% down payment, with the remaining half due upon tourists' arrival. Also, tourists will purchase a tour package if the price is negotiable.

TABLE IIB. FACTORS AFFECTING THE PURCHASE INTENTION OF TOURISTS TO TOUR PACKAGES ALONG PROMOTIONS IN STA. ANA, CAGAYAN

Factors	Mean	Qualitative Description
1. Tour package that offers brochures with catchy photos, current and relevant that could give me high expectations for my trip.	3.52	To a very great extent
2. Tour package that have special offers posted on social media such as Facebook are realistic and meet my expectations.	3.55	To a very great extent
3. Tour package posts engaging videos and instagrammable photos showcasing their products and customer testimonials.	3.38	To a great extent
4. Tour package offers discounts of eight people.	3.40	To a great extent
5. Tour package offers weekend travel deals with free items.	3.30	To a great extent
Average Mean	3.43	To a great extent

Table 2b shows that tourists will purchase a tour package if the special offers posted on Facebook and other social media outlets are realistic and meet their expectations. Tourists will also purchase if it has an offer of weekend travel deals with free items.

TABLE IIC. FACTORS AFFECTING THE PURCHASE INTENTION OF TOURISTS TO TOUR PACKAGES ALONG ONLINE/RATING REVIEWS IN STA. ANA, CAGAYAN

Factors	Mean	Qualitative Description
1. Tour package that was positively commented by previous customers	3.37	To a great extent
2. Tour package has feedback that provides confidence to purchase.	3.56	To a very great extent
3. Tour package that has a high star rating reviews.	3.33	To a great extent
4. Tour package that has customer reviews that are considered trustworthy and reliable.	3.50	To a very great extent
5. Tour package that has reviews that are not commented on by trolls or dummy accounts.	3.00	To a great extent
Average Mean	3.35	To a great extent